

July 14, 1975

**Special report: Changing times catch up to the station rep business, and vice versa**

# Broadcasting Jul 14

The newsweekly of broadcasting and allied arts

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**NEWSPAPER**

## lympics '76

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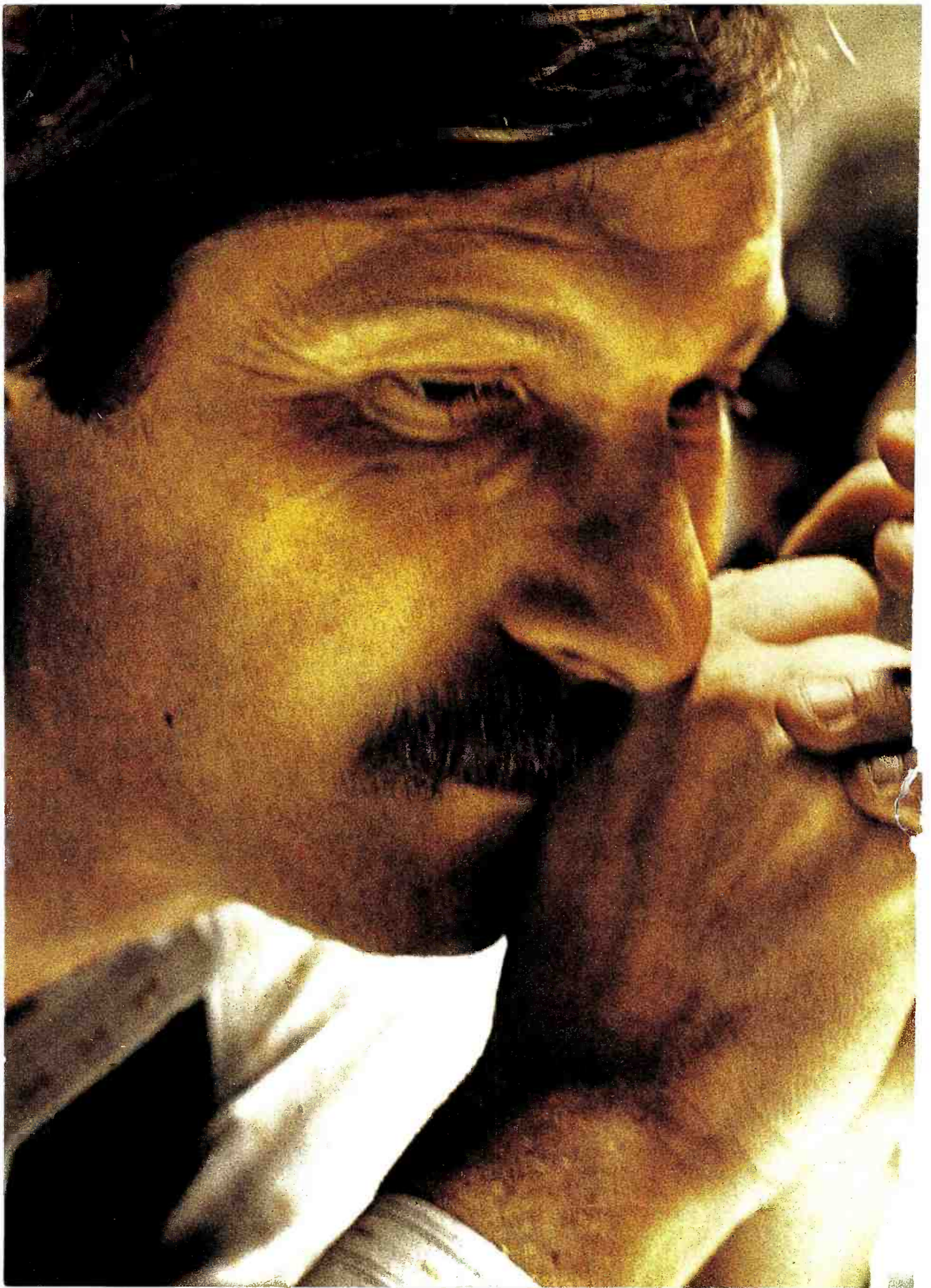
...the Winter Games from Innsbruck, the Summer Games from Montreal, both on the 5 ABC Owned Television Stations.  
It's the greatest of all athletic spectacles...with more than 10,000 of the world's best athletes from more than 100 nations competing in more than 200 individual and team contests in more than 25 different sports. Olympics '76 is truly the most prestigious television event of the year.  
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# STEVE HORN



*In between assignments in California, Brazil and India, did Steve Horn find time to present trends in TV advertising?*

*Steve, you've won virtually every major advertising award. What was your initial concept, what, in your opinion, is the crucial factor in a successful commercial?*

The casting, the acting, the working relationship among people. I cannot leave out the placement of light and lighting (the direction, the mood).

*Do you still take still photographs?*

Sure. Probably one third of the time is spent on print. The rest of the time is spent on spots and print ads to have a good look. And besides, I really like to shoot on print, both advertising and stills.

*In all the work you've done, including your public service work, do you narrow things down to your favorites?*

"The Slumlord" (for the New York Urban League) was one. If it weren't for that commercial, I probably wouldn't be where I am. It had a lot of hand-held camera, and you don't see as much of that style today.

BROADCASTING  
July 14, 1975

remembered.

To do that, it took an airplane engine making wind, a cherry picker, 11 rain hoses, numerous holes in the ground, canopies to vary the light and plenty of Eastman film.

It was a good day's work.

*Is there any special reason why you do what you do on film instead of tape?*

I've never even shot a commercial on tape. It is an important accessory

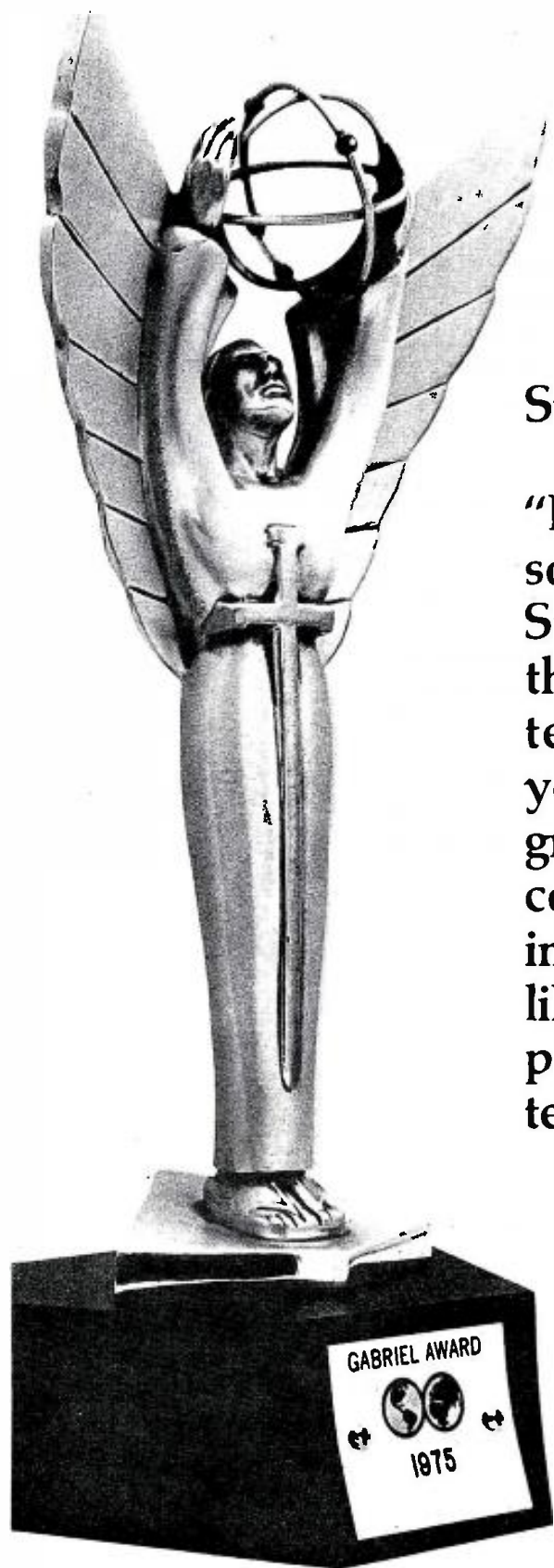
to me, just like a Polaroid print is when I'm shooting a print ad. It is especially helpful because I direct through the camera. And it lets me recheck things like lighting and timing. But the texture of film itself cannot be replaced by tape. It's the subtleties that get by playing with the light. By overexposing or underexposing. There's an emotional quality to film that gives the director more to work with.

To me, 99% of a picture is light, and I know what the light looks like when you see the picture. And that's why I shoot that picture on film.

*A copy of this and other interviews is now available, free of charge, in a fascinating and informative booklet. For a revealing look at people and ideas in the moving visual industry, write: Eastman Kodak Company, Department 640-O, Rochester, New York 14650.*



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## Station Award—WCVB-TV Boston

"I wish we could give this station something beyond the Gabriel! — Superbly commendable service to the community at every level — entertainment, education, religion, youth, cultural, public affairs programming — by and for and of the community it promotes — can you imagine what this country would be like if every station did this kind of programming? — A vision of what television can be!"\*

**WCVB-TV**  
**BOSTON**  
setting a new standard 

\*Judges' comments, 10th Annual Gabriel Awards 1975

# Business Briefly

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**Sperry's spending** □ Sperry Remington Shaver Division of Sperry Rand Corp., Bridgeport, Conn., plans massive network and spot TV campaign from September through December, spending about \$3.5 million on behalf of its Remington Radial and new Remington Soft Touch men's razors, and new Super Brush styler/dryer and Fluff 'n Dry blower/dryer for men. Remington will bolster its participations on network TV with heavy spot TV schedule in top-40 markets and also will increase its use of co-op TV advertising. Budget for September-December TV splurge is expected to be more than 50% over that of last year's period. Campaign is being created and placed through DKG Inc., New York.

**Boxing's back via barter** □ Five national sponsors have signed for seven-week TV series of live Friday night boxing bouts to be carried on line-up of more than 100 stations by TVS Television Network, starting July 25. Telecasts will be offered to stations on barter basis, with national sponsors taking five minutes of commercial time at cost of \$8,000 gross for 30-second commercial and stations retaining seven local minutes of one-hour program, which starts at 11:30 p.m. National sponsors of first seven telecasts are Miller Brewing and STP (McCann-Erickson), American Express Co. (Ogilvy & Mather), S.C. Johnson (Leo Burnett) and Old Milwaukee Beer (Cunningham & Walsh). Madison Square Garden Boxing will promote weekly matches which will originate from various parts of nation. Among major stations already in TVS fold are WOR-TV New York, KHJ-TV Los Angeles, WNAE-TV Boston, WPRI-TV Providence, KTVU-TV Oakland, Calif., and WPGH-TV Pittsburgh.

**Fresh look for frozen food** □ Kitchens of Sara Lee, Deerfield, Ill., is revamping its creative approach for its baked goods with new look and sound and new jingle incorporated into network and spot TV effort to break in August and spot radio splurge to begin in mid-July. Benton & Bowles, New York, is building its broadcast showcase around new theme, "Nobody Can Resist Sara Lee."

**Rails take to air** □ National Railroad Passenger Corp. (AMTRAK), Washington, is reported to have increased its budget

to \$5 million for fiscal year begun July 1 for expanded campaign in broadcast and print media, with local and spot TV and radio garnering about \$2.5 million. Campaign, created by Needham, Harper & Steers, New York, will concentrate throughout year on top 15 to 20 markets; will zero in on adult men and women, and will kick off in fall.

**New York takes a TV leaf from Ohio lottery book** □ Revlon Flex (Grey Advertising) is first advertiser to sign up for special prototype telecast of New York State Lottery on WABC-TV New York July 24 (7:30-8 p.m.). Five commercial minutes are available in special telecast, which will feature Monte Hall (*Let's Make a Deal*) as emcee. Game-show type set will be constructed at ABC Television Theater in New York. Production cost is \$55,000 for show, \$45,000 of which will be underwritten by WABC-TV, other \$10,000 by State Lottery Commission. Commission is now negotiating with other stations throughout New York State to carry live feed of WABC-TV broadcast. Format will be geared somewhat along lines of *The Buckeye 300 Show*, weekly prime-access telecast of Ohio state lottery, which has been knocking down 50 shares against such top-rated access shows as *Hollywood Squares* and *Treasure Hunt* (BROADCASTING, June 2). WABC-TV is billing New York show as "the largest TV giveaway in history," with cash awards that night totaling more than \$3 million. Sources at Lottery Commission say WABC-TV has first refusal if ratings of special are big enough to warrant weekly series.

**Real spots for plastic** □ Mobil Chemical Co., division of Mobil Oil Corp., New York, will advertise its consumer plastic products in spot TV campaign in substantial number of markets next month for three weeks. Lee King & Partners, Chicago, is directing commercials at women of all age groups.

**EA picks buyer** □ Elizabeth Arden Inc., New York, has named Air Time Inc., New York, as its media planning and buying service, effective Aug. 15. Budget through remainder of 1975 is approximately \$500,000, heavily in broadcast. Creative work is handled in-house by Elizabeth Arden.

**Marx raises TV sights** □ Louis Marx & Co., Stamford, Conn., is increasing its advertising budget in television substantially for fourth quarter, investing approximately \$5 million for network TV on children's programs and daytime series, and on spot TV in top 15 markets of nation. Campaign will kick off on Sept. 1 and continue for 15 weeks, promoting Marx's long list of toys to both children and women 25 and over. Waring & LaRosa Inc., New York, has created and placed campaign for Marx as part of its pre-Christmas push.

**Phillips push** □ Phillips Petroleum Co., Bartlesville, Okla., is touching off spot TV drive in long string of major markets emphasizing "proof of performance" motif. Campaign will run through July and August to reach men from 18 to 34 during height of summer touring season. Agency is Tracy-Locke, Dallas.

**Listen to Perry** □ Perry Como identifies five picture problems in TV set reception in new spot TV campaign to be run by GTE Sylvania Entertainment Products, Stamford, Conn., in 49 markets, starting Sept. 15 and ending Dec. 7. Spot TV spree is estimated to cost almost \$1.5



million and is in largest number of markets ever scheduled by Sylvania. Doyle Dane Bernbach, New York, agency for Sylvania, is also preparing 30- and 60-second radio spots with Mr. Como for dealer and distributor use. Agency is seeking time periods appealing to adult men and women.

**New product for Aunt Jemima** □ Quaker Oats Co., Chicago, is serving up Aunt Jemima Frozen Pancake Batter, which will be introduced on store shelves in early fall, spurred by commercials on network daytime TV and spot TV in major

markets still to be determined. J. Walter Thompson Co., Chicago, is seeking audiences of housewives, 25-49, and has created slogan, "The first frozen batter good enough for Aunt Jemima."

**Busy August for H-W** □ Hunt-Wesson Foods Inc., Fullerton, Calif., is beefing up with spot TV campaign in about 35 markets during August to spotlight its Manwich sandwich sauce and Snack Pack puddings and fruits. Botsford Ketchum Inc., San Francisco, is seeking time periods catering to women, 18 to 49.

**Big buy for CIT** □ CIT Financial Services, New York, will be investing lots of money in lots of radio to reach persons who want to borrow money. CIT rolls with spot radio avalanche in more than 400 markets on Aug. 4 for four weeks and will mount similar effort for another four weeks in same markets in late November. Agency, Ketchum, MacLeod & Grove, New York, will be pitching its commercials at men, 18-49 and is searching out drive-time and Saturday slots.

**Radio for Pan Am** □ Pan American World Airways Inc., New York, is taking off on spot radio flight in major markets, including San Francisco, Los Angeles,

## BAR reports television-network sales as of June 29

ABC \$350,954,000 (29.8%); CBS \$425,936,200 (36.2%); NBC \$399,013,900 (34.0%)

Day parts	Total minutes week ended June 29	Total dollars week ended June 29	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday Sign-on 10 a.m.	105	\$ 621,800	2,813	\$ 16,219,500	\$ 11,737,200
Monday-Friday 10 a.m.-6 p.m.	928	9,229,300	25,167	263,719,300	229,323,700
Saturday-Sunday Sign-on-6 p.m.	252	2,784,400	7,677	119,459,800	108,491,000
Monday-Saturday 6 p.m.-7:30 p.m.	97	2,123,500	2,555	62,929,600	56,487,300
Sunday 6 p.m.-7:30 p.m.	13	221,800	417	10,196,100	8,971,800
Monday-Sunday 7:30 p.m.-11 p.m.	395	21,193,500	10,167	623,801,900	595,439,300
Monday-Sunday 11 p.m.-Sign-off	189	3,012,800	4,676	79,577,900	70,715,600
<b>Total</b>	<b>1,979</b>	<b>\$39,187,100</b>	<b>53,472</b>	<b>\$1,175,904,100</b>	<b>\$1,081,165,900</b>

Source: Broadcast Advertisers Reports

Washington, Detroit, Miami, Houston and Boston, to reach adults 18-49 during height of travel season. Campaign will last from four to six weeks, depending on market, with Carl Ally Inc. concentrating on drive, evening and weekend periods.

**Media mix** □ Plans are not yet concrete, but NBC Radio is readying spot TV campaign for its fledgling News and Information Service, with commercials to begin running in mid-August. NIS is targeting men and women 18-49, typically largest demographic audience for all-news radio, and will buy fringe, news and prime-access 30's through Hope Martinez, New York. NBC will concentrate on cities in which NIS is already carried and will not limit itself to buying time on NBC-TV affiliates alone.

**Clearasil campaign** □ Vick Chemical Co., New York, began major spot radio campaign last week for Clearasil, skin cleanser. Nationwide spots will run for 12 weeks, emphasizing major markets, including Philadelphia, Atlanta, Houston, Miami, Denver, San Francisco, and Los Angeles. Teens are target audience; BBDO, New York, is agency.

**Hope's in for Hartz** □ Hartz Mountain Corp., Harrison, N.J. will sponsor nationwide spot radio campaign for several of its pet products—food and health care—beginning this fall. Spots will run for eight weeks, starting Sept. 15, in list of markets that includes Chicago, Cincinnati, Baltimore, Philadelphia and Cleveland. Adults 18-49 are targeted; buyer is Hope Martinez, New York.

**Kinney's kickoff** □ Kinney Shoe Corp., New York, starts extensive spot TV and

radio campaign next month in about 75 major markets as part of company's back-to-school push. Television effort will last from mid-August to mid-November while radio splurge will continue for three weeks. Sawdon & Bess, New York, will be beaming its messages to men and women from 18 to 49.

**Paint planning** □ SCM Corp., Cleveland, on behalf of its Glidden paints, will wield wide brush in spot TV later this month with campaign running in 60 major markets on alternate weeks over 16-week period. Meldru- & Fewsmith, Cleveland, is seeking mix of men and women on theory that either sex is prime prospect for purchase and usage of house paint products.

**Move to two networks** □ United Van Lines, Fenton, Mo., is mounting four-month, \$156,000 campaign of 30- and 60-second spots on CBS and NBC radio networks. Minute spots promote "pre-planned moving guide" and "hotline" toll-free information service; 30-second spots carry theme "we do more than get you there" and "United: America's first family of movers." Agency is Kelly, Zahndt & Kelly Inc., St. Louis.

**Rep appointments** □ Avery-Knodel Inc., New York, named national representative for Midnight Sun Broadcasters Inc. stations in Alaska (KENI-AM-TV Anchorage, KFAR-AM-TV Fairbanks, KINY-AM-TV Juneau and KTKN(AM) Ketchikan), effective July 28 ... Blair Television, New York, named to represent WOWK-TV Huntington, W. Va... Century National Sales, New York, named to represent KPRI(FM) San Diego and WPTH(FM) Fort Wayne, Ind.

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NBC operates TV stations in five cities –New York, Chicago, Los Angeles, Washington and Cleveland. The Television Academy awards Emmys in each of them.

And this year something pretty remarkable happened –each NBC station won as many Emmys as any station

**FIVE  
FOR  
FIVE.  
NOT  
BAD.**

in town. 🏆🏆🏆 In New York, WNBC-TV broke the all-time record (which it held) with eleven. Its closest challenger, WNET, won six. 🏆🏆🏆 Chicago's WMAQ-TV did New York one better. It earned an even dozen.

Not to be outdone, KNBC in Los Angeles and WRC-TV in Washington each received the top total of Emmy Awards in their respective cities; while WKYC-TV in Cleveland tied for that honor in its town.

Does the whole picture leave us self-satisfied? Not at all. We're going to keep producing the kind of programs that win TV's top awards. Maybe we'll even improve on this year's record. 🏆🏆🏆 Only, how do you top five for five?



**NBC TELEVISION STATIONS**

# Monday Memo

A broadcast advertising commentary from Guy Day, vice president, Chiat/Day Inc., Los Angeles

## Ad substantiation for the political candidate?

Way back in 1971, Chiat/Day ran a house ad announcing its refusal to work the political arena. The ad ended as follows:

"... it seems to us that if the Federal Trade Commission is really intent on punishing false and misleading advertisers, [it should] keep careful record of all political campaign promises ... a liar in public office is one hell of a lot more dangerous to the public than Wonder bread's nutritional claims."

No, we didn't see Watergate coming. But we did see an evolutionary trend in political "marketing" that led us to opt out. And, although campaign-funded temptation has neither darkened our door nor our accounts receivable, we've closely followed the political marketplace. Consequently, I feel qualified to address the subject at hand: the 30-second politician.

Over the past several years, specific proposals have sought to limit the commercialization of politics. These proposals have been directed for the most part at broadcasting. This, of course, stems from the fact that the radio and television industry falls within reach of the long, regulatory arm of the federal government.

But all of the regulatory ideas I've heard share a common problem: They won't work. Paid political time is probably here to stay.

So what? So I'll let you answer a few questions:

Can an election be won by a candidate that is the least voted *against*?

Can the relative popularity of a candidate be more related to a packaged exterior than to the contents of the package?

Are political campaign staffs evolving into functional analogies to product marketing teams?

Depending on your political-sociological orientation, the above questions can be positioned anywhere between hard reality and science fiction. But if you answered yes to all of the above, you admit to the possibilities of a political candidate being "manufactured."

The basic idea of manufactured candidates isn't new. It's fundamental to machine politics. And, perhaps in recognition of this, the post-Truman trend has been toward infusing new "outside" talents into campaign management hierarchies. And these new electoral experts, to an increasing degree, come from marketing and communications backgrounds. So far, for the most part, they've been long on committee warfare experience and short on brilliance. But the selection process is bound to turn around. And when it does, campaigning will move



Guy Day is a principal and creative director of Chiat/Day Advertising, Los Angeles and Seattle, a six-year-old agency billing about \$15 million. His background includes posts with McCann-Erickson, New York; and Carson/Roberts and Faust/Day Advertising, both Los Angeles.

into the hands of abundantly talented people who will bring with them a new sort of sophisticated, business-honed pragmatism.

What does all the foregoing have to do with the real world? Well, let's look at the current real world of politics.

Fact number one: Not enough people vote.

Fact number two: Of those who do vote, not enough understand what or whom they are voting for or against.

Fact number three: All of the old, self-evident truths about who can or can't get elected aren't evident any more (remember when a Catholic, a black, an actor, or a Ms. were irreconcilably unelectable?).

Fact number four: Political labels have lost their meaning (I know a nut who refers to Nelson Rockefeller as a cryptodemocrat and Barry Goldwater as a left-wing social fascist).

These conditions of fact lead to a safe assumption: More citizens will vote if they can be made to care and more voters will understand what they are voting for or against if they are skillfully communicated with.

Enter, stage left, a new product: the Hero.

The Hero is designed to make people care. The Hero is designed to communicate with them. The Hero can come from

anywhere, regardless of race, creed or even sex. And the Hero fulfills a gigantic hole in our cultural requirements. America has always had an insatiable appetite for heroes. And, by golly, we're fresh out of stock.

Finding or creating the Hero, "positioning" him (or her), and convincingly presenting him (or her) to the public is a classic marketing/creative execution problem. And in reward for the best performance in the marketplace comes not a few measly share points, but the whole enchilada—an entire term of office. Which is another way of saying that the creative execution only has to work once, followed by four years of finding out if the product is worth a damn.

I'm not crazy enough to predict success for a thoroughly researched, skillfully constructed, precisely timed, marketing strategy for an attractively packaged, parity priced, necessity product supported by clear benefit claims, dramatically and memorably presented and nourished by a competitive spending plan. Such products have failed before.

But I am crazy enough to believe that a few factors germane to electoral politics, when added to the above product profile, make predictability a hell of a lot safer: The product is free. It can't be adequately sampled. You end up with it, like it or not. Once you've got it, you've got it for a long time. It is unrestricted as to advertised claims, benefits, and even contents. It can kill you, tax you or save your life.

In fact, I'm even crazy enough to believe that given all the factors described above, the best product doesn't win; the best creative execution does.

I am not suggesting a conspiracy. But I am suggesting that an evolution to a high state of marketing and communications abilities will make a heavy impact on the political process.

I am also suggesting that a great product, a smart client and a talented agency, together, can move mountains. They can do this within the highest moral and ethical framework. And they do it with total dedication to the best interests of the public, regardless of whether the client is a breakfast cereal or a candidate for President.

Why then do we refuse to work, professionally, in the political arena? Because we, like you, need a Hero. Because we, like you, are capable of being misled. And because we, like you, are unable to predict the effect on any person, regardless of credentials, once they drink the elixir of governmental power.

Emotionally, we'd love to go to bat for Dr. Jekyll. But, realistically, we'd hate to be responsible for Mr. Hyde.



# **Harris MW-5 5kW AM transmitter has PDM\* going for it.**

Harris' MW-5 transmitter needs only two tubes for 5,000 watts—provides 125% positive peak modulation capability for a louder sound—has plate efficiency approaching 90% for lower operating cost. All this possible because of Harris' patented Pulse Duration Modulator\* (PDM) also featured in our top-selling 50,000 watt MW-50 transmitter. For complete information write, Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Illinois 62301.



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**COMMUNICATIONS AND  
INFORMATION HANDLING**

# Where Things Stand

Status report on major issues in electronic communications

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## The Little Rascals in Charlotte

“I'd never admit it at contract renewal time, but these classics just seem to go right on and on, taking time periods right and left.”

—JOHN A. EDGERTON  
WBTB, Charlotte

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Over half the Homes,  
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**Antitrust/networks.** Justice Department antitrust suit charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did. (Case nos. 74-3599 RJK et al.) Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court (BROADCASTING, May 5).

**Broadcasting in Congress.** There are measures pending in both houses of Congress to permit one-year experiment of broadcasting chamber proceedings. Main resolution in House is H. Res. 269 by Jack Brooks (D-Tex.). In Senate it's S. Res. 39 by Lee Metcalf (D-Mont.). House Rules Committee, which has alternately discussed and postponed further discussion of Brooks resolution, has formed subcommittee to conduct hearings on measure. No action has been taken by Senate Rules Committee on S. Res. 39, but full Senate on June 9 voted for first time to permit broadcast coverage of debate on Senate floor—limited to one issue, contested New Hampshire Senate election. Coverage never happened, however, after negotiations between Senate staff and networks over lighting and other technical arrangements broke down (BROADCASTING, June 16).

**Cable legislation.** FCC's proposed revisions in cable television legislation are scheduled for commission discussion on July 30.

■ **Cable rebuild deadline.** FCC last week cancelled 1977 deadline for cable systems to comply with 1972 rules (see "Top of the Week"). Action concludes rulemaking in Docket 20363. Commission, however, has outstanding another rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. That search goes forward; comments are due July 25.

**Children's TV.** FCC's policy statement on children's television programing, adopted last year (BROADCASTING, Oct. 28, 1974) has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case no. 74-2006). And House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) will hold hearings this week on broadcast advertising and children.

**Citizen agreements.** FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments are due July 25.

■ **Community ascertainment.** FCC has in-

stituted rulemaking (Docket 19715) designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, May 12). Comments have been filed in proceeding (BROADCASTING, July 7).

**Comparative renewals.** FCC discussion on proposed policy on comparative proceedings involving renewal applicant and applicant seeking to displace him, originally set for June 12, has been postponed indefinitely.

**Consumer agency.** Senate passed bill to establish Agency for Consumer Advocacy after amending it to ensure agency may not involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. In House, Jack Brooks's (D-Tex.) subcommittee of Government Operations Committee has conducted hearings on consumer agency measure similar to that passed by Senate, but with one significant difference for broadcast industry. Bill, H.R. 7575 does not exempt proposed agency from involving itself in license renewal proceedings. National Association of Broadcasters, which fought for the exemption in Senate bill, is hopeful it will be included in House bill before it clears full Government Operations committee.

■ **Copyright legislation.** Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Copyright Subcommittee has completed markup and cleared for full Judiciary Committee its bill (S.22), which is substantially same as bill that passed full Senate last year. House Judiciary Subcommittee on Court, Civil Liberties and the Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. Grouping witnesses by issue, subcommittee heard from FCC and Office of Telecommunications Policy, cable industry, broadcast industry (BROADCASTING, June 16) and heard from public broadcasters last week (see story this issue).

**Crossownership (newspaper-broadcast).** FCC order banning newspaper-broadcast crossownerships prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from the Fourth and Eighth circuits to one in Washington, where they have been consolidated (Case nos. 75-1064 et al.) However, court has yet to designate circuit in which they will be argued. In addition, number of parties petitioned commission to reconsider its order, but the commission has denied them

**Crossownership (television-cable television).** FCC has initiated rulemaking (Docket 20423) aimed at easing restrictions it had imposed on common ownership of cable system and television station in same market (BROADCASTING, April 17). Comments were due May 19 replies, May 30.

**Distant sports.** FCC has adopted "same-game" rule governing cable television's importation of distant sports programming (see "Top of the Week").

**EEO guidelines.** FCC is considering staff draft of proposed equal employment opportunity guidelines (BROADCASTING, June 16).

**Fairness doctrine bills.** Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S.2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, section containing equal time requirement as well as statutory basis for fairness doctrine. Proxmire bill in fact would prohibit FCC from influencing broadcast programming or scheduling in any way. S.1178 by Senator Roman Hruska (R-Neb.) would do that and also address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R.2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

**FCC's fairness-doctrine report.** FCC's new fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media, and otherwise modifying fairness doctrine (BROADCASTING, July 1), is subject of petitions for reconsideration filed with commission as well as appeal filed with U.S. Court of Appeals in Washington by National Citizens Committee for Broadcasting and Friends of the Earth.

**Fee schedule.** Various parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Case nos. 75-1053 et al.); some 60 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Case nos. 75-1064 et al.). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.).

**KRLA (AM).** Comparative hearing case, underway since 1964, is now on appeal to U.S. Court of Appeals in Washington (Case nos. 74-1002 et al.). Six losing applicants are challenging FCC's grant of Pasadena, Calif., frequency to Western Broadcasting Corp., whose principals include Bob Hope. Decision awaited.

■ **Leapfrogging.** FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments originally were due July 8; date has been changed to July 29. Replies are now due Aug. 22.

**License renewal legislation.** At least 50 license renewal bills have been introduced so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on the agenda of communica-

tions subcommittee in either house. NAB has placed its stamp of approval on two renewal bills, H.R. 5578 by Representative Louis Frey (R-Fla.), which now has over 70 cosponsors, and another, yet to be formally introduced, by Senator Paul Fannin (R-Ariz.).

**Network exclusivity on cable.** FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals (BROADCASTING, April 21) in Washington by CBS, NBC and ABC television affiliates associations. Order also is subject of petitions for reconsideration filed with commission. Also, commission has agreed to adopt simultaneous—instead of present same-day—nonduplication protection for broadcasters in the Rocky Mountain time zone (BROADCASTING, June 23).

**Nutritional advertising.** FTC has republished its proposed trade regulation rule on nutrition claims in food advertising in conformity with rulemaking procedures set out in Warranty-FTC Improvements Act. Comments on disputed issues must be filed by July 28; deadline for comments not proposing disputed issues to be announced.

**Obscenity.** FCC's declaratory ruling on indecent and obscene broadcasts (BROADCASTING, Feb. 17) is being appealed to U.S. Court of Appeals in Washington (Case no. 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Specific ruling involved station's broadcast of George Carlin album cut that commission ruled indecent and obscene.

■ **Pay cable; pay TV.** FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed on two fronts. Broadcasters and cable operators have appealed to U.S. Court of Appeals in Washington, and ABC and NBC have petitioned commission for reconsideration. Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (BROADCASTING, May 26). A second round of hearings was held last week (see story, this issue).

**Payola.** Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola. Another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion. Justice department says its investigation, which resulted in indictments, reached into 16 cities, is "only the beginning" (BROADCASTING, June 30).

**'Pensions' case.** FCC decision holding that NBC violated fairness doctrine in connection with *Pensions: The Broken Promise* TV program, was reversed by U.S. Court of Appeals in Washington on Sept. 27, 1974. Full court granted petitioner, Accuracy in Media, rehearing, but later reinstated original decision and referred to original court panel the question of whether, as commission urged, the issue had become moot: AIM has announced its intention to appeal to Supreme Court (BROADCASTING, June 30). Hearings will be held July 24.

**Performers' royalty.** Senator Hugh Scott (R-Pa.) has attempted for some 30 years to push through legislation establishing performer's royalty to be paid by broadcasters. In last ses-

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sion of Congress, it was defeated as amendment to Senate's copyright bill. Senator Scott has subsequently introduced concept in separate bill, S. 1111. Senator Scott will preside at Copyright Subcommittee hearing on bill July 24. Duplicate of Scott bill has been introduced in House (H.R. 5345) by Representative George Danielson (D-Calif.). Danielson bill will be taken up July 23, during hearings by House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice on overall copyright reform measure.

**Personal attack rules.** FCC order asserting that WMCA(AM) New York violated personal attack rules has been appealed by licensee Straus Communications Inc., which claims rules are unconstitutional (Case nos. 75-1083 and 75-1084) (BROADCASTING, June 16).

**Pole attachments.** Since fall of 1970, National Cable Television Association and AT&T have been at stalemate in pole-rate negotiations. Most recent proposal by AT&T has been rejected by NCTA (BROADCASTING, June 9). FCC Chairman Richard E. Wiley has brought sides together once more in last effort to help them resolve their differences before commission finally faces question of whether to assert jurisdiction in issue and impose its own rate formula.

**Prime time access rule III.** FCC on May 14 modified rule in response to decision by U.S. Court of Appeals in New York which essentially affirmed rule's constitutionality (BROADCASTING, May 19). Two appellants—National Association of Independent Television Producers and Distributors and Sandy Frank Pro-

gram Sales Inc.—asked court to reverse commission on effective date—Sept. 8, 1975. They wanted date extended, but court rejected their requests. Frank has asked for rehearing (BROADCASTING, June 30).

■ **Public broadcasting funding.** Bills providing five-year authorization and appropriation for Corporation for Public Broadcasting have cleared commerce committees in both houses and await action by appropriations committees. Senate bill (S.893) and House version (H.R. 6461) provide some amounts of funds be made available over five-year period, but House bill has tougher "matching formula" for fourth and fifth years than does Senate bill. And House bill provides that "significant portion" of government money should be used for instructional programing, language not in Senate bill. Subcommittee of Senate Appropriations Committee has held hearings on bill, but has not yet scheduled markup. House Appropriations Committee held hearings last week (see story, this issue).

**Section 315.** Senate Communications Subcommittee Chairman John Pastore's (D-R.I.) bill to exempt presidential and vice presidential candidates from equal-time requirements in Section 315 of Communications Act (S.608) is being scrutinized during hearings on fairness doctrine bills. There will be further hearings before subcommittee takes action on it. House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has introduced measure (H.R. 5600) which echoes Mr. Pastore's bill, but also provides that programs like *Meet the Press* be exempted from equal-time requirement, and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. No action has been scheduled on Macdonald bill.

**Star stations.** FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington (Case nos. 75-1203).

**VHF drop-ins.** In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets (BROADCASTING, April 7). Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Commission invited comments on economic and technical feasibility of drop-ins; deadline has been extended from July 11 to Oct. 15.

■ **WNCN(FM) (now WQIV).** Citizen groups have appealed to U.S. Court of Appeals in Washington FCC action authorizing New York station to change its call letters before time for protest had expired and from denial of stay (Case nos. 74-1925, 74-1926). They have also petitioned commission to deny station's renewal application. Principal issue is format change from classical to rock. Competing application for WQIV's frequency has been filed by Concert Radio Inc. GAF Corp. has offered to buy station for \$2.2 million, return it to classical format and reimburse citizen groups and Concert Radio for legal expenses.

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## This week

**July 13-15**—*New York State Broadcasters Association* 14th annual executive conference. The Otesaga hotel, Cooperstown.

■ **July 14**—FCC's new deadline for comments on proposed rulemaking (Docket 20482) which would exempt cable systems serving fewer than 1,000 subscribers from obligations of commission's syndicated program exclusivity rules. Previous deadline was July 3. Deadline for reply comments was extended from July 23 to Aug. 4. FCC, Washington.

■ **July 14-17**—Hearings on broadcast advertising and children before *House Communications Subcommittee*. Rayburn House Office building, Washington.

**July 14-15**—*FCC Future Planning Conference*. FCC, Washington.

**July 15**—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Bismarck, N.D.

**July 15**—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Jackson, Tenn.

**July 15-16**—*New England Cable Television Association* board of directors meeting. Mount Washington hotel, Bretton Woods, N.H.

**July 15-16**—*New England Cable Television Association* convention. Mount Washington hotel, Bretton Woods, N.H.

**July 17**—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Fargo, N.D.

**July 17**—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Knoxville, Tenn.

**July 17-18**—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meetings. Hyatt Regency, Toronto.

**July 19**—*Motion Picture Laboratories Inc.* annual film seminar. Memphis State University, Memphis. Contact: MPL, P.O. Box 1758, Memphis 38101.

## Also in July

**July 20-22**—*California Broadcasters Association* summer meeting. Robert T. Howard, president, NBC Television Network, will be featured speaker. Del Monte Hyatt House, Monterey.

**July 22**—*Radio Advertising Bureau* Idearama meeting on small-market sales. Ramada Inn, Boise, Idaho.

**July 23**—Hearing before *House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice* on pending bill providing for establishment of performers' royalties to be paid by broadcasters (H.R. 5345). Rayburn House Office building, Washington.

**July 25**—FCC's deadline for comments on proposed rulemaking (Docket 20495) and proposed policy statement regarding citizen group-broadcaster agreements. Replies are due Aug. 11. Informal comments without extra copies will be accepted in effort to obtain widest possible response. FCC, Washington.

■ **July 29**—FCC's new deadline for comments on inquiry (Docket 20487) into leapfrogging rules relative to cable pick-ups of programming. Previous deadline was July 8. Deadline for reply comments was extended from July 23 to Aug. 12. FCC, Washington.

**July 29**—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Anchorage, Alaska.

## August

**Aug. 3-4**—*South Carolina Broadcasters Association*

summer convention. Hilton hotel, Myrtle Beach.

**Aug. 3-9**—*National Association of Broadcasters* sixth sales management seminar. Harvard University Graduate School of Business Administration. Boston.

■ **Aug. 6-7**—*Tennessee Association of Broadcasters* license-renewal seminar. Participants include John Summers, general counsel of National Association of Broadcasters; R. Russell Eagan of Washington law firm Kirkland, Ellis & Rowe; Richard Shiben, chief of FCC Broadcast Bureau's Renewal and Transfer Division, or if he cannot attend, an aide, and group of broadcasters who have encountered license-renewal problems in past. Airport Hilton Inn, Nashville.

**Aug. 11**—Deadline for reply comments on FCC notice of proposed policy statement on citizen group-broadcaster agreements (Docket 20495). FCC, Washington.

**Aug. 11**—FCC deadline for comments on proposed rulemaking (Docket 20521) concerning ownership reporting and disclosure by publicly held corporations that own interests in broadcasting stations. Proposed rules are based on Model Corporate Disclosure Regulations issued in January by Interagency Steering Committee on Uniform Corporate Reporting (Broadcasting, Feb. 3). Replies are due Aug. 26. FCC, Washington.

**Aug. 11**—FCC deadline for comments on proposed rulemaking (Docket 20520) which would amend broadcast station multiple ownership rules to set a 5% limit on institutional ownership of broadcast stations. Replies are due Aug. 26. FCC, Washington.

**Aug. 11-12**—*National Religious Broadcasters* Eastern convention. Lancaster Bible College, Lancaster, Pa.

**Aug. 14-15**—*Arkansas Broadcasters Association* summer convention. Thursday Banquet speaker: Harry Walker, vice president for public affairs, Shell Oil Co; Thursday luncheon speaker: Tom Swafford, CBS-TV Network vice president in charge of program practices. Indian Rock Resort, Fairfield Bay.

**Aug. 14-17**—Annual meeting, *Concert Broadcasters Association*. Blossom Music Center, Akron, Ohio.

**Aug. 18**—FCC's new deadline for comments on proposal to institute rules regarding a system for automatic identification of station transmissions (Docket 20351). Previous deadline was May 19. Deadline for reply comments was extended from June 2 to Sept. 2. FCC, Washington.

**Aug. 18**—Comments due at FCC on proposed rulemaking concerning possible alternatives to March 31, 1977, deadline for older major market cable systems to comply with access and channel capacity rules adopted March 31, 1972 (Docket 20508). Replies are due Sept. 8. FCC, Washington.

**Aug. 18**—FCC deadline for comments on rulemaking (Docket 20509) which would establish new class of radio station to be used to transmit information to motorists and other travelers (Docket 20509). Proposed radio class would operate on either 1606, 1612 or 530 khz. Reply comments due Sept. 5. FCC, Washington.

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**Aug. 16-22**—*University Film Association's* 29th annual conference. Papers and sessions will deal with new trends in video disc systems, video cassettes and videotape recordings in comparison with super 8 and developments in 16mm and 35mm films. Rochester Institute of Technology, Rochester, N.Y. For further information on program: Professor Peter Dart, University of Kansas, Lawrence 66045; (913) 864-3991. For queries on local arrangements: Professor Reid H. Ray, RIT, Rochester 14623; (716) 464-2772.

**Aug. 21-24**—*West Virginia Broadcasters Association* fall meeting. Greenbrier, White Sulphur Springs.

**Aug. 22-23**—*Tennessee Associated Press Broadcasters Association* meeting. Hyatt-Regency hotel, Knoxville.

**Aug. 29**—Comments due at FCC on inquiry to re-evaluate need for UHF television taboos in connection with channel allocations. Reply comments due Sept. 17.

## September

**Sept. 5-7**—*American Women in Radio and Television* Western Area Conference. Caesar's Palace, Las Vegas.

**Sept. 12-14**—*American Radio Relay League* convention. Speakers will include FCC Commissioner Robert E. Lee and (astronaut) Owen K. Garriott, deputy director, Science and Applications, National Aeronautics and Space Administration, Sheraton International Conference Center, Reston, Va.

■ **Sept. 12-14**—*Maine Association of Broadcasters* annual meeting. Sebasco Lodge, Sebasco Estates.

**Sept. 14-16**—*Louisiana Association of Broadcasters* fall convention. Royal Sonesta hotel, New Orleans.

**Sept. 14-16**—*Nebraska Broadcasters Association* annual convention. Holiday Inn, North Platte.

**Sept. 15**—Deadline for entries in Town Crier Bell Awards for reporting agricultural subjects to urban audiences (Broadcasting, March 24). Open to voting

## Major meeting dates in 1975-76

**Sept. 17-19**—*Radio Television News Directors Association* international convention. Fairmont hotel, Dallas.

**Sept. 17-20**—*Institute of Broadcasting Financial Management* annual conference. Century Plaza hotel, Los Angeles.

**Sept. 17-20**—*National Association of FM Broadcasters* 1975 National Radio Broadcasters Conference & Exposition. Marriott hotel, Atlanta.

**Nov. 12-15**—*The Society of Professional Journalists, Sigma Delta Chi*, 66th anniversary convention. Benjamin Franklin hotel, Philadelphia.

**Nov. 16-19**—*National Association of Educational Broadcasters* 51st annual convention. Sheraton Park hotel, Washington.

**Nov. 18-20**—*Television Bureau of Advertising* annual convention. Americana hotel, New York.

**Feb. 21-25, 1976**—*National Association of Television Program Executives* 13th annual conference. Fairmont and Mark Hopkins hotels, San Francisco.

**March 21-24, 1976**—*National Association of Broadcasters* annual convention. Chicago.

**May 5-9, 1976**—*American Women in Radio and Television* 25th annual national convention. Marriott hotel, Philadelphia.

**June 15-20, 1976**—*Broadcasters Promotion Association* 21st annual seminar, Washington.

members of National Farm Broadcasters Association. Sponsored by Elanco Products Co., division of Eli Lilly & Co., Indianapolis 46206.

**Sept. 15**—Deadline for entries in 1975 Highway Safety Journalism awards (Broadcasting, March 17). Uniroyal Highway Safety Awards, Uniroyal Inc., 1230

Avenue of the Americas, New York 10020.

**Sept. 15**—Deadline for entries in 1976 Ohio State Awards competition, sponsored by the *Institute for Education by Radio-Television*, for informational, educational and public affairs radio and television programs. Additional information and entry forms: The Ohio State Awards, 2400 Orientangy Road, Columbus, Ohio 43210.

**Sept. 16-17**—*Society of Broadcast Engineers, Indiana chapter*, regional convention and equipment exhibition. Atkinson hotel, Indianapolis.

**Sept. 17-19**—*Radio Television News Directors Association* international convention. Bill Monroe, NBC News and a past RTNDA president. will be keynote speaker, Fairmont hotel, Dallas.

**Sept. 17-20**—*Institute of Broadcasting Financial Management* annual conference. Century Plaza hotel, Los Angeles. (1976 conference will be held Sept. 12-16 in Boston; 1977 conferences in mid-September in Chicago).

**Sept. 17-20**—*National Association of FM Broadcasters* 1975 National Radio Broadcasters Conference & Exposition. Marriott hotel, Atlanta.

**Sept. 17-19**—*Tennessee Association of Broadcasters* convention. Holiday Inn-Rivermont, Memphis.

**Sept. 19-21**—*American Women in Radio and Television* Midwest Area Conference. Hilton Inn, Annapolis, Md.

**Sept. 19-21**—*American Women in Radio and Television* Southern Area Conference. Ramada Inn, New Bern, N.C.

**Sept. 22-23**—*National Religious Broadcasters* western convention. International hotel, Los Angeles.

**Sept. 22-24**—*National Cable Television Association* board meeting, L'Enfant Plaza hotel, Washington.

**Sept. 24-25**—*Kentucky CATV Association* fall convention. Continental Inn, Lexington.

**Sept. 25**—*World Plan Committee of International Telecommunication Union* meeting. Geneva.

**Sept. 26**—FCC deadline for comments or "warehousing" of movies by networks with regard to pay cable distribution (Docket 19554). FCC, Washington.

**Sept. 26-27**—*Boston chapter of The Society of Broadcast Engineers* second annual "mini-vention" to broadcasters. Information: Mike Goldberg, WGBH-TV Boston, or Steve Cohn, WSMW-TV Worcester, Mass. Sheraton Yankee Drummer Inn, Auburn, Mass.

**Sept. 28-Oct. 3**—*Society of Motion Picture and Television Engineers* 117th technical conference and equipment exhibit. Jack Valenti, president of the Motion Picture Association of America, will be Sept. 2 luncheon speaker. Century Plaza hotel, Los Angeles.

**Sept. 29-30**—*National Religious Broadcasters* Midwest convention. Winona Lake, Ind.

## October

**Oct. 2-3**—*Ohio Association of Broadcasters* fall convention. Columbus.

**Oct. 2-5**—Joint fall meeting, *Missouri Broadcasters Association* and *Illinois Broadcasters Association* Chase-Park Plaza hotel, St. Louis.

**Oct. 2-8**—*International Telecommunications Union* Telecom'75, second world telecommunication exhibition. Event scheduled simultaneously with Second World Telecommunications Forum, Second International Festival of Telecommunications and Electronic Film, and "Youth in Electronic Age" competition all to be held in same city. Palais des Exposition, Geneva.

**Oct. 3-5**—*Illinois News Broadcasters Association* fall convention. Site to be announced. Peoria.

**Oct. 3-5**—*American Women in Radio and Television* Northeast Area Conference. Rye Town Hilton Inn, Rye N.Y.

**Oct. 8-10**—*Indiana Broadcasters Association* fall convention. Royal Inn, South Bend.

**Oct. 9-12**—*Women in Communications Inc.* annual national meeting. Sheraton Inn-Skyline East, Tulsa Okla.

**Oct. 10-12**—*American Women in Radio and Television*

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sion East Central area conference. Pfister hotel, Milwaukee.

**Oct. 13-14**—*National Association of Broadcasters* 1975 fall conference. Fairmont hotel, Atlanta.

**Oct. 12-15**—*American Association of Advertising Agencies* Western region convention. Maui Surf hotel, Maui, Hawaii.

**Oct. 15**—FCC's new deadline for comments on inquiry into dropping new VHF channels into top 100 markets (Docket 20418). Previous deadline was July 11. Deadline for replies was extended from Aug. 11 to Nov. 18. FCC, Washington.

**Oct. 16-17**—*National Association of Broadcasters* 1975 fall conference. Marriott hotel, Boston.

**Oct. 17-19**—*American Women in Radio and Television* West Central area conference. Hilton hotel, Omaha, Neb.

**Oct. 22-23**—*Kentucky Broadcasters Association* fall convention. Red Carpet Inn, Bowling Green.

**Oct. 24-26**—*American Women in Radio and Television* Southwest Area conference. Dallas.

**Oct. 25-27**—*Texas Association of Broadcasters* fall meeting. Houston Oaks hotel, Houston.

■ **Oct. 26-28**—*Post-Newsweek Stations*, in cooperation with the *League of Women Voters* and the *Aspen Institute's Program on Communications and Society*, to sponsor "Ballots and Broadcasting: from Harding-Cox to 1976 and Beyond"—conference to make electronic media more effective in the electoral process. Reston Conference Center, Reston, Va.

**Oct. 30**—FCC deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 19554). FCC, Washington.

## November

**Nov. 2-4**—*Action for Children's Television's* fifth national symposium on "Children's Programming and The Arts." Speakers include Ray Hubbard, Post-Newsweek Stations; Thomas Hoving, Metropolitan Museum of Art; author Jerzy Kosinski; John O'Connor, *New York Times*; illustrator Maurice Sendak and Herbert Schmetz, Mobil Oil Corp. Atlanta Memorial Arts Center, Atlanta. Contact: ACT, 46 Austin Street, Newtonville, Mass. 02160.

**Nov. 5-7**—International Film & TV Festival of New York 1975, Americana hotel. Contact: *International F.T.F. Corp.*, 251 West 57th Street, New York 10019.

**Nov. 6-7**—*American Association of Advertising Agencies* Central region annual meeting. Continental Plaza hotel, Chicago.

■ **Nov. 7-9**—*American Women in Radio and Television* board of directors meeting. Philadelphia Marriott, Philadelphia.

**Nov. 9-11**—*National Association of Broadcasters* 1975 fall conference. Monteleone hotel, New Orleans.

**Nov. 10-14**—*International Radio and Television Society* faculty/industry seminar. Tarrytown Conference Center, Tarrytown, N.Y.

**Nov. 10-11**—*Advertising Research Foundation* annual conference. New York Hilton, New York.

**Nov. 12-15**—*The Society of Professional Journalists, Sigma Delta Chi*, 66th anniversary convention. Benjamin Franklin hotel, Philadelphia.

**Nov. 13-14**—*National Association of Broadcasters* 1975 fall conference. Pick Congress hotel, Chicago.

■ **Nov. 16-19**—*National Association of Educational Broadcasters* 51st annual convention. Sheraton Park hotel, Washington.

**Nov. 17-18**—*National Association of Broadcasters* 1975 fall conference. Brown Palace hotel, Denver.

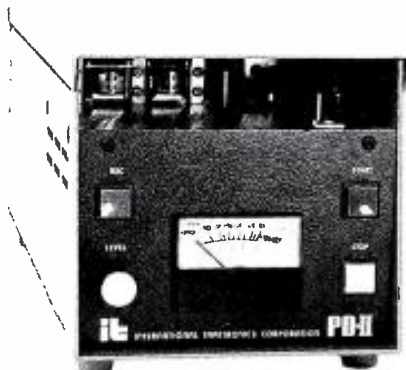
**Nov. 18-19**—*American Association of Advertising Agencies* Eastern annual conference. Waldorf-Astoria, New York.

**Nov. 18-20**—*Television Bureau of Advertising* 21st annual meeting. Americana hotel, New York.

**Nov. 20-21**—*National Association of Broadcasters* 1975 fall conference. Fairmont hotel, San Francisco.

**Nov. 30-Dec. 3**—*Association of National Advertisers* annual meeting. Breakers hotel, Palm Beach, Fla.

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## A question of responsibility

EDITOR: The June 23 "Open Mike" letter headlined "The No No Songs" included an appeal to "the industry" to establish a "code of ethics" and "seal or logo." While I am sympathetic to the author's opinion of these intellectually degenerate songs which depend on gutter language to attract the attention of what surely is the proper audience for such manure, I wonder why this music director is so eager to give away his rightful authority over music selection to the majority vote of some "commission."

I would think that music directors are selected by a station management because the management has confidence in the discretionary ability of the person whom they appoint as music director.

Does the music a station broadcasts determine the make-up of its listening audience? Does the make-up of that audience determine which advertisers will pay dollars to reach that audience? How will a commission help if they decide that these records meet the "industry code of ethics?"—*W. J. Falgout III.*

EDITOR: Our's is a religious operation, so I had to review *The Bitch is Back*, *The No No Song*, and *Only Women Bleed*, but I could really find little wrong with the songs other than what could be construed from the titles. "Bitch" is only a word, the bleeding was definitely not menstruation, and Ringo Starr's record should be hailed as one putting down the use of dope, no matter what the singer's reasons for doing so might be. Did Mr. Christie ever listen to the words? Did he just read the titles? Or is it just possible his middle name is Nose?—*Patrick J. Shirley, vice president, engineering, Tape Networks Inc., Delano, Calif.*

EDITOR: Blue Christie laments the release of "records such as *The Bitch is Back*, *The No No Song* and *Only Women Bleed*." WLOF, he (or she) states, has taken a stand against "these" kinds of records and does not play them.

This is regrettable, not so much in the action itself, but in the espoused reasoning behind it. From the time of the so-called "drug-lyric scare," the FCC has steadfastly emphasized that its concern in this area is that licensees be aware of just what they are broadcasting over the public airwaves. The edict was one of responsibility, not of censorship.

It is important that programing decisions not be based on a glance at song titles or on hearsay. WBPM, for example, deleted *The Bitch is Back* only after listening to it and determining that the language would be offensive to its audience and was

not essential to the meaning of the work. On the other hand, *The No No Song* and *Only Women*, for all the attendant controversy, are in reality perfectly valid pieces of considerable import. The former is actually a tongue-in-cheek anti-drug song which also addresses the problem of alcoholism, and the latter a rather pretty ballad with none of the overtones which its album-cut title might connote.

WBPM believes that if a licensee exercises practiced judgment, he will never deprive his public of its rightful broadcast input and will never be in trouble come license renewal time.—*Dick Hyatt, program director, WBPM(FM) Kingston, N.Y.*

EDITOR: I read with amusement Blue Christie's letter—concerning so-called "controversial records."

It would seem that Mr. Christie believes that the recording industry is in existence solely to keep stations like WLOF supplied with a force-feed tapioca top 40.

The suggestion of a commission to "police" the recording industry is repugnant to the concept of artistic freedom.

Mr. Christie's job as a music director ought to be to listen to records that he receives and decides to air. Should Mr. Christie decide that a record is "too blue" for WLOF, he does have the option of not airing such.

However, the establishment of a policing commission to decide what is "decent" and what is "obscene" smacks of Big Brother.—*T.A.J. Pollack, chief engineer, WECW(FM) Elmira, N.Y.*

EDITOR: Blue Christie suggests that the radio and record industry should "establish . . . their own controls and code of ethics" concerning record lyrics. Although the FCC and most responsible broadcasters would agree with Mr. Christie's apparent goal of forbidding obscene lyrics over the air, I hope that his idea of a commission intended "to rate controversial subjects covered in records" is discouraged.

The core of the problem is the definition of "obscene." What would be the proposed commission's definition?

I believe that it is in the character of most broadcasters to be suspicious of any organization designed to substitute its judgment for that of a licensee. Broadcasters must continue to police themselves individually, not collectively. Every licensee must guard this right closely if he is to guarantee the existence of whatever degree of freedom he currently enjoys.

Obscenity should not be broadcast. However, it is simply not in the interest of broadcasters to support the idea advocated by Mr. Christie—*William L. Oxley, California State University, San Diego.*

## Who's in charge here?

EDITOR: A couple of weeks ago at the invitation of the FCC a group of Rocky Mountain broadcasters journeyed to Washington to present a well documented case for the retention of same-day non-duplication rules for CATV in the mountain time zone. Like all such efforts, this one was both expensive and time consuming for the small-market broadcasters involved.

It turned out to be an exercise in futility!

The commission obviously had reached a decision prior to the panel discussion, as the new report and order went out almost as quickly as the panel session ended [BROADCASTING, June 23]. I do not believe a single hour's deliberation was given to the testimony.

There is much being said these days about regulatory agencies which have been "captured" by the business they are supposed to regulate. It can never be rightfully said that the FCC has been overtly sympathetic to the broadcast industry.

But the question is now: Has the FCC been captured by the National Cable Television Association?—*Rex G. Howell, chairman of the board, KREX-TV Grand Junction, Colo.*

## Spreading the blame

EDITOR: There has been considerable comment lately on "those tricky exams" the FCC is using for broadcast-endorsed third phones. Apparently, the part that people are having trouble with is element nine, which is the exam for the broadcast endorsement. The difficulty of the element nine exam was increased when operating privileges for thirds were increased.

The study guide available from the Government Printing Office indicates that a broadcast endorsed third-class operator should know when to run station identification, know how to convert kilovolts to volts, know how to calculate power by the indirect method, know how to calculate power by the direct method, and know how to calculate antenna base current ratios.

In no case, is it necessary for the operator to know how to convert kilovolts to volts, calculate power by the direct or indirect method, or to compute base current ratios. Having such items on the exam makes it somewhat of a farce in the eyes of those who just want to be disk jockeys, but must do routine transmitter operations.

The problems I have found with third-

class operators are just as common in many first-class operators. They generally don't care about transmitter operation. These operators are too busy trying to run a good show to be bothered with transmitter operation. The transmitter is the operator's primary responsibility. The disk jockey's show may suffer slightly by taking time to make proper log entries, but he will be legal.

When an FCC inspector finds an error in logging, the station licensee is generally cited for failure to require operators to do whatever it was that wasn't done. The station licensee has several options available to insure he doesn't get such a citation.

The first option is to make it clear to operators that they are indeed responsible for proper operation of the transmitter and keeping of the logs. If the operator repeatedly makes the same errors, fire him. The station licensee has taken steps to make sure that such improper operation shall not be continued.

If this operator is such a great talent that you would rather not fire him, you can assign another operator to be responsible for transmitter operation while the "star" is on the air. Another possibility would be the installation of automatic logging equipment with the required tolerance alarms. The star is still responsible for the operation of the transmitter, but all that is then required is a "periodic" inspection.

I agree that the FCC exam for element nine asks questions on subjects that are not required for proper routine operation of a broadcast transmitter. I also agree with the FCC that many of the presently licensed operators do not appear to be qualified for routine transmitter operation.—*Harold Hallikainen, president, Hallikainen & Friends, San Luis Obispo, Calif.*

### What's in a name

**EDITOR:** Your comprehensive "Special Report" on children's programming (June 30) includes a Nielsen top-10 survey in which *The Little Rascals* places fourth among syndicated children's shows. That's not bad for a 40-year-old series, and you'd think we'd be satisfied. But we know we would have done better if only you could have found us more often.

*The Little Rascals* is frequently not listed under its own name. It's called *Monday's Rascals* on WFBC-TV Greenville, S.C., *Kirby's Rascals* on WBT(TV) Charlotte, N.C. *The Little Rascals* is on twice daily on KBAK-TV Bakersfield, Calif., as *Morning Comedy* and *Comedy Classics*. On WKEF-TV Dayton, Ohio, it's *Clubhouse 22*. In Paducah, Ky., on WDXR-TV, it's on the *Jungle Briggs Show*. On WAVE-TV Louisville, Ky., *Comedy Capers*. On WDIQ-TV Duluth, Minn., *Cartoon Carnival*.

I realize a syndication survey can only report what it finds, and I'm having my own troubles finding us sometimes. But I wanted to set this record straight.—*Michael G. King, executive vice president, King World Productions, Berkeley Heights, N.J.*

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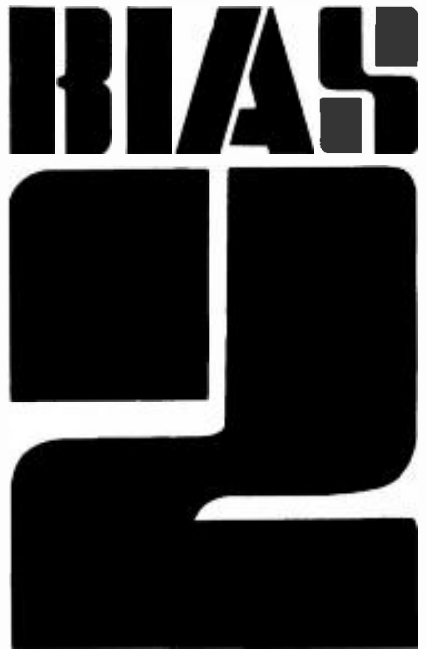
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# Closed Circuit.

Insider report: behind the scene, before the fact

## Breather

FCC will slow down during August, traditionally quiet time when commissioners and staff take vacations. But there will be regular meetings—on Aug. 1, 7, 14 and 28. FCC Chairman Richard E. Wiley expects to take time off during one week that no meeting is scheduled. No special meetings are expected, and chairman has advised colleagues workload will be light.

## Remade for TV

Number of R-rated movies in Paramount's big package deal to networks last week (see page 51) will pose severe editing problems for standards-and-practices departments. Rape-murder scene that opened "Death Wish," nose-slicing incident in "Chinatown," and nude love-making episode in "Don't Look Now" are three examples of footage that will have to be altered. But network editors have been spared extensive job of blipping four-letter words that abound in police picture, "Serpico." Separate sound track with profanity reduced was recorded during shooting to make it more palatable for eventual showing on television.

## Collector

John P. McGoff, Midwest publisher who retains hope of acquiring ailing *Washington Star* (without its broadcast properties) was in Washington last week to advance his cause among political figures—as FCC was about to face decision on transfer of *Star* and its stations to Joe Allbritton, Texas banker. Mr. McGoff, who has petitioned FCC to deny transfer and necessary waiver of crossownership rules, has vowed to take FCC to court if his petition is denied.

But meanwhile, he is busy dickering for other acquisitions. He has made \$400,000 offer for KGU(AM) Honolulu, owned by family of late James Copley, of Copley Press, is said to be eyeing television stations in two major markets. His Washington contacts were told last week he is confident of eventually getting *Star*, converting it from evening to morning paper to "go head to head" against *Washington Post* which conservative Mr. McGoff thinks typifies Eastern liberal press establishment.

## Busy, busy

Rand Corp., think tank based in Santa Monica, Calif., has begun study of two-way CATV under 30-month, \$1-million National Science Foundation grant, using cable system in Spartanburg, S.C. Tested

will be such services as classroom teaching to scattered students, post-graduate study for physicians. Rand is due to publish three more reports on broadcast matters during rest of this year—bibliography of research projects and papers on TV's effect on social behavior (with emphasis on violence) end of this month; impact of local TV station ascertainment studies on local problems next month, and FCC-underwritten study of future of broadcast television in fall.

## Off the road

Number of local-news-oriented CBS-TV affiliates (including at least two in top-10 markets) are reported ready to reject network's new *Three for the Road* next fall (Sunday, 7-8 p.m., NYT) in favor of either full hour of news or half-hour of news and half-hour of syndicated entertainment. One CBS-affiliate source said basic reason for defection is that CBS schedules pro football Sunday afternoon right up to start of prime time, which, beginning next September, runs from 7 to 11 p.m. on Sundays. (In recent years, CBS affiliates have had half-hour at 7 p.m. for news, but FCC's access-rule tinkering is giving all three networks four hours on Sunday.) Second reason, this source says, is belief that *Three for the Road* will be buried by *Disney*, its NBC competitor, within first few weeks of season.

## Win some, lose some

It's safe bet that Taft Broadcasting Co., which quit National Association of Broadcasters several years ago because it believed all NAB TV members ought to subscribe to NAB code, will rejoin association, perhaps by end of this week. (Taft's six TV stations have continued code subscription all along.) Group would have announced intention to rejoin NAB right after NAB television board reaffirmed new policy making code subscription mandatory for TV members (BROADCASTING, June 23), but did not want to seem to be upstaging Westinghouse Broadcasting, which took opposite course of quitting NAB on grounds that code (which it left years ago) is too lenient.

## Dissolution

Meeker Co., one of oldest names in radio station representation, reportedly is considering closing out its radio division to concentrate on TV representation. President Robert L. Dudley is said to have been discussing with other radio reps possibility of their taking over parts of list,

estimated unofficially to number little over 100 stations. One report said many may go to Pro Time Sales Inc. Mr. Dudley and other Meeker executives acquired TV-radio firm 20 months ago from Clair R. McCollough, now-retired president of Steinman stations in Pennsylvania, members of Steinman family and estate of Robert Meeker (BROADCASTING, Nov. 12, 1973).

## Fine, fine tuning

FCC is scheduled to return to troublesome equal employment opportunity issue this week, with draft notice of proposed rulemaking—which has already been through innumerable rewrites—having gone through at least two more in last 10 days. First, office of Commissioner Benjamin L. Hooks took crack at it; commissioner felt that draft that emerged from drafting committee had been trimmed down too much ("Closed Circuit," July 7); then Broadcast Bureau staff—principally Richard Shiben, chief of Renewal and Transfer Division—took Commissioner Hooks's draft and earlier ones with view to producing document commission would accept. Mr. Shiben and Commissioner Hooks and his staff were to meet on subject late last week in hopes of ironing out any problems with "final" draft.

Some staffers said there may be problems of substance to settle. But apparently problems don't include model affirmative-action plan which was contained in Commissioner Hooks's draft, for that was lifted virtually intact from drafting committee's product.

## Futures

Sales for NBC's News and Information Service have been slow to date at network and local levels, but NIS officials, having expected slow start, still are predicting upturn in fall along with increase in number of subscribing stations. Early network money has come from several national magazines aiming for adult audience NIS expects to reach.

At local level, change of format has brought dollar losses for at least some subscribing stations, but once again, sales managers seem unworried and expect recovery in fall. In Washington, where NBC O&O, WRC(AM), is often cited as good barometer for success of NIS, station cut rate card in half to encourage agency and retail sampling of new format, and has seen local dollars come back to about half of what they were before format change. Station's national-account response is called "good."

# The Week in Brief

**HEAT'S OFF** □ Cable rebuild deadline of March 31, 1977, has been cancelled, a relief to industry that had protested economic crunch. Sport blackout rule and simultaneous nonduplication protection requirement are adopted by FCC, both favored by cable interests. **PAGE 22.**

**ON THE ROAD** □ Who went where, at what cost to the government, how often and to what avail—a look at the FCC commissioners' travel records. **PAGE 22.**

**IN REVERSE** □ Network officials defend themselves at Senate Antitrust hearings with hard-line attack on pay cable's threat for the future. Warehousing isn't the question, they say; rather, it's pay cable's eventual ability to pirate programming from the networks. **PAGE 24.**

**FOR ALL IT'S WORTH** □ U.S. broadcast coverage of joint American-Soviet space flight will be extensive—the most exposure given a space mission since 1969 moon landing. Apollo-Soyuz is last American manned space effort until 1979. **PAGE 26.**

**SPECIAL TREATMENT?** □ Public broadcasters seek to move from no-liability to limited-liability status under proposed copyright revision bill before Rep. Kastenmeier's Judiciary Subcommittee. Compulsory license, they feel, is proper alternative to burden of negotiating royalty fees. **PAGE 27.**

**EVOLUTION OF THE REP BUSINESS** □ Impressive solidarity among radio and television sales representatives is just one sign of the times. Trends are toward fewer numbers in radio, more station-owned reps, a scatter effect away from New York and computer hardware everywhere—all adding up to tougher times for the rep business. **PAGE 29.**

**WONDER BREAD LEGALITY** □ Taking their case to a court of appeals, the Consumer Federation of America finds that only when subject to cease and desist orders can the public appeal Federal Trade Commission orders. **PAGE 42.**

**MATTERS OF TRUST** □ Two decisions on citizen-station agreements shed some light on FCC's interpretation of newly proposed rule, raise questions on its application. WAUD(AM) Auburn, Ala.'s citizen agreement is rejected, KMJ-TV Fresno, Calif.'s is accepted. **PAGE 46.**

**FUTURE PLANS** □ Topics for discussion at the FCC's Future Planning Conference will allow for commission-watchers' input to long- and mid-range planning. A tentative list of participants is included. **PAGE 46.**

**BENCHMARK** □ House Appropriations Subcommittee heard testimony for the first time on long-range funding

idea for public broadcasting. Precedent of five-year authorization is termed "back-door" maneuver by Daniel Flood (D-Pa.), scrupulously questioned by other subcommittee members. **PAGE 47.**

**CRYING FOUL** □ Washington's unaffiliated UHF station, WDCA-TV, charges Metromedia with unfair competitive practices, asks federal court for injunctive relief. Buying power of group, it's charged, has been used to thwart Channel 20's bids against MM's WTTG(TV) for syndicated programming. **PAGE 50.**

**AISLE SEATS** □ Stocking up for the next three or four seasons, networks buy an estimated \$76 million worth of theatrical movie titles from Paramount Pictures Corp. **PAGE 51.**

**SCORE ONE FOR PAY** □ Micro-TV, Philadelphia multipoint distribution service, wins its request for increased power, which in turn will boost from four to 12 the number of pay-cable operations it connects Home Box Office programming. **PAGE 51.**

**NONE THE WORSE FOR WEAR** □ Irving Kahn returns to the cable industry on the supplier side, having acquired rights to American Film Theater's 13-movie package. He will sell the films, seen only on subscription basis, to Home Box Office for upward of \$1 million. **PAGE 52.**

**SHOWDOWN** □ Albuquerque isn't big enough for both KOB(AM) and the county sheriff. Having sued the station for alleged slander and libel, Sheriff Wilson's office is now subject of grand jury investigation. **PAGE 53.**

**DELAYED** □ Plans for a public hearing of the American Jewish Council's complaint against CBS News's 60 Minutes report on Syrian Jews are put on hold by the National News Council. Richard Salant explains CBS News's nonparticipation. **PAGE 53.**

**YOU TAKE THE LOW ROAD...** □ Western Union and RCA have proposed satellite alternatives to AT&T's land-line video transmission service, with substantially lower rates. TVN is first to place order. **PAGE 54.**

**CBS'S LEDGER** □ Record sales and earnings figures for the second quarter and first half of 1975, with broadcasting and recorded music the major contributors to improvements, are described by Messrs. Paley and Taylor. **PAGE 56.**

**WHEN MUSIC MATTERS** □ RKO Radio's vice president for programming, Paul Drew, has made a science of music and musicians. He's recognized within and outside the industry for his role in assessing—and affecting—trends in pop culture. **PAGE 73.**



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# Broadcasting Jul 14

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## Top of the Week

### Lid is off on cable rebuild date

**Commission frees systems from pressure of March '77 deadline, citing economic squeeze; sports blackout and nonduplication rules also get favorable ruling**

The FCC has removed the deadline pressure that cable television interests had described as a matter of increasing concern to them. The March 31, 1977, date by which cable systems in operation before March 31, 1972, were to rebuild in accordance with the channel capacity and access provisions of the rules that became effective on that date has been canceled.

The commission in an order adopted last week said it had been persuaded by industry comments and its own analysis that requiring compliance by the March 31, 1977, date was unrealistic—that the industry could not raise the necessary capital, an estimated \$275 million to \$375 million, and that even if costs were less, financial institutions were reluctant to finance construction that might not generate significant revenues in the near term.

The cancellation of the 1977 deadline was not the only thing the FCC did for the cable industry last week. It formally adopted a sports blackout rule that cable interests have indicated they do not regard as onerous, and shrunk from same-day to simultaneous the amount of nonduplication protection cable systems in the Rocky Mountains must afford stations there. Both actions had been announced in advance.

Under the sports rule (BROADCASTING, June 30), a cable system will be banned from carrying a distant telecast of an event being played locally and denied the local station. The rule provides for a 35-mile zone of protection around the station's city. The Rocky Mountain rule (BROADCASTING, June 23) places stations there on the same footing as stations elsewhere with regard to nonduplication protection. However, the commission will grant waivers to stations that can prove they need the special relief.

But it was the cancellation of the 1977 rebuild deadline that was the major news last week. The action suspends all reconstruction requirements for pre-1972

systems pending the outcome of a companion rulemaking begun last month; in that rulemaking, the commission is considering various alternatives to the 1977 requirements (BROADCASTING, June 9).

The proposal to postpone or cancel the deadline has been opposed by citizen groups that feel cable systems should be held to service requirements the commission laid down in 1972. With those views apparently in mind, the commission said its action should not be regarded as an abandonment of its commitment to promote access services. It also said its proposal, in the related rulemaking, to maintain March 31, 1977, as the deadline for systems affected by the rules to provide "composite" access services on available channel capacity—that is, four access services on two channels, if only two are available—is not affected.

And it pointed out that the channel-capacity and access requirements remain in effect for major-market systems beginning service after March 31, 1972, that systems with 3,500 or more subscribers still must provide origination equipment for the public, and that pre-1972 systems are still expected to comply with the commission's technical requirements by March 31, 1977.

Commissioner Benjamin L. Hooks stressed in a concurring statement that the commission will move "expeditiously" on the related rulemaking dealing with alternatives to the 1977 deadline. He said he had "iron-clad assurances from the chairman and my commission colleagues" on that point. It is only because of those assurances, he said, that he joins in "this temporizing suspension." The commissioner also said in that related rulemaking, he will accept only "that retreat which appears to be the absolute minimum in terms of a temporary detour from the goals established" in the commission's 1972 rules which may be required by the economic recession. He cited language in the 1972 report and order in which the commission emphasized "that the cable operator cannot accept the broadcast signals that will be made available without also accepting the obligation to provide" the services provided for in the rules. "The two are integrally linked in the public interest judgment we have made." The requirements that older systems now do not have to meet by that date provide for a 20-channel capacity, an equivalent amount of bandwidth for nonbroadcast purposes for each broadcast channel used (the one-for-one requirement); capacity for two-way communication; free access channels for public, educational and local

government use, and a fourth access channel for lease, and program-production facilities for the public's use.

The commission attributed the change in signals to changing conditions—to the fact that economic conditions are different now from those in 1972, when it felt that the five-year compliance date would not be burdensome and that the benefits to the public, in terms of inter- and intra-community exchange of ideas, would justify imposition of the requirements.

The commission had considered a case-by-case approach to the rebuild issue, one in which it would examine each system's financial ability to rebuild by the March 31, 1977, deadline. But it abandoned that approach because of the administrative difficulties it would present.

However, the commission has not completely discarded it. It noted that such an approach based on each system's "natural rebuild" requirements was one of the options being considered in the related rulemaking.

### FCC travel time: Wiley continues to log in most; Quello is second

**Over-all total for year ended June 30 has commissioners making 102 trips at cost of \$26,670**

FCC commissioners were packing their bags and hitting the road for such disparate places as Park City, Utah; Fairbanks, Alaska; Las Vegas; Honolulu, and Buffalo, N.Y., at a nine-trip-per-month clip in the year ending June 30.

The commissioners, as they did last year and the years before, were answering what they say is a call to duty—to meet with and talk to broadcasters, cable operators, telephone company representatives, broadcast journalists, women in broadcasting, just plain people (in regional meetings for the people), college students, and those who, like program producers and distributors, are as affected by commission actions as those directly under commission regulation. Foreign duty was mandated, too, as in the case of Chairman Richard E. Wiley, who flew to Munich to attend the International Meeting on Transatlantic Communications.

The Munich trip, with a side trip to London, stands as an example of what an authentic traveling man, one who can

decipher airline schedules and who has the constitution to overcome jet lag, can accomplish in this day of the jet: Europe was a stopover in a five-day trip that began in Washington, on Nov. 26, 1974, and ended in Chicago, where the commission was holding its second regional meeting for the public.

In all, the seven commissioners made 102 trips at a cost to the government of \$25,670.20. The preceding year, FCC commissioners made four more trips (including two abroad, by Commissioner Robert E. Lee, for the State Department), and spent \$23,923.60, in the process (BROADCASTING, Aug. 5, 1974).

Thus, the number and costs of FCC commissioner trips seem to be leveling off. In 1972-73, commissioners made 102 trips at a cost of \$24,007. But that was a sharp increase from the totals reported for the preceding year—65 trips at a cost of \$13,000.

The commission member setting the pace for travel, as he has since joining the commission in January 1972, is Chairman Wiley. He made 24 trips at a cost of \$5,386.20. (In 1973-74, he made more trips, 27, and spent less, \$4,377.37). He goes almost anywhere, from that Munich trip for the international conference, to Ocean City, Md., to address the Maryland-D.C.-Delaware Broadcasters Association, to Richmond, Va., to speak to a regional workshop of the United Church of Christ.

New members have their appeal, too. Commissioner Benjamin L. Hooks demonstrated that two years ago, as a rookie commissioner, and Commissioner James H. Quello demonstrated it last year, in his first year on the commission. The recently retired manager of WJR-AM-FM Detroit talked to many ex-colleagues in making 18 appearances outside of Washington, at a cost to the government of \$4,503.

Commissioner Hooks, after three years on the commission, is slowing his pace a bit. He is tied with Mr. Quello for second place in numbers of trips with 18 (although he spent less—\$3,666.54). In 1973-74, he was on the road 24 times in response to invitations.

Commissioners Lee and Charlotte Reid are also traveling less. Where Commissioner Lee made 17 trips in 1973-74 and Mrs. Reid 13, in 1974-75 they made, respectively, 13 (at a cost of \$3,478.24) and 10 (at a cost of \$2,501.91).

The two commissioners who joined the agency a year ago—Glen O. Robinson and Abbott Washburn—made 19 trips between them: Commissioner Robinson, 12, at a cost of \$2,441.18; Commissioner Washburn, seven, at cost of \$2,961.52. But it was Commissioner Washburn who made the longest trip—to Fairbanks and other points north, in Alaska, to talk to Alaska's governor and its broadcasters.

As in past years, the amount of traveling a commissioner does is not necessarily an index as to the number of commission meetings he misses. Certainly not in the case of Chairman Wiley, who pushes himself—as well as his colleagues—hard.

Of the 122 regular and special meetings



**Command performance.** President Ford moved the issue of regulatory reform to center stage last week. Two weeks after a closed meeting with 24 members of Congress on the subject of regulatory reform, he conferred with members of 10 major regulatory agencies in the East Room of the White House, with Vice President Nelson Rockefeller, members of the cabinet and top White House advisers around him, and in the presence of the press, print and electronic. It was, FCC Commissioner Glen O. Robinson said later, an "impressive production, a way of telling everyone how important the issue is."

The President seemed most concerned with the problem of substituting competition for regulation as a means of protecting consumers. Neither broadcasting nor cable television was mentioned in the two-hour session. FCC Chairman Richard E. Wiley (seen from the rear in the picture), who had been asked to discuss common carrier matters, reported on the commission's inquiry into the role of competition in common carrier industry.

But the President's remarks about the need to lighten the regulatory load on business applied to all agencies. He called for a constant effort by each agency to identify the costs and benefits of current and proposed regulations, and said agencies must make every effort to insure that backlogs and delays do not weaken the public belief "in an equitable and efficient regulatory system."

At one point, Commissioner Robinson suggested that businessmen might not consider the reduction of regulation as a great boon. His experience, he said, has been regulation protects businesses from competition. Although some agency chairmen reported on the deregulatory steps they had already taken, Chairman Wiley did not. However, he had sent the White House a two-page summary of the various actions the commission has taken to eliminate or modify obsolete regulations and to shorten the hearing process.

in the first full year of the Wiley chairmanship—43 more than in fiscal 1974—Mr. Wiley missed only one because of travel, a special meeting on Feb. 14, according to commission records. On the other hand, Commissioner Washburn missed six meetings because of travel, most as a result of the 26-day trip to Alaska, which included a stopover in Medford, Ore., to address the Oregon Broadcasters Association. As for the other commissioners, commission records indicate that Mr. Quello missed seven meetings because of travel; Mr. Hooks, six; Mr. Lee, five; Mr. Robinson, three, and Mrs. Reid, one.

Following are the individual records of travel along with the costs.

**Commissioner Washburn:** 11/3-4/74, Dallas, addressed Texas Association of Broadcasters: \$266.17. 2/5/75, New York, addressed IRTS Newsmakers luncheon: \$88.04. 2/26-2/7/75, New York, participated in 15th Annual Golden Mike award banquet: \$103.41. 4/6-9/75, Las Vegas, spoke at NAB 53rd annual convention: \$479.11. 4/13-15/75, New Orleans, panel member, Cable's Federal Architects at NCTA 24th annual convention: \$252.47. 4/27-28/75, St. Louis, installed as new chairman 1975 Radio Technical Commission for Marine Service Assembly Meeting: \$194.98. 5/18-31/75, Fairbanks, Juneau, Anchorage, Bethel, all Alaska, and Medford, Ore., to obtain an understanding of communications needs & services in Alaska; to meet with Governor of Alaska; and to speak before Alaska Broadcasters Association in Anchorage; addressed the Oregon Association of Broadcasters: \$1,577.34. Grant total: \$2,961.52. **Commissioner Reid:** 9/29-10/1/74, Vancouver, B.C., addressed the American Association of Advertising Agencies: \$538.76. 10/30-11/3/74, Chicago, attended FCC regional

meeting: \$188.23. 1/17/75, Birmingham, Ala., addressed the Alabama Broadcasters Association: \$208.72. 2/11/75, Chicago, addressed the Aurora Women's Club: \$198.23. 3/17-18/75, Sacramento, Calif., addressed the Associated Public-Safety Communications Officers Inc.: \$530.11. 3/27-3/31/75, Chicago, visited Catholic TV Network of Chicago: \$194.23. 4/24-27/75, Chicago and Rochelle, Ill., attended AWRT banquet in Chicago; addressed Rochelle Community Reader Program and banquet: \$214.93. 5/9/75, New York, attended special viewing of "MGM Family Network": \$99.74. 5/23-26/75, Chicago, addressed the Women's Republican Club (Palatine, Ill.): \$223.98. 6/9-10/75, Norfolk, Va., addressed the Virginia Association of Broadcasters: \$104.98. Grand total: \$2,501.91. **Commissioner Quello:** 7/11-12/74, Ocean City, Md., attended and spoke before Maryland/DC/Delaware Broadcasters Association convention: \$80.21. 7/18-19/74, Oshkosh, Wis., attended and spoke before summer conference of Wisconsin Broadcasters Association: \$226.80. 7/26-29/74, Detroit, attended and spoke before meeting of Michigan State Legislature: \$140.28. 8/2/74, New York, visited AT&T's long lines division: \$67.52. 9/11-15/74, Detroit and Gaylord, Mich., attended and spoke before Michigan Association of Broadcasters convention: \$265.27. 9/29-10/1/74, Boise, Idaho, attended and spoke before Pacific Northwest Cable Communications convention: \$416.54. 10/3-8/74, Detroit, East Lansing, Mich., acceptance of Outstanding Alumni award from Michigan State University College of Communications Arts featured speaker at the luncheon: \$206.20. 10/10-12/74, New Orleans, spoke before Convention Luncheon of National Association of FM Broadcasters in New Orleans: \$254.50. 10/17-20/74, Detroit, spoke before the Adcraft Club of Detroit on October 18: \$148.08. 11/3-4/74, Cleveland, attended and spoke before the North-Central Cable Exposition: \$137.69. 11/20-24/74, Las Vegas, attended and spoke before the National Association of Broadcasters regional convention: \$504.92. 12/3-7/74, San Diego and Anaheim, Calif., attended in San Diego the 86th annual Convention of the National Association of Regulatory Utility Commissioners and in Anaheim the 6th annual Western Cable Television Show and Convention, and was a principal speaker at both conventions: \$591.79. 1/12-13/75, Atlanta, attended and spoke before meeting of As-



# Networks at the ready for unique U.S.-Russian space venture

Americans may see for first time televised launch of USSR vehicle; total coverage will be down from that for the lunar expeditions

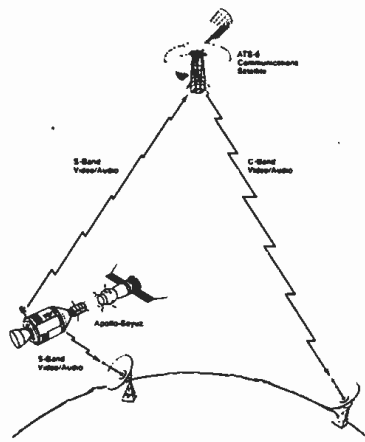
If American radio and television seem to be covering this week's joint American-Soviet space flight as if there were no tomorrow, it may be because tomorrow is a long way away: The Apollo-Soyuz mission will be the last American manned space flight until 1979, and U.S. broadcast media will give it the most extensive exposure of any space flight since the 1969 moon landing.

American audiences will see and hear substantially less of this mission than of the 1969 lunar mission: Television networks devoted as much as 50 hours to that flight; the average coverage for the nine days of Apollo-Soyuz will be seven televised hours.

Worldwide coverage should be greatly expanded, however, because the Soviet Union is making its first venture into televised space flights with this mission, broadcasting the launch and, possibly, the recovery of the Soyuz spacecraft and transmitting those pictures to Europe, through the Eurovision and Intervention networks, and to Asia, Latin America and the Arab nations.

American and other foreign newsmen will gather in a press center in Moscow for the Soviet launch. No press coverage at the launch site is being permitted. Producers for U.S. radio and television networks seem guardedly optimistic about the prospects for the Soviet telecast, but the possibility of technical problems with the transmission caused some to worry last week. "We almost didn't cover it," said Bill Greenwood, who will anchor Mutual's radio coverage. "We decided to take the gamble because of the historic nature of the launch." Others expressed concern about what would happen to TV coverage if something went wrong with the Soviet launch. "It'll be hard to wing it if they pull the plug," said one producer.

American television will have a projected 30 hours of National Aeronautics and Space Administration pictures from space with which to work, beamed to earth from an ATS-6 satellite (see photo), but the bulk of that coverage will be edited down into brief updates to be inserted into regular programming during the nine-day mission. Most of the live coverage—and the consensus choices among all the radio and television networks for live specials—



**Satellite by satellite.** The amount of live coverage of the Apollo-Soyuz mission will be increased to about 50%, up from 20% for previous space missions, thanks to a link-up between the manned spacecraft and the ATS-6 satellite. The ATS-6 can cover about half the surface of the earth; previous communications set-ups were direct to a ground station and were limited. Voice and video signals will be relayed from the ATS-6 to a ground station at Madrid, Spain, and then to the Johnson Space Center in Houston for feeds to the networks.

will feature the launches of both spacecraft tomorrow (July 15), the docking and official ceremonies Thursday afternoon (July 17) and the splashdown of the American module the following Thursday (July 24). Soviet television is planning coverage of the Soyuz landing July 21, and American networks will carry it if it is available, but few newsmen saw it as a likelihood.

Because all of the Soviet television and all of the NASA pictures from space will be pool coverage, and because the networks will pick up only a fraction of that coverage, network budgets are not expected to match those for the first moon landing. NBC, however, has invested \$40,000 to \$50,000 for a rental of the present control facility, and will base its Houston coverage there.

NBC's agreement with Gulf Oil for sponsorship of science specials is no longer in effect; time within programs devoted to this mission will be sold on a spot basis. ABC's sponsorship will come exclusively from Western Union, making its first major move into TV advertising to publicize its new Westar domestic satellite system (see page 54). CBS's coverage will be sponsored by S.C. Johnson, Lum's Restaurants and Wylers Foods.

ABC's television coverage will be anchored by Jules Bergman in Cape Canaveral and Houston, Peter Jennings in Cape Canaveral and New York, and Frank Reynolds in Moscow. Mr. Bergman also was to anchor a documentary on the mission scheduled last night (July 13).

John Chancellor and Jim Hart will

anchor the launch for NBC-TV, with correspondent John Dancy broadcasting for radio and television from Moscow. Former astronaut Alan Shepard will also serve as an on-air consultant in Houston. NBC-TV will also air two preview specials today (July 14) on the mission, one geared to children (4-4:30 p.m.), and one to adults (11:30-12 p.m.).

Walter Cronkite and former astronaut Walter Schirra will anchor CBS's coverage, from Cape Canaveral and New York. CBS's Steve Young and Richard Roth will report from Moscow, Nelson Benton from Houston, and Mort Dean from New York.

TVN will feed a daily recap package to its clients, anchored by David Klein in New York.

Much of the ABC, CBS, and NBC radio coverage will employ the same reporters and commentators who will report for television, with most of the correspondents in Moscow doing double duty. Mutual's Mr. Greenwood will be joined for an estimated four hours of live coverage by correspondents Philip Clark in Florida and Peter Worsnip in Moscow, and by two NASA experts for commentary. UPI Audio will provide subscribers with 18 live programs over the nine days, as well as twice-daily two-minute highlight programs. Brian McFadden will anchor the live coverage; Roger Norum the highlights.

Group W's approximately four hours of live coverage will be anchored by correspondents Jim Slade, Eric Engberg and Neil Currie, and will be supplemented by daily situation reports and wrap-ups for morning and afternoon drive periods.

AP Radio coverage will be anchored by John Lyons, along with correspondents Howard Benedict and Harry Rosenthal. AP's Chris Buckner has been filing advance material from Houston, as have AP staff members in Moscow.

## Wirth introduces bill for new study of TV advertising to children

Not satisfied with broadcast and advertising industry self-regulation in children's television advertising, Representative Timothy Wirth (D-Colo.) last Friday finalized legislation to actively involve the government in cleaning up children's advertising practices. His bill, entitled the Children's Fair Advertising Practices Act, would direct the President to appoint a national council to study the psychological effects of advertising on children. After two years, the council would report to the FCC its findings on what constitutes misleading or harmful advertising to children. The study would confine itself to television.

If the council found fault with current children's television advertising, the FCC would be required to take corrective action. What sort of corrective measures

would be left to the FCC's discretion.

The Wirth bill defines children's TV advertising as any advertising on programs before 8:30 p.m. for which children 11 years or under comprise 25% or more of the audience.

Mr. Wirth had hoped to introduce the bill last Friday in time for today's start of the House Communications Subcommittee's hearings on children's TV advertising today (see page 42).

## Public radio-TV says its status merits copyright concessions

But Kastenmeier hearing gets different view from licensing groups

Public broadcasters carried their fight for less liability under the proposed copyright revision bill into Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice last Thursday.

Public broadcasters currently have no liability for airing nondramatic literary and musical works. But under the proposed bill (H.R. 2223), public broadcasters would have to pay for copyrighted works in their programs, just as do commercial broadcasters, except when the programs are for classroom use. The public broadcasters do not quarrel with the principle of their liability but, feel their status as a government-supported medium which strives for diversified educational and cultural programming merits special treatment.

The public broadcasters want a compulsory license mechanism whereby they would pay set royalty fees for all the nondramatic works they use in a year into a central pool to be distributed to authors by the Register of Copyrights. The size of the fees would be negotiated by a copyright tribunal, which would be created in this bill as an arm of the Register.

Donald Quayle, senior vice president for broadcasting for the Corporation for Public Broadcasting, and Eric Smith, associate general counsel for the Public Broadcasting Service, told the hearing that the compulsory license is needed because so much of public broadcasting's programming is produced at the local level. They contended most stations cannot afford the added burden of negotiating payment and clearance for copyrighted works with individual copyright proprietors. What is needed they said is a central clearing house.

Edward Cramer, president of BMI, argued however that public broadcasters' royalty fees should be negotiated privately between the broadcasters and the rights societies. He said the broadcasters have no evidence they will have problems with

## In Brief

**U.S. Court of Appeals in Washington on Friday dismissed NBC Pensions case** as moot. Three-judge panel, acting in response to request from full nine-judge circuit to consider whether fairness doctrine complaint had become moot, vacated its judgment in case and directed FCC to vacate its order and to dismiss complaint filed by Accuracy in Media. Commission had held that NBC violated fairness doctrine, but three-judge panel reversed it ... **ABC Inc.'s** second-quarter earnings will be about 24% less than 1974 second quarter's \$1.03 per share, and third-quarter results may be 35% below year ago's 68 cents, Chairman Leonard Goldenson and President Elton Rule said Friday. Forecasts were required because ABC is in registration to issue \$75 million of sinking fund debentures (BROADCASTING, June 30). They said it is not known how delayed announcement of 1975-76 schedule and delayed start of fall selling season may affect fourth-quarter and year results ... FCC Commissioner **Charlotte Reid** defended fairness doctrine in speech Thursday to Wisconsin Association of Broadcasters in Oshkosh. Scarcity of frequencies argument still holds, she said, as not enough are available for all who wish to broadcast. She described alternatives to doctrine—such as "bicycling" licenses and shared access—as "horribles" ... Chronicle Broadcasting Co. assumed ownership of **WOW-TV** from Meredith Corp. last Wednesday, changed call letters to **WOWT** and named **Paul Wischmeyer** VP-general manager to succeed Howard Stalnaker, on leave of absence from Meredith. Mr. Wischmeyer was general sales manager of Chronicle's **KRON-TV** San Francisco. Meredith sold TV station for \$9,158,000, continues operation of **wow(AM)** and **KEZO(FM)** there ... Bill to establish **consumer protection agency** (H.R. 7575) passed House Government Operations Subcommittee last week. It does not have provision to prevent agency from intervening in FCC license renewal proceedings, as does comparable Senate-passed measure (S. 200). National Association of Broadcasters is working to have such provision inserted when bill goes before full committee this Thursday (July 17) ... **WRVR Listeners Guild** says it intends to fight



Wischmeyer

Riverside Church's sale of New York jazz station **WRVR(FM)** to Sonderling Broadcasting Corp. for \$2.3 million (BROADCASTING, July 7). Guild plans to complain to FCC about **WRVR** and Sonderling's (it already owns **wwrl(AM)** there) insensitivity to community and to question if equal opportunity was extended to black firms seeking to bid on station ... Ohio Association of Broadcasters voted Friday not to endorse leading license renewal bill, Florida Republican Louis Frey's **H.R. 5578**—measure NAB is encouraging members to support. Ohio board found Frey bill weak on defining renewal criteria, will develop own point-by-point program. Frey bill had 84 co-sponsors in House last week, none from Ohio ... **William G. Harley**, 63, president of National Association of Educational Broadcasters since its Washington operation began in 1960, will retire at time of November board meeting and Washington convention. He plans consulting here and overseas, work with Public Service Satellite Consortium. NAEB board is considering return to elected but non-paid president, with organization functioning under executive director (post now held by **James Fellows**) ... Bill to give FCC more time to deal with **common carrier rate increases** was introduced in Senate last week. As drafted by FCC, S. 2054 would extend from 30 to 90 days period of notice common carrier such as AT&T would be required to give before increase could take effect, would extend from three to nine months period FCC can suspend increase and would authorize FCC to suspend part of increase or grant temporary increase ... **John Box Jr.**, 63, former manager of **WIL(AM)** St. Louis and later of **KPLR-TV** there, died July 7 of cancer.

clearance. Speaking for ASCAP, SESAC and the National Music Publishers Association, ASCAP General Counsel Bernard Korman said public broadcasting is no different from other users of recorded music and should not be given special treatment.

The compulsory license being discussed was provided in an amendment offered by Senator Charles Mathias (R-Md.) to the Senate copyright bill last year. The Senate

Copyright Subcommittee this spring rejected the amendment because it felt public broadcasters and the copyright interests were close to negotiating a private agreement on copyright clearance and fees. The parties at the hearing Thursday, however, indicated that they are still stalemated, and the public broadcasters insisted that even with private agreements, they still want a statutory compulsory license.

sociation of Independent Television stations: \$191.51. 1/22-23/75, Atlanta, attended and spoke before meeting of Georgia Association of Broadcasters and the Henry Grady School of Journalism at the University of Georgia at Athens: \$174.48. 2/8-9/75, Oklahoma City, attended and spoke before annual winter meeting of Oklahoma Broadcasters Association: \$271.97. 4/6-9/75, Las Vegas, attended and spoke before National Association of Broadcasters convention: \$557.74. 5/8-11/75, Detroit, attended and addressed meeting of the Adcraft Club in Detroit: \$149.49. 6/21-22/75, Detroit, attended and addressed testimonial dinner for Mr. Donald DeGroot on 45 years of broadcasting service: \$118.25. Grand total: \$4,503.24.

**Commissioner Robinson:** 8/2/74, Minneapolis, personal appearance on Henry Wolf show, KSTP-TV: \$163.28. 8/14/74, Minneapolis, interview, University of Minnesota radio show (included in above costs). 9/19-22/74, Hibbing, Minn., addressed the Minnesota Broadcasters Association annual meeting: \$223.88. 10/14/74, Philadelphia, spoke before the Northeast Cable TV Expo: \$50.23. 11/7-8/74, Wayzata, Minn., panel member for the Conference on the Potentials of Public TV at Spring Hill conference center: \$186.75. 11/18-19/74, Denver, spoke before the fall conference of National Association of Broadcasters: \$360.23. 1/12-13/75, Houston, addressed Public Broadcasting Service annual meeting: \$322.63. 1/16-18/75, Durham, N.C., panel member before the Center for the Study of Communication Policy Institute of Policy Sciences and Public Affairs, Duke University: \$112.09. 3/18/75, Boston, participation at M.I.T. Communications policy seminar: \$100.03. 4/17-19/75, Airlie, Va., participation in 1975 Telecommunications Policy Research Conference: \$70.92. 5/8-9/75, Wichita, Kan., spoke before the Kansas Association of Broadcasters in Salina, Kan.: \$221.72. 5/16-19/75, Tucson, Ariz., commencement address before the University of Arizona, School of Law: \$408.08. 6/22-23/75, Orlando, Fla., spoke before the Florida Association of Broadcasters: \$221.34. Grand total: \$2,441.18.

**Commissioner Lee:** 7/11-14/74, Ocean City, Md., spoke before Maryland/DC/Delaware Broadcasters convention: \$120.85. 8/9-12/74, New York, conferred with channel 41 with respect to interference caused by the Port Authority building and checked picture quality in the New York area: \$110.03. 9/8-9/74, Atlanta, luncheon speaker before the Southeast Telecommunications Association of the General Services Administration: \$203.77. 9/27-10/7/74, Las Vegas, guest speaker before the 12th Annual Nevada State Broadcasters Association convention: \$786.71. San Francisco (included in above costs), luncheon speaker, North American Telephone Association Inc. convention and speaker at United States Independent Telephone Association convention, 10/17/74, New York, spoke before the Radio Technical Committee for Marine Services: \$100.22. 10/26-27/74, Orlando, Fla., banquet speaker before the 1974 national convention of the Quarter Century Wireless Association: \$243.11. 11/13/74, New York, luncheon speaker before the International Radio & TV Society Inc.: \$103.73. 2/21-23/75, New York, gave acceptance speech before Veteran Wireless Operators Association for the "Marconi Gold Medal Award": \$176.48. 3/31/75, New York, luncheon meeting of the Communications Arts Advisory Council: \$101.86. 4/2-13/75, Las Vegas, spoke before the national convention of the Alpha Epsilon Rho (National Honorary Broadcasting Society) and attended the National Association of Broadcasters convention: \$842.91. Los Angeles (included in above costs), spoke before the Southern California Broadcasters Association Community Leadership seminar, 4/24-25/75, Chicago, attended the Chicago regional office joint board meeting in Docket 19528: \$182.63. 4/28-29/75, Cambridge, Mass., attended a seminar at Harvard University to discuss international telecommunications: \$169.71. 6/20-22/75, Miami, addressed the Florida Associated Press Broadcasters annual convention in Key Biscayne: \$336.23. Grand total: \$3,478.24.

**Commissioner Hooks:** 8/1-2/74, Greenlake, Wis., addressed and participated in Educational Ministries Communications conference: \$267.27. 8/7-8/74, Los Angeles, addressed National Association of Radio & Television Artists: \$381.41. 8/14-16/74, New York, addressed and participated in 7th annual Billboard Programming Forum: \$112.25. 8/20-23/74, Buffalo, N.Y., participated in Television Documentary Festival at New York State University at Buffalo: \$147.25. 9/30/74, St. Louis, addressed 14th annual conference of Institute of Broadcasting Financial Management: \$122.41. 10/3-4/74, Nashville, addressed Tennessee Broadcasters convention: \$137.00. 10/15/74, Chicago, addressed Chicago Association of Commerce and Industry: \$114.50. 10/29/74, Atlanta, addressed and participated in NAB regional meeting: \$236.25. 10/30/74, Chicago (included in above costs), participated in FCC regional meeting, 11/22/74, Kansas City, Mo., addressed Kansas City CATV meeting: \$207.25. 12/5-6/74, Phoenix, addressed Arizona Broadcasters Association: \$345.83. 1/25-26/75, New York, addressed National Association of Media Women: \$85.00. 2/6-10/75, St. Thomas, V.I., addressed ceremonies at WBNG-TV: \$347.00. 2/23/75, Columbia, S.C., addressed first anniversary program WOIC(AM): \$219.00. 2/24/75, New York (included in above costs), appeared on Black Journal, WNET-TV. 4/6-9/75, Cincinnati/San Antonio, Texas/New Orleans and Memphis: Cincinnati, attended UCC workshop; San Antonio, attended National Latino Coalition; New Orleans, attended NCTA convention; Memphis, attended dedication of station facilities, WREG(AM). \$442.81. 4/24-25/75, Chicago, attended Federal state joint board meeting: \$109.25. 5/1-2-30/75, Louisville, Ky. and Ottawa, Canada, attended AWRT meeting in Louisville, addressed luncheon of International Broadcast Institute seminar, Ottawa: \$515.16.

6/1-2/75, French Lick, Ind., attended meeting of Indiana and Illinois Independent Telephone Association: \$146.27. Grand total: \$4,397.91.

**Chairman Wiley:** 7/1/74-7/2/74, Mt. Pocono, Pa., addressed the New Jersey Broadcasters Association convention: \$122.18. 7/21/74, New York, addressed the American Radio Relay League national convention: \$75.77. 8/1-2/74 and 8/11-15/74, Park City, Utah and Honolulu, addressed the Rocky Mountain Broadcasters Association and addressed the Administrative Law and Public Utility sections of the American Bar Association at the ABA annual meeting: \$870.79. 9/12-13/74, Hershey, Pa. and Montreal, attended the executive committee meeting of the National Association of Regulatory Utility Commissioners and addressed the Radio Television News Directors Association in Montreal: \$227.04. 9/18/74, New York, addressed the International Radio & Television Society: \$59.27. 9/23/74, New York, addressed the Board of Managers, joint committee on communications of United Methodist Communications: \$66.27. 9/26-27/74, Phoenix, addressed the CBS Radio affiliates convention: \$354.27. 10/26-31/74, London, Munich, Germany and Chicago, attended the International Meeting on Transatlantic Communications planning in Munich as a representative of the FCC and participated in the second FCC regional meeting in Chicago: \$982.12. 10/10-11/74, Chicago, addressed the Illinois Broadcasters Association and the Chicago chapter of the Federal Bar Association as a national officer: \$156.77. 10/17-18/74, Cincinnati, addressed the Ohio-Indiana Associations of Broadcasters and addressed a communications forum at the University of Cincinnati Law School: \$111.73. 12/14/74, Atlanta, addressed the Georgia Bar Association: \$122.23. 1/21/74, Richmond, Va., addressed the regional workshop of the United Church of Christ: \$29.36. 1/20/75, Indianapolis, addressed the Illinois/Indiana State Cable Association: \$106.73. 2/9-10/75, Atlanta, addressed the National Association of Television Program Executives: \$171.23. 2/13-14/75, Ft. Worth, addressed the Abe Lincoln awards ceremony of the Southern Baptist Radio and Television conventions, appeared on a panel at same convention, and addressed joint meeting of the Fort Worth Rotary Club and the Fort Worth chapter of the Federal Bar Association as a national officer: \$258.73. 2/25/75, New York and Boston, addressed the Association of National Advertisers television workshop in New York and participated in communications policy seminar of the Massachusetts Institute of Technology: \$109.60. 2/27/75, Atlanta, addressed the Georgia Cable TV Association annual convention: \$109.23. 4/6-9/75, Las Vegas, addressed the National Association of Broadcasters convention: \$498.03. 4/13-15/75, New Orleans, addressed and participated in the National Cable Television Association convention: \$250.22. 4/24-28/75, Chicago, addressed the Chicago Advertising club and attended the conference of the joint board in Docket 19528: addressed the Annual Convention of the American Women in Radio and Television: \$228.99. 5/4/75, Champaign, Ill., addressed the Illinois News Broadcasters Association Inc.: \$158.62. 5/16/75, Keene, N.H., addressed the New Hampshire/Maine/Vermont Associations of Broadcasters: \$175.00 (approximated figure). 5/18/75, Newport News, Va., participated as a member of the National Council of the Administrative Law section of the American Bar Association at the spring council meeting: \$96.30 (approximated figure). 6/27/75, Ocean City, Md., addressed Maryland/DC/Delaware Broadcasters annual meeting and appeared on a panel: \$45.72 (approximated figure). Grand total: \$5,386.20.

## Networks use Hart hearings as forum for blasts at pay cable

**Erlick, Taylor and Howard deny 'warehousing,' say it's CATV that's out to get broadcasting, not the other way around**

At hearings before the Senate Antitrust Subcommittee last week, television network officials attempted to turn the tables on pay cable officials, charging that it is not the networks that are trying to do in pay cable, but pay cable that threatens to ruin commercial television.

It is not so much what pay cable can do now, but what it might be able to do in the near future that they worry about. "ABC is not here because we see a straw man on the horizon," said Everett Erlick, senior vice president and general counsel at ABC, "We see a real threat to the continuation of a free system."

How can pay cable undermine commercial TV? By one day acquiring enough subscribers to outbid the networks for the rights to show major motion picture and sports events, "the two great attractions on commercial TV," Mr. Erlick said.

The purpose of the hearings, the first round of which began in late May (BROADCASTING, May 26), was to explore charges that the networks, when buying licenses to show feature films, obtain unreasonable exclusivity against use of the films by pay cable. And last Tuesday, the three major networks had the floor all to themselves. Witnesses from the cable



**Capital commentary.** WMAL-TV's *A.M. Washington* devoted an hour last Thursday to TV violence and its effects on children. Participating in the discussion (l to r): FCC Chairman Richard E. Wiley; Dr. Stephen Strickland, co-author of "TV Violence and the Child"; Donald Zeifang, government relations vice president of the National Association of Broadcasters; *A.M. Washington* co-hosts Ed Walker and Ruth Hudgins; Squire Rushnell, ABC's vice president for children's programming and Senator Vance Hartke (D-Ind.), a member of the Senate Communications Subcommittee. Excepting the last named, the panelists agreed generally to the possibility that there is some evidence that some children may be affected some of the time by violence on TV—although they are also affected by other environmental factors—but that the industry and the FCC had been trying to do something about it. Senator Hartke remained adamant in his view that television was selling violence and that the FCC wasn't doing anything to stop it.



and motion picture industries testified in May.

When the cable witnesses had their day before the subcommittee, CBS President Arthur Taylor said, they produced "the same old array of gradiose promises that the pay cable people have been parading before the public for years," including visions of services for small and specialized audiences such as foreign language programming, instruction for the handicapped and two-way communications. But "what pay cable is really interested in is skimming off the most popular portion of free television's programming, depriving 200 million people of it, and selling it to a privileged few," he said.

Projecting pay cable's growth rate, Mr. Taylor said, "we can conclude from the evidence already given that the time when pay cable will be able to outbid a network for a movie is likely as close as five years down the road."

The result will be "disastrous for broadcasting," Mr. Taylor said. "With its best and most popular programs lost to pay cable, free television would have far less money to spend on the more expensive but less profitable types of programming which the public has come to depend upon—news, public affairs, children's programs and so forth."

The networks defended the practice of obtaining exclusivity with their film purchases. Exclusivity is necessary to "protect the tremendous investment we make in feature films," which runs into the millions of dollars in some cases, Robert Howard, president of the NBC Television Network said. "Once a network makes the decision to spend these substantial amounts, it needs reasonable assurance that its home audience for the film will be maximized," he said, adding that "if the film is getting exposure in the home just before its television exhibition, advertisers may be less willing to pay the rates we need to recoup our investment."

Furthermore, Mr. Howard said, "the exclusivity we attempt to obtain is the minimum exclusivity that is reasonably related to legitimate business interests." He said the charge that the networks prevent pay cable from obtaining films with mass appeal is unfounded. "We think the record shows that there is both an ample number of feature films available to pay cable, and that pay cable has ample time to obtain these films, irrespective of network purchases and exclusivity arrangements."

Mr. Erlick noted that Home Box Office offered its subscribers 37 movies in April this year, including seven "new titles."

Mr. Howard said the exclusivity NBC demands does "not go beyond our legitimate business needs." He said when NBC buys a film made now for use three years from now, it usually asks for exclusivity to begin 60 days before the film becomes available to NBC. He said pay cable therefore has a crack at the film during the permissible period under FCC rules.

FCC rules provide that pay cable may compete with the networks and stations for feature films within a three-year period after the film's theatrical release. For the



Taylor



Erlick



Howard

next seven years pay cable is denied access to those same films unless they are under contract to broadcast networks or stations. Of the latter, obviously, pay cable is denied access to all films under contract if exclusivity arrangements are attached to that contract.

Mr. Taylor said CBS obtains exclusivity against pay cable "in rare circumstances" when the network expects to broadcast a film during or shortly after the three year period following its release. In those cases, he said CBS asks for 90 days' exclusivity prior to the broadcast. Beyond that, he said, CBS does not now obtain exclusivity against pay cable during the first three years after a film's release.

Mr. Taylor denied a charge that CBS "warehouses" films, that is, buys them up without intending to use them. "CBS has broadcast every movie it has ever purchased," he said, "except in several rare cases, where it turned out that a picture was unsuitable from the standpoint of taste."

ABC's policy, according to Mr. Erlick, is to seek exclusivity for six months preceding a film's availability date.

At the earlier hearing in May, pay cable operators argued that the broadcasters' contracts are impeding them from obtaining movies in the initial three-year period, but Mr. Taylor argued that film companies are the major impediment.

He said the motion picture companies, as copyright holders, have sole control over the films, deciding when to release them to theaters, to pay cable and broadcasters.

Senator James Abourezk (D-S.D.), a member of the Antitrust Subcommittee who filled in for Chairman Philip Hart (D-Mich.) when Mr. Hart was called from the room, said he supports free competition for feature films with no exclusivity arrangements for anyone. "People should have a choice of paying \$3 or \$4 to see a show uninterrupted or seeing it free with commercials," he said.

Mr. Taylor said pay cable does not really want an end to exclusivity. In fact, he said, the hearings will probably have to be reconvened in five years to examine pay cable's exclusivity agreements.

The networks were concerned about more than movies at the hearing. They also expressed fear that pay cable would buy off sports events, including the major ones, such as the Super Bowl and the Kentucky Derby. Mr. Taylor called the com-

bination of movies and sports on pay cable a "malignant tumor," which is no bother now, he said but consider "what a malignant tumor would look like five years from now."

The networks objected to the notion that competition between pay cable and the networks for movies should be free and open rather than regulated by the FCC. "Pay cable's idea of free and open competition is a myth," Mr. Erlick said. "Pay cable is a piggy-back business which exists only because it can sell the cable viewer our inventory." He added, "if they made their own product and competed with us on that basis, then good luck to them."

Mr. Taylor branded pay cable a "parasitic medium" for the same reasons, and drew fire from Senator Abourezk, who suggested that broadcasters are parasites too on the public airwaves.

There was one pro-pay cable statement last week. John L. Burns, writing on behalf of the Committee for Economic Development, whose Subcommittee on Economic and Social Impact of the New Broadcast Media he heads, was not present at the hearing, but his statement was submitted for the record. In it he said that cable television is an important means of bringing "an abundance and diversity of communications channels to the American public." Pay cable, he said, is a potential revenue producer for cable television and should be allowed to grow unfettered.

Mr. Burns said the Committee for Economic Development, a business group which develops recommendations for business and public policy, found no evidence that broadcasting is seriously threatened by pay cable. Accordingly, it recommended that the FCC restrictions on motion picture and series programming be phased out gradually. "We believe the public should be able to choose the type of programming it wants, when it wants it and how it wants to pay for it," Mr. Burns said.

The Antitrust Subcommittee still has three witnesses to hear from in its pay cable inquiry, although another hearing date had not been set at midweek last week: Emanuel Gerard, executive vice president of Warner Communications; Donald Baker, deputy assistant attorney general in the Justice Department's Antitrust Division, and Roger Noll, director of humanities and social sciences at the California Institute of Technology.



Interim Report ARB Ratings -- April/May 1975

Here is a market position recap of the ARB's that have been published to date. SRP client station rankings are based on 6 a.m. - Mid., M-S, Total Area Av. ¼ Hr. and/or Metro Share for all AM and FM stations in each market:

		<u>Overall Position 12+ AM or FM</u>	<u>Overall Position 18+ AM or FM</u>
Atlanta	WPCH	2	2
Baltimore	WLIF	2	2
Boston	WJIB	1	1
Buffalo	WBNY	2	2
Chicago	WLAK	4	4
Cincinnati	WWEZ	3	2
Columbus	WBNS-FM	3	2
Dallas	KOAX	4	4
Denver	KLIR	2	2
Detroit	WWJ-FM	3	3
Ft. Lauderdale	WLYF	1	1
Hartford	WKSS	3	2
Houston	KYND	6	4
Indianapolis	WXTZ	4	3
Los Angeles	KJOI	5	4
Miami	WLYF	1	1
Milwaukee	WEZW	2	2
New Orleans	WBYU	3	2
Oklahoma City	KKNG	3	2
Peoria	WSWT	1	1
Philadelphia	WWSH	1	1
Phoenix	KRFM	3	2
Pittsburgh	WSHH	4	2
Sacramento	KEWT	1	1
San Antonio	KQXT	4	4
San Francisco	KFOG	5	4
Toledo	WXEZ	3	3

SRP is pleased to announce an agreement with the British Broadcasting Corporation for the exclusive use of all the beautiful music orchestras of the BBC. The first installments of this new and exclusive source of music will be integrated into SRP's matched flow syndicated music programming starting in August.

## Future shock: it's here now for the reps

**Broadcast sales representatives rise to the occasion of increases in costs, advent of station-owned reps, increased reliance on research and computers, move into regional and local selling and death of the 60-second spot**

When television station sales representatives confronted the Television Bureau of Advertising a few weeks ago and extracted concessions for a heavier TVB emphasis on spot television, their solidarity was almost as impressive as their victory. Old-timers couldn't remember when independent and station-owned rep firms had stood shoulder to shoulder on so broad a front. More often, reps have stood toe to toe, knocking one another. This time, demands for TVB to sell more aggressively against the networks were said to have the support of even the network-owned rep organizations (BROADCASTING, June 23).

Times have changed for reps, radio as well as TV. It's a harder day's work now.

President Richard N. Savage of ABC Television Spot Sales sums it up this way: "The demands are greater than ever. Instead of closing a piece of business after two calls, now you close it after six. It makes a longer day." A radio rep, who asked not to be identified, offered this example: For exactly the same stations, he has handled 33% more transactions this year than in the same period three years ago, but has 11% less billings to show for it. And in TV as well as radio many reps say 20% to 30% of a given month's billings, and sometimes close to half, are placed after the month begins.

So it's not only harder to earn a buck; it's also more nerve-racking. Given the circumstances, it's also easier for reps to submerge their competitive instincts long enough to make a common effort to enlarge the market.

That is only one of many changes that have occurred in the rep field in recent years. Some of the changes, all hands agree, have been fundamental. But there's also a widely held belief that equally big innovations lie ahead. Some are already beginning to take shape, signaling departures that will not only affect concepts and services but may lead national reps deeply into regional and local selling and in many cases alter if not replace the commission system by which they are paid.

One big change is in the number of firms working the spot field. It's down sharply over the years, primarily in radio. Lately the trends seem to have stabilized, although on the whole the roster of radio reps seems to continue to shrink while the

TV list has grown slightly.

M.S. Kellner, managing director of the Station Representatives Association, estimates that the number of "effective" national radio station reps—including both those that are independently owned, which is the only kind SRA accepts as members, and those owned by station licensees—dropped from 56 in 1960 to 43 in 1970 and then slipped to about 25 in 1973. He figures today's total at somewhere between 20 and 25, depending on how strictly the word "effective" is defined. For his calculations the definition is in part subjective but also requires that the rep maintain its own sales offices in key cities across the country.

In television, Mr. Kellner estimates there are 20 to 22 similarly "effective" national rep firms, but he has no comparable figures for prior years. While the radio rep field has contracted, however, TV's has grown moderately—in recent years chiefly through additional group station owners setting up their own rep firms. The Post-Newsweek TV stations did it by forming Top Market Television last July, and the Kaiser stations did it with Kaiser Broadcasting Spot Sales in October 1973.

The only independently owned national

TV rep to enter the field in more than 20 years is MMT Sales Inc., which started in November 1972, and it, though independent in ownership, had the Meredith stations as the base on which to build its list.

The proliferation of station-owned rep firms, of course, altered the representation business fundamentally. As first one and then another group owner took their stations away from independent reps and set up their own national sales arms, the independents had to find other stations to make up the departed billings.

Usually the stations they lost were among their most lucrative, because as a rule only the bigger stations could expect to profit from self-representation. Usually, too, the new station-owned firms solicited other stations to join them, increasing the losses of the independents, which in most cases had to find a larger number of smaller stations to replace the billings they lost. The independents replenished their lists at the expense of other independents, of course, and the other independents had to raid competitors' lists in turn.

This shock-wave effect has been multiplied repeatedly since Westinghouse started the trend by setting up Television

**One rep's best guess.** These billings estimates, covering most of the leading national TV station sales representatives, were prepared by Tele-Rep Inc. for its own use. Tele-Rep authorities made them available to BROADCASTING, but emphasized they are "only estimates." The formula by which the figures were derived starts with the assumption that a station's share of market revenues would normally approximate its share of audience. The formula details are described more specifically in the footnotes. Although the list covers most leading TV reps, it omits a few. For a variety of reasons these were not included in Tele-Rep's original compilations.

<i>Representative</i>	<i>Number of stations</i>	<i>1974 estimated billings</i>
Blair	72	\$126,365,000
Katz	76	86,869,000
PGW	54	79,835,000
HRP	24	70,456,000
ABC Spot	5	66,982,000
Petry	30	64,166,000
Tele-Rep	16	61,559,000
CBS Spot	5	55,481,000
NBC Spot	5	53,523,000
TVAR	5	52,560,000
Storer	8	37,659,000
MMT	8	34,109,000
Metro	6	32,550,000
RTVR	8	32,119,000
H-R	65	28,975,000
Avco	19	24,488,000
TMT	4	23,856,000
Kaiser	6	17,123,000
WGN Sales	3	12,923,000

**Notes.** 1974 estimated billings derived as follows: Station audience share (%), average 9 a.m.-Midnight ADI/DMA ARB/NSI 11/72, 2-3/73 and 5/73 applied to 1973 FCC national spot billings for the market, or estimated market billing if FCC data not available. New York, Chicago and Los Angeles station totals adjusted to reflect that portion of market's reported national billing which would be commissionable to the representative. Totals for each representative were then adjusted in some cases to reflect general performance factors. These totals then increased by +11%, the estimated over-all national spot growth, 1974 over 1973.



Advertising Representatives and Radio Advertising Representatives in 1959. Today, close to half of all major national rep organization—11 in TV, 10 in radio—are owned by station licensees and, in most cases, represent other stations as well as their own. Indeed, it is generally felt that there are not many groups left with stations that bill enough to justify their going into self-representation.

(Actually there has been one recent departure from self-representation, Avco—which as Crosley pre-dated Westinghouse in the O&O rep field, although Westinghouse is generally regarded as the starter of the trend—is in the process of selling Avco Radio Television Sales to President H. Peter Lasker and associates. That is not construed as signifying disenchantment with self-representation, however. The reason was economic. Avco, a diversified company pressed for funds, has also been selling off its considerable broadcast station properties.)

Within the self-rep trend, however, the makings of a TV countertrend have emerged. In 1973, Metromedia's Metro TV Sales, which had been representing 19 stations, cut back to Metromedia's six, and last year Westinghouse Broadcasting's TVAR cut back from 10 to Westinghouse's five. Both allowed the outside stations time to find new representation, but the net effect, was that between TVAR and Metro TV, 18 stations were shopping for new reps almost simultaneously.

In addition, while not cutting back, at least two other station-owned reps, Cox Broadcasting's Tele-Rep and Storer Broadcasting's Storer Television Sales, are widely reported to have little interest in expanding beyond their current 16 and eight stations, respectively, although presumably neither is shutting the door absolutely.

Westinghouse's decision to cut TVAR's list reflects many of the pressures currently bearing on the representation business.

"The business has become so complicated, and takes so much more time and energy, that we had to decide whether we could give enough attention to any one station", says Marvin L. Shapiro, executive vice president of Westinghouse Broadcasting and president of its station group.

"We concluded we couldn't do it with the size list we were carrying."

The business has reached the stage where it is no longer enough to add salesmen, according to Mr. Shapiro, a former head of TVAR and also of Westinghouse's RAR. To be effective, he says, additions at the sales level require additional support personnel and additions at the management level, too. "The point of diminishing returns would have been reached easily," he says.

Westinghouse did not cut back RAR's radio list, which includes five stations in addition to Westinghouse's seven. Nor did Metromedia's Metro Radio Sales reduce its list of 15 plus Metromedia's 12.

"Radio is different," Mr. Shapiro says of Westinghouse's rationale. "It's a bulk sale. It doesn't have the volume of avails requests, or anywhere near the demands for special attention to special program projects, or the kind of complicated orbits you have in television or the extreme variables in rates that you have in television . . ."

"I'm not suggesting that radio is not a vital sell. But it's different and it's less pressurized than television."

Rising costs obviously figured in the TVAR and Metro TV cutback decisions. Accelerating expenses are among the heaviest pressures on the rep business today. Estimates of the increase in the past two or three years alone range from 50% to 100%—and higher.

Not surprisingly, the salesman is at the center of these increases. "Salesmen by definition are clever, good at convincing people," one executive said wryly. "They know how to get what they want."

What they are currently getting, if they're "average," is in the \$25,000 to \$35,000 range, and if they're "good," it's from \$35,000 up to \$50,000 and beyond, according to a variety of estimates which, on the whole, tend to run \$5,000 to \$10,000 higher than in the early 1970's.

"A good salesman costs over \$40,000 a year, and the average costs about \$35,000," according to the president of one leading company. That may be a little high, according to another, who estimates the average in New York currently is around \$28,000 to \$30,000. But he ex-

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**"There are more radio stations in Los Angeles today than there are strong national representatives to represent them."**

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pects the average to go up to \$36,000 to \$38,000 within the next five years, although he thinks the top scale will not climb much from its present level, which he puts in the upside neighborhood of \$50,000.

The cost of a salesman is only part of it. Frank Boyle, president of Robert E. Eastman & Co., ticks off some of the others: Mileage costs doubled since three years ago, phone bills up 30%, insurance charges up at least 50%, secretarial salaries up 35%-40%, rents increased, paper costs quadrupled. In Mr. Boyle's estimation, the total costs allocated to a rep salesman have more than doubled in three years.

There's more. "Train 'em and lose 'em" is a common executive complaint. In addition to paying them "you've got to give sales people an opportunity to grow," says Alfred M. Masini, president of Cox's Tele-Rep. (He might have added that

sometimes you've got to give them a chance to grow very fast. He recalled one young salesman whose pay went from \$10,000 to \$30,000 in one year but who nevertheless went looking for a job elsewhere because he felt his career was "stalled.")

Not only the price of manpower but the supply of it concerns many reps. Each has its own approach to the problem, including hiring away from one another and on-the-job training, but even competitors acknowledge that only one—Petry Television—conducts a full-fledged training program.

Petry President Martin F. Connelly sees the development of salespeople as an ongoing problem. He has a director of training who puts qualified candidates—three or four at a time, chosen by Petry officials—through a five-month course. At the end they're processed through a series of rep functions, such as research, closing sales and the like, and then sent to stations "to see how a station operates" and also are exposed to major advertisers for first-hand awareness of that side of the business.

The trainees are put under two-year contracts at the outset but Mr. Connelly says even after that period expires "we haven't lost one yet."

One reason the salesman gets more these days is that there is more for him to do—and to know. And for the rep firm as a whole. As several reps pointed out, you can't dazzle 'em with footwork any more. "Salesmen today are much, much better than 10 years ago," says James E. Greenwald, president of the Katz Agency. "They have to be marketing men today. They have to know a lot more than just the station and the station's rate card."

Consider the effects of a few of the changes that have taken place in the last few years:

The switch in standard commercial length from 60 seconds to 30 doubled inventory almost overnight. The maturing of UHF has further fragmented audiences and heightened sales competition. The emergence and growth of independent buying services intensified the bargaining habits of agencies and made hard-nosed price negotiation the order of the day. Rates became more flexible. Pricing by general time classifications was largely replaced by spot-by-spot pricing. Flights became shorter and more frequent; spots had to be sold, resold and then sold again. Buyers became more specific in their buying criteria. Ratings books became vastly more detailed. Post-buy analyses came into being and became commonplace.

A salesman who went to sleep 10 years ago wouldn't know the business today. As Tele-Rep's Al Masini described just one phase of it:

"Used to be, in selling fall we'd sell February ratings. Now we're talking demographics, and don't just take the February book. We take May shares projected against fall HUT's, modified by that station's performance in prior years' October or November books, as well as any trends that have taken place at that sta-

**PETRY**

tion, coupled with its performance factor based on post-buy analyses."

Another change that has taken place over the years is regionalization. In one form it is reflected in the diminishing percentage of spot billings placed in New York, long the fountainhead of the business, and the increasing volumes being placed through regional offices. There are no known industrywide figures tracking the trend over a long period, but all hands agree that it is a fact. They attribute it in part to increases in regional business, both through the development of new TV advertisers and through the movement of major advertisers away from New York in some cases. They also attribute it in part to the establishment of regional buying offices by some major agencies.

How this regionalization movement affected one leading rep firm, John Blair & Co., is shown in the accompanying Table I and Table II. Comparable figures for other companies might differ to some extent, but in general the trend away from New York—and to a lesser degree away from Chicago as well—is regarded as general (although Kaiser Spot Sales' Vice President and General Manager Donald Robinson, for one, thinks the regional trend may be stabilizing, if not actually reversing).

What the tables do not show is the losses in rep billings that have resulted from the regional buying offices that agencies have set up—J. Walter Thompson Co. and McCann-Erickson in particular, plus Young & Rubicam, BBDO and a few others to lesser extents—and from direct-buying by those and many other agencies. There's no way to calculate the total of such losses, but most reps can cite examples.

In a single market John Blair & Co. reportedly lost a half-million in billings that had been national but "went local" when a national agency moved into the market. On an over-all basis Tele-Rep officials figure they similarly lost \$3 million in business one year because of national business suddenly becoming local when agencies set up regional buying offices.

And there are other instances of stations doing business directly with national agencies on national accounts. Rep contracts generally specify that the reps get their commissions in such cases, but as one rep executive noted, "How do you enforce a contract like that?" Said another: "More and more, reps are losing money they should be getting, because of stations dealing directly with buyers. Smaller stations are the biggest offenders."

In television it is bad enough—and the dollar figures are undoubtedly bigger—but in TV at least total spot spending continues to increase, while radio spot billings have virtually leveled off in recent years, advancing only modestly. Eastman's Frank Boyle estimates that of the \$382 million in national and regional radio billings that the FCC reported for 1973, as much as 20% probably was sold by stations directly, not through reps. And he thinks

the situation may get worse before it gets better.

"I don't say this as a martyr," he adds. "It's just the way things are." Other reps, both TV and radio, also seem relatively fatalistic about the phenomenon. However, Mr. Boyle, for one, thinks that to offset it reps will need to maintain more offices as well as use more salesmen and put more emphasis on research.

Research—and computers. Those two words summarize many of the changes that have occurred in the sale of national spot in the last decade or more. And the former, of course, depends heavily on the latter.

"Reps are scared out of their skins that they'll become computer terminals," one long-time sales official observed recently. There is much less evidence of fear now than in the 1960's, however. The computer is finding its place, and the changes it produces are more orderly than once expected.

Early in the computer age it seemed easy to envision machines talking to one

another, one calling for avails and others responding, followed by the placement of orders, scheduling and all the rest, with the rep supposedly sitting on the sidelines, supposedly helpless. The reps insisted it would never happen, of course, and nobody seriously thought it would go that far, but several leading rep firms—among them Blair, H-R, Katz and Peters, Griffin, Woodward—moved heavily and early into the computer field. Each had its own specific plan, but in general they tended to envision the machines as providing virtually instantaneous links to stations and agencies and serving as storehouses for avails that the rep could sell faster, in more quantity than ever before.

Reps spent a lot of time and money on computers, some acquiring their own hardware and others using computer service bureaus, before learning that many of their hopes, as well as most of their fears were immensely premature. Computers are in wide use today, either in house or, more often, through outside companies formed to specialize in broadcast areas. The machines do phenomenal things, not only handling mountains of back-office paperwork maintaining inventory control, invoicing and the like but also analyzing schedules, evaluating multimedia plans, analyzing audiences and performing a host of other sophisticated, creative sales functions. And it is possible that they may someday take most of the paperwork out of spot TV and radio. But thus far they have tended to confirm what reps said all along—that, instead of replacing the rep, computers would give him more time and better tools for selling. Or, as one said, "the computer is an enrichment, not a replacement."

If early rep experiments with computers proved anything, it was that stations would not give up—to reps or presumably to anyone else—control over their inventory. This lesson in itself was enough to abort some of those earliest undertakings, and it has not been lost on the specialized computer service companies that have grown up since: When a station's inventory is stored, only that station has access to it. Another lesson that early experimenters learned is that computers are expensive and that for a rep in addition to try to keep a large number of stations on-line is, as one who tried it later described it, "too expensive."

What services would a computer service company install, if it had its choice, for a rep company? Some clues are available, because in a rare twist, one of the first reps to get into and subsequently out of its own computer operation was recently merged with a computer service.

H-R Television moved into computers in 1964 but discontinued the operation about five years ago as being "ahead of its time." Last November H-R Television was merged with Broadcast Data Base, a computer service firm then working with advertising agencies. BDB, which suspended its agency work on moving into H-R, has since computerized H-R's whole back office, including billings, accounting,

**Moving out.** The extent to which other buying centers have been taking the play away from New York as a source of rep billings—in percentage of total dollars—is shown in the tables below. They were prepared by John Blair & Co., based on its own experience. There are no known industry-wide figures delineating the trends over a span of several years, but other reps agree the Blair experience is typical of their own. The tables show—one for Blair Radio, the other for Blair TV—the percentage of billings that came out of each center in 1974 and how that compared with 1960.

#### Blair Television

Office	1960	1974
New York	65.0%	47.0%
Chicago	20.0	19.3
Boston	1.0	1.2
Philadelphia	1.3	2.1
Atlanta	2.5	4.9
Dallas	0.3	4.8
St. Louis	1.7	3.1
Detroit	1.2	5.7
Los Angeles	3.6	7.9
San Fran.	3.4	4.0

#### Blair Radio

Office	1960	1974
New York	47	38
San Fran.	4	5
St. Louis	4	4
Philadelphia	6	3
Los Angeles	5	11
Detroit	10	11
Dallas	2	3
Chicago	18	16
Boston	2	4
Atlanta	2	5



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**PEOPLE...SYSTEMS...STATIONS**

- 1** Executive Vice President—An innovator in Spot sales and administration—from RKO, CBS, Westinghouse.
- 2** Hawaii's overwhelmingly dominant station. The CBS eye on one of the richest markets in America.
- 3** "Sales Efficiency Index." Continuous computerized salesperson performance analysis.
- 4** President of Television ONE. Former N.Y. Sales Manager of H-R Television. Marketing management background. A dynamic sales executive and competitor.
- 5** Financial officer and V.P., Director of Computer Operations. Former Senior Systems Manager at General Foods and RCA.
- 6** Number one in Amarillo — CBS for the Texas panhandle.
- 7** V.P., New York Sales Manager Television TWO. Metro Media and CBS experienced.
- 8** An aggressive highly motivated and specially structured sales organization for a limited number of America's competitive big dollar markets.
- 9** Computerized program for television stations managing all inventory and usage of feature films and syndicated material.
- 10** Director of Research. A recognized leader from TeleRep in modern marketing, sales research and analysis.
- 11** V.P., New York Sales Manager Television TWO. NBC, then Group Manager Petry.
- 12** A high performance sales organization, designed for America's "opportunity" markets where dollar development goes hand in hand with aggressive salesmanship.
- 13** President of Television TWO. Former National Sales Director of H-R Television and one of the industry's most respected managers.
- 14** "Computerized Retail Advertising Media Mix." On-line generator of NEW Spot dollars at local and national levels.
- 15** ABC for Erie. The best buy for reaching North West Pennsylvania's young families.
- 16** Founder and President of Broadcast Data Base, Inc.
- 17** The largest grade A coverage of any station in the oil rich West Texan permian basin — ABC for Gusher Country.
- 18** Parent Company providing total administrative and data processing services to H-R Television. On-line capability with BCS and BIAS.
- 19** V.P., Director of Marketing. Marketing specialist from Armour, CBS, and RKO. GSM, WNAC-TV, Boston.
- 20** V.P., New York Sales Manager Television ONE. Former Group Sales Manager at Petry.
- 21** Call or visit the newest location of SALESMANSHIP



Tom Judge

**KGMB TV**

**SEFI**



Phil Corper



Leon West

**KFDA TV**



John McCorkle

**TELEVISION ONE**

**FLICS**



Ken Kagen



Bill Coldwell

**TELEVISION TWO**



Al Ritter

**CRAMM**

**WJET TV**



Ed White

**KMOM TV**

**BROADCAST DATA BASE, INC.**



Gene Mitchell



Taylor Eldon



television  
750 Third Avenue  
New York, N.Y. 10017  
(212) 922-2900

order breakdowns and management reports, says BDB President Edgar White Jr. In addition, according to Mr. White, BDB has set up systems to strengthen sales and market research, including an all-media analysis program that helps stations to sell against newspapers in particular.

One thing that has not changed in the rep business is the argument over whether a rep does better for a short list of stations or for a long list. The line between short and long lists is entirely subjective, however, and some insist that it doesn't really exist—that what matters is the rep's ability to handle effectively whatever number of stations he represents. Suffice it to say, then, that among TV reps, lists range from four stations to 70-plus, while in radio several are in the 100 to 200 range and some may exceed 200. But the argument goes on, the reps with fewer stations contending that a salesman can handle only so many stations effectively, while those with more stations contend they meet this objection by dividing their salesmen into two, three or more teams and assigning a limited number of stations to each.

"I can't satisfy the advertiser if I represent only eight or 10 or 15 stations," says James Greenwald of Katz. "I must represent top stations in top markets. We could probably be just as profitable representing 25 stations as 100, but the advertiser is less interested in the personality of a specific station than in how the personality

**“The demands are greater than ever. Instead of closing a piece of business after two calls, now you close it after six. It's a longer day.”**

of his product can be handled over a wide area. It's becoming too expensive to do business on a market-by-market basis in that context.”

Gary Scollard, president of MMT Sales, which now represents eight stations and says 12 will be its limit, notes that long-list reps divide up their sales teams—and their stations—only in their biggest offices. “The team concept in New York and Chicago works very well and makes for a fairly even competitive atmosphere,” he says. “But in other centers, where more business is being done all the time, it's difficult for a salesman selling 30 to 80 stations to compete effectively with one selling five to 15.”

The argument has been going on since before Katz initiated the split-list, split-team concept in 1957, and presumably will continue indefinitely into the future. Two of the latest developments seem to cut both ways: H-R recently took its list of 58 stations and divided them into two groups “based on marketing and distribution pat-

terns,” with 10 stations in one group and 48 in the other, and then subdivided the larger into Northeastern and Southwestern regional groups.

Avery-Knodel meanwhile moved its TV operation in the opposite direction, combining its East and West sales teams into a single unit as of Feb. 1, representing 40-plus TV stations. “It's good to know your station but you've got to know your buyer too,” says Richard O'Donnell, vice president and director of TV sales. “If the buyer has only three hours to implement an order, she buys the one she sees. Our salesmen have only one or two major agencies each, and they're expected to be there morning and afternoon. This is in-depth selling.”

Another constant in rep life is the pressure on profits. Though TV spot billings have continued to rise in total, reaching last year, radio's have recently leveled off. Moreover, competition has stiffened in TV and even more so in radio, while rep commission rates have at best held steady and, over the longer haul, have declined. They are a matter of individual station-rep negotiation, of course, but what was once a fairly uniform 15% commission has dropped to what is believed to be a current average of 7%-8% in TV and ranges on average, between 12½% and 17½% in radio.

One veteran rep describes the profit squeeze this way: When he started out he was with a firm that represented about 40

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Your station's present insurance program is based on a regional rate. That regional rate is based on risks like textile mills, drug stores, and gas stations. So your station is subsidizing higher risk industries.

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Broadcasters Insurance works through a large, multi-line underwriter, but your day-to-day business will *still be done with your present agent or broker*. He'll almost surely retain his full commission, while you get better insurance.

**Better Coverage At Lower Rates:**

The Broadcasters Insurance Program should give you broader coverage for 25% to 50% less.

And even with our lower rates, you'll get more “all risks” coverage than your station has ever had.

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In some states, more than one policy may be required to afford the coverage outlined above. In all states broadcasters liability are written on a separate policy.



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OF  
PROGRESS.

THIS  
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SECOND  
STAGE.

Since 1945 Avery-Knodel has been representing markets of all sizes with tremendous success—that's thirty years of Agressive-Knowledgeable selling.

Our second stage starts with the announcement of our representation of the Midnight Sun Broadcasters, Incorporated., seven television and radio stations in Alaska. And the introduction of the most advanced computer application for research, programming and marketing . . . "COMP-AK".

Start your second stage now.  
Talk to Avery-Knodel today,  
unless we talk to you first.

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stations, had six salesmen in New York and charged a uniform 15% commission. Now the same firm represents about 35 stations, has close to 25 salesmen in New York, provides services unheard of in the earlier days and receives commission rates that are probably about half the 15% of the old days.

That sort of squeeze is one reason a lot of reps say sales development is national spot's number-one need. It's one of the factors that united TV reps in their demands that TVB put more emphasis on spot and has led radio reps increasingly to work with the Radio Advertising Bureau in efforts to develop new sources of business. It has also contributed to development projects undertaken by a number of reps individually.

Tele-Rep, for one, sees an as yet "untapped potential" of more than \$12.5 billion—almost three times TV's current billings—in new revenues out there waiting. These consist of \$3 billion in co-op money, \$7 billion in local/retail advertising currently going to newspapers, more than \$1 billion in national advertising in newspapers and \$1.5 billion in magazine advertising.

To many spot broadcasting executives, the problem is that, as Tele-Rep's Al Masini puts it, "everything has been geared to getting the largest share of the existing dollar, rather than finding new dollars." A veteran radio sales leader was even blunter under the cover of

anonymity: "One of the realities of our industry," he said, "is that station representatives can be terribly competitive with one another, at times destructively so." But, he added, "the constructiveness now is the best I've ever seen it."

Tele-Rep has set up a separate unit, which it calls Television Marketing Associates, to work with client stations in developing the new business it sees out there. A one-year test showed it could be done, says Mr. Masini, but about 75% of the new business could be classed as local. TMA is pushing ahead, however, on the theory that "finding out how to get the new business is more important now than the mechanics of how to get paid for it. We can figure out the payment later. If we try to settle that first, we may never get the billings."

Reps take various approaches to new-business development. There are special projects such as TMA, or Katz TV's computerized program audience analysis project called PROBE (for Programmed Research to Optimize Broadcast Effectiveness), or any number of computer-based schedule-analysis systems that reps use to show clients how to improve schedules by getting more TV and radio into them. Some reps feel, however, that any really major business-development undertakings should be mounted through TVB and RAB and, especially in the case of TV, should have network billings as one of the prime targets.

Reasons why so many reps consider TV networks such deserving targets were summarized by one rep executive who said he considered them a more serious threat to spot than those posed by, say, the loss of cigarette advertising, the tough price negotiations introduced by buying services, pool buying and the like.

"The networks," he said, "are gradually taking more and more time, and more and more spots, in day-parts and events that used to be the local station's private domain, such as sports, for instance, and in addition to leaving affiliates with less and less time to sell, they're also cutting down on station compensation. They're taking it both ways."

Beyond that, regional network selling by the national TV networks, though currently required by the Federal Trade Commission in a one-year test due to end this fall, is widely regarded among reps as holding the potential to drain vast additional sums away from spot advertising. Both independent reps, through SRA, and some station-owned reps are undertaking to convince the FTC that its current policy is misguided, to say the least.

More and more, reps are assigning specialists to the new-business area, or having regular salespeople devote time to scouting up new billings. John Lack, vice president and general manager of CBS Radio Spot Sales, says, for example, that his firm now has six avails salespeople and three business-development people in New York, whereas five years ago all were avails salesmen. And George Lindman, president of the Golden West stations'

Major Market Radio, says his sales people across the country spend approximately half their time on new-business calls and presentations.

Many reps see co-op advertising as the next big "new" source of billings, TV and radio, and are working to develop it in tandem with their stations, the reps at the national level and stations at the local. Whatever the target, however, there seems to be growing recognition that spot broadcasting has reached the stage where future growth will depend increasingly on finding new sources, one way or another.

There is also evident feeling that commission rates will sooner or later have to be increased, or the compensation method changed, or the role of the rep revised—and conceivably all three.

"I want to get paid on what I contribute," says Katz's Jim Greenwald, who feels that "eventually we'll have to get paid differently" because "the traditional ways are wrong for today's times."

Mr. Greenwald says he is not against a fee system of compensation but that "I think the best way is to get paid a percentage of the station's total business,"

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"One of the realities of our industry is that station representatives can be terribly competitive with each other—at time destructively so. [But] the constructiveness now is the best I've ever seen it."

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because the rep in his opinion should and does help stations as well as clients sell at all levels, national, local and regional.

Katz has that sort of arrangement with "a few" radio stations, which Mr. Greenwald defined as between six and 12, and recently entered its first such deal with a TV station.

Blair Radio also has "one or two" similar deals, and another departure in the near future is predicted by Robert Coppinger of Buckley Radio Sales. He says Buckley Radio is close to agreement with a station to handle "all of its sales—local, regional and national."

The future of the radio rep business, in Mr. Coppinger's view, "lies in strong regional sales by rep companies. I think we'll see national sales organizations—I don't know whether they'll be called reps any more—setting up branch offices in markets where none has offices today, to handle all sales for a station."

Moreover, he adds, "radio stations are paying 25% for local sales. If a rep can come in and do it for less, why not?"

Katz sources described some of the radio situations in which they are getting commission on all business, but without

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Source: April-May 1975  
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# Who are all those stars with Bobby Vinton?



Clifton Davis — *That's My Mama*



Arte Johnson — *Laugh-in*

The galaxy is made up of just some of the network-caliber, multi-talented guests who appear in the smash **BOBBY VINTON** half-hour shows now coming off "the production line".

The series is just

"gangbusters" — everything we promised and more! *Network quality* writing and production values . . . *stars* in major and cameo appearances . . . comedy, variety, music, animation, and the explosive, *super-*



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WLWC—Columbus  
KBTW—Denver

WFMY—Greensboro  
WFSB—Hartford  
WDAF—Kansas City  
KNXT—Los Angeles  
WAVE—Louisville  
WTVJ—Miami  
WISN—Milwaukee  
WCCO—Minneapolis  
WNGE—Nashville





Ted Knight — *Mary Tyler Moore Show*



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That's why the **BOBBY VINTON SHOW** is the selling-est new half-hour in syndication. Chuck Barris Productions, Inc., Allan Blye and Chris Bearde have combined

their unmatched talents to make the series the biggest, best-est, brassiest, and classiest, musical-comedy-variety show of the 1975-76 season. Stations are buying the **BOBBY VINTON SHOW** because they

know the show will be a smash with their viewers in prime-access or prime-time!

*See for yourself!* Our actual on-air shows are ready, *now*, for screening and buying!

To put a super-show, and super-star on *your* station's schedule . . . to bring diversified, *quality* programming to your market . . . reach for your phone *right now*, and call us.

Remember — *we deliver!* In the **BOBBY VINTON SHOW** "what you see is what you get".



WCBS—New York  
WTAR—Norfolk  
KOCO—Oklahoma City  
WFTV—Orlando  
WCAU—Philadelphia  
KDKA—Pittsburgh  
KATU—Portland  
WJAR—Providence  
KQVR—Sacramento

KFMB—San Diego  
WDAU—Scranton  
WSPA—Spartanburg  
KMOX—St. Louis  
WTVT—Tampa-St. Petersburg  
WTOP—Washington

Worldwide  
Distribution:



( a Sandy Frank company )

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**"All business is local. The difference between national and local spot has become so small that in 10 years, there'll be no difference. There'll just be advertising. And that day has been too long in coming."**

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identifying the stations. Mr. Greenwald called the idea "total partnership," involving a "total marketing concept."

In one instance, the radio station was billing about \$500,000 in national business and about \$500,000 in local, according to Katz sources, and in that case Katz Radio is receiving 7½% on total billing. In another instance about one-third of the station's total billing was national; in this case, Katz's commission on the total is 5%.

The stations involved in these "total partnerships" are delighted, says Mr. Greenwald, adding: "We've all made more money."

"All business is local," in his view. "The difference between national and local has become so small that in 10 years there'll be no difference. There'll just be advertising, and [that day] has been too long coming."

Jack W. Fritz, president of John Blair & Co., says that in addition to having one or two radio stations that pay Blair Radio a commission on total business, Blair officials have been considering a plan whereby Blair would employ a station's local sales force as well as handle its national and regional sales.

The station sales manager would remain a station employe to assure that station management retains final control, but other stations salespeople would be on Blair's payroll, not the station's.

Mr. Fritz says the concept has been under study for two years in conjunction with an unidentified station. "We've looked at the figures," he says. "But they're not sure yet, and we're not sure yet, whether we want to do it." Thus far, he adds, "there hasn't been a burning need for us to do it."

Katz's Jim Greenwald has a somewhat different vision: "I would like to think that some day we would represent markets, not stations," he says. "I don't know exactly how that will work, but I think we might plan media for the whole market. If we're selling advertising, instead of just TV and radio time, there should be enough for everybody."

"Of course," he says, "the most important thing now is that we sell broadcast advertising, instead of just selling avails and going after the available buck."

Going back to the market-representation idea, though, he adds that it should be possible for one firm to represent all radio stations in a market, perhaps starting

in a relatively small market to test and develop the concept, but that bringing all the market's TV stations into it is probably "way down the road."

What other prospects lie down the rep's road? Here is a sampling of opinions offered by some of the leading practitioners:

■ Unwired TV networks will be introduced and will succeed, according to some of the reps who have been successful in putting together unwired radio networks. Others are not so sure.

Unwired networks—line-ups of stations that reps assemble and offer to advertisers in virtually any desired configuration and length—probably represent the biggest single innovation in the radio rep field thus far in the 1970's. They are offered by half a dozen leading radio reps and, by most accounts, have been successful.

But they are also widely criticized, especially among stations, on grounds that although ostensibly designed to compete with the conventional wired networks, actually they divert budgets from the traditional forms of spot radio and in addition drive radio rates down.

At least one of the early entrants into

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**"We could probably be just as profitable representing 25 stations as 100, but the advertiser is less interested in the personality of a specific station than in how the personality of his product can be handled over a wide area."**

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the unwired field, Eastman Radio, apparently has some reservations now. Eastman's Frank Boyle says the future of unwired networks will probably depend on the extent to which wired networks "clean up" their own operations. He thinks the unwired line-ups will thus probably "decline in viability in, say, the next two years." They're currently beating the wired networks "on clearances and service, promotion, use of personalities—all the things you should use spot for," he says, but "cannot compete with them [wired networks] from a cost standpoint, no matter what we do."

President Alan Torbet of Alan Torbet Associates, however, says the unwired radio network concept, though not a major source of revenues yet—he estimates it'll be 8%-10% of his total business this year—is definitely accelerating. He says his firm got into it "defensively," but that agencies and advertisers are increasingly insisting on it because the rep putting a given network together has to handle all the paperwork that agencies handle in conventional spot buys. He agrees,

however, that unwired networks can't approach conventional networks on price.

As for TV, some reps see their development of unwired TV networks as a natural if not inevitable answer to conventional TV networks' incursions into regional networking, especially if the FTC continues to encourage those incursions. On the whole, however, unwired networks are not generally considered imminent in television, and even some who think they are inevitable also believe that, as one rep put it, "I'm not sure whether the first rep to do it will take the credit or the blame."

■ Rep company specialization, a hallmark of the business in its growth over the past 15-20 years, will become even more finely tuned. Many think this will be especially true of radio reps. Major Market Radio's George Lindman, for one, says specialization is a must, and that he backed this conviction by discontinuing six stations representing \$4 million in billing because their formats were not in the personality/MOR vein that MMR adopted a couple of years ago.

Martin H. Percival, vice president in charge of ABC-FM Spot Sales, whose firm specializes not only in FM stations but in stereo rock FM, also foresees "more of this kind of specialized representation." He also notes that "almost all major rep firms have increased their representation of FM stations, particularly in the top-50 markets," and predicts that in another 10 years major radio rep firms "will undoubtedly be dependent upon FM stations to make up 50% of both their lists and their revenues."

Specialization is also increasing in TV. In one of the latest instances, Kaiser Spot Sales, owned by the Kaiser group of independent UHF stations, intends to take on independent stations only, outside its own group, "at least for the foreseeable future," according to Don Robinson, vice president.

■ The search for new revenues sources may turn up unexpected lodes. President James P. McCann of Post-Newsweek's Top Market Television, for example, thinks there'll be a bonanza for spot in those Universal Product Codes which are just now beginning to come into use for instantaneous tracking of supermarket inventories, using computerized scanners at checkout counters. He envisions, within five years or so, "all these little computers

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**"... finding out how to get the new business is more important now than the mechanics of how to get paid for it. We can figure out the payment later. If we try to settle that first, we may never get the billings."**

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**in  
times  
like these,**

**PROFESSIONAL  
SALESMANSHIP  
MAKES THE  
DIFFERENCE**

**Ask our stations**



Buckley Radio Sales, Inc.

New York • Atlanta • Boston • Chicago • Dallas • Detroit • Los Angeles • San Francisco • St. Louis



...tied into a big computer network" that will provide instant inventory updates. This, he feels, will lead to much greater use of TV advertising because sales results will be ascertainable almost immediately.

■ As complicated and sophisticated as rep selling has become in the last five to 10 years, it is predicted to become even more so. ABC Television Spot Sale's Dick Savage summed up a lot of forecasts when he said: "In the next five years, the demands and the sophistication will increase as much as they have in the last five."

■ Among radio reps, further contraction in the ranks is predicted. Potential major changes affecting two radio firms are said to be imminent now. Any reductions will aggravate a situation that has already reached a point where, in the words of one rep, "there are more radio stations in Los Angeles today than there are strong na-

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"The future of the radio rep business "lies in strong regional sales by rep companies. I think we'll see national sales organizations—I don't know whether they'll be called reps any more—setting up branch offices in markets where none has offices today, to handle all sales for a station."

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tional representatives in the U.S. to represent them."

■ Whether radio or TV, however, the rep's role is assured. Reps agree, almost militantly, about that. As Peter Lasker of Avco Radio Television Sales points out, no station on earth is going to show buyers its entire inventory and let them pick and choose. In addition, reps serve other needs: Adam Young of Adam Young Inc., for example, sees them as the sales counterparts of stations' Washington lawyers, providing "counsel in all areas that have to do with station revenues."

■ The business may be tougher, more complicated, more demanding, more pressure-prone, and reps may sometimes wish they were in an easier line of work—like, as some would say, managing a station—but they remain toughly competitive and, at bottom, optimistic. Most seem to share the attitude of Chairman Lloyd Griffin of Peters, Griffin, Woodward, who said: "We are looking forward to the strongest five years yet for representation."

In short: Yes, there will always be salesmen. And—in another change that is becoming more and more apparent—saleswomen, too.

*(The foregoing special report was researched and written by Rufus Crater, chief correspondent, New York.)*

## Macdonald sights on children, advertising this week in hearings

Four-day affair will feature Wiley, Engman, Choate, Charren, Schneider

The House Communications Subcommittee will explore the commitment of broadcasters and advertisers to self-regulation in children's television advertising during four successive days of hearings this week. In announcing his intent to hold the hearings, Torbert Macdonald (D-Mass.), chairman of the Subcommittee, said the subcommittee will examine the oft-made charge that "self-regulation cannot work because of the power of the profit motive" and because of the industry desire to maintain the "status quo."

Scheduled to testify at the hearings, which begin today (July 14) are Richard Wiley, chairman of the FCC; Lewis Engman, chairman of the Federal Trade Commission; Donald McGannon, chairman and president of Westinghouse Broadcasting Co.; Jack Schneider, president of the CBS Broadcast Group; Robert Choate, chairman of the Council on Children, Media and Merchandising; Peggy Charren, president of Action for Children's Television; Robert Liebert of the Media Action Research Center, N.Y.; Barbara Fowles of the Children's Television Workshop; Francis Bellotti, attorney general for Massachusetts; and representatives of the National Association of Broadcasters Code Authority, the National Advertising Division of the Council of Better Business Bureaus, and Toy Manufacturers of America.

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## Consumers lose court as weapon at FTC

Members of the public who have long since won the right to appeal FCC actions to courts of appeal apparently do not have the same right regarding Federal Trade Commission orders. The U.S. Court of Appeals held that only parties subject to FTC cease-and-desist orders can appeal them.

The decision, which went against the Consumer Federation of America, one of the nation's largest consumer groups, involved the FTC's order directing ITT Continental and its advertising agency, Ted Bates, to stop advertising for its Wonder Bread that the agency said misrepresented the product as "an extraordinary food for producing dramatic growth in children."

The CFA, which had been denied permission by the FTC to intervene in the case as a party but was allowed to file a brief, urged the FTC to order extensive corrective advertising. And when the agency did not, CFA sought court review.

The three-judge court, in a unanimous

opinion, held that, under the Federal Trade Commission Act, only persons subject to FTC cease-and-desist orders are entitled to petition courts to review them. Judge Gus J. Solomon, a district judge from Oregon who was sitting by designation, who wrote the opinion, said the legislative history of the section of the act dealing with court review "did not intend to permit persons and organizations like consumers, who suffer only remote and intangible injury, to obtain judicial review of FTC orders." The judges joining in the opinion were Scottswood W. Robinson III and Roger Robb.

Still unresolved is the legality of the FTC cease-and-desist order against ITT Continental and Ted Bates, which appealed the order. The appeals court in Washington last week transferred their appeal to the U.S. Court of Appeals in New York.

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## Impact of blacks in TV spots cited

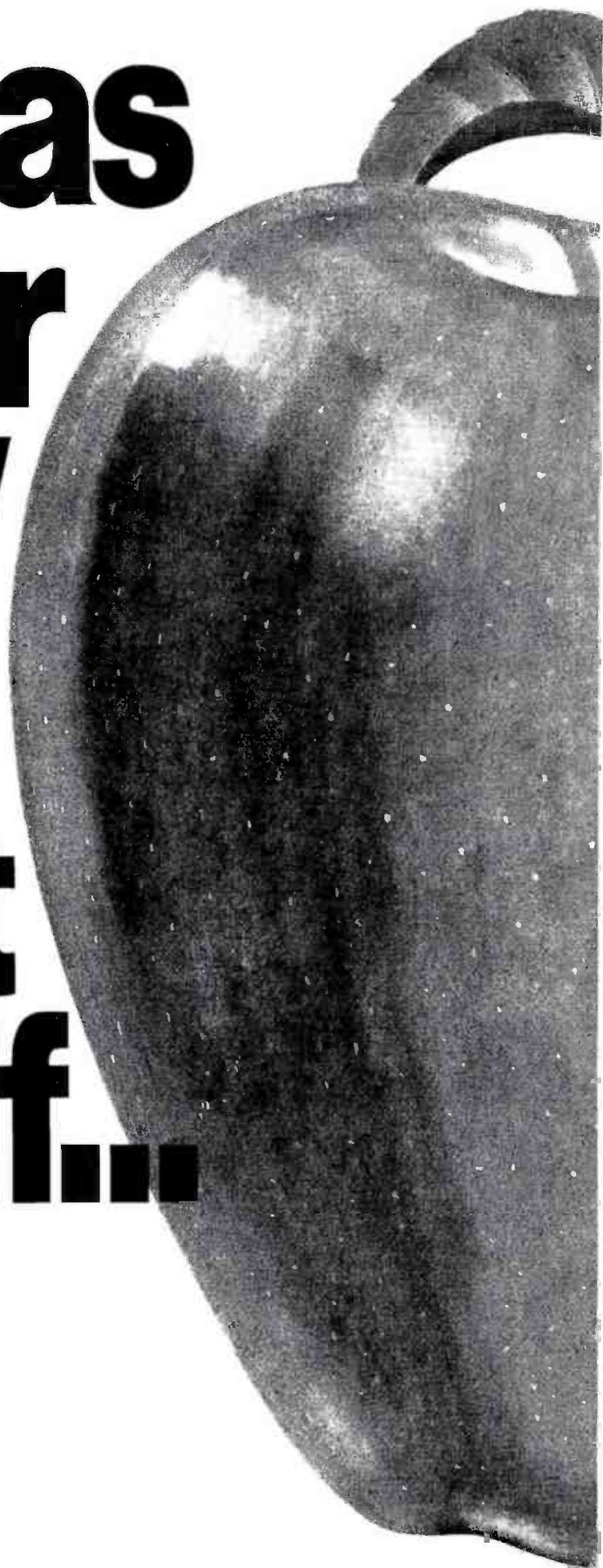
Increased use of blacks in TV commercials and their acceptance by both black and white viewers are major points in a series of studies on race and advertising perceptions by market researchers at two southern universities.

Point-of-purchase studies over a three-year period by assistant professors of marketing, Paul Solomon of the Virginia Commonwealth University, Richmond, and Ronald Bush of the University of Mississippi, used black and white students in controlled "consumer situations." While white consumers had no negative reactions to black display models, black consumers responded more positively to black models. These findings held true for Phoenix and Oxford, Miss., tests where researchers counted the number of product purchases with varying aisle displays.

A second study examined four videotape spots where black or white models were shown promoting either soap or popular wine products in different combination. While whites reacted equally well to black/white models selling soap/wine, blacks responded more favorably to the combinations of black models promoting wine.

A "content analysis" of one week's commercials on the three networks noted the numbers of blacks appearing in commercial spots, and types of (major or background, speaking or silent parts) in the Memphis and Phoenix markets. Of 6,000 prime-time and daytime commercials, 13% used black models, up 7% since 1968. Regional differences were evident, with Western areas more likely to show blacks handling products, talking and in major roles than was the case in commercials in Southern areas. "Local advertisers use blacks less often than do national advertisers," Mr. Solomon said, "in fact, so seldom that it is hard to do much research on this point." He attributes this to fear on the part of local advertisers that whites may react negatively to black models in ads.

**It was  
another  
very  
good  
first  
half...**



# for Katz TV...

Over the past three decades the name Katz has become synonymous with success in spot television sales. And two important things have contributed to our success...the belief our client stations have in our ability to deliver... and our ability to deliver.

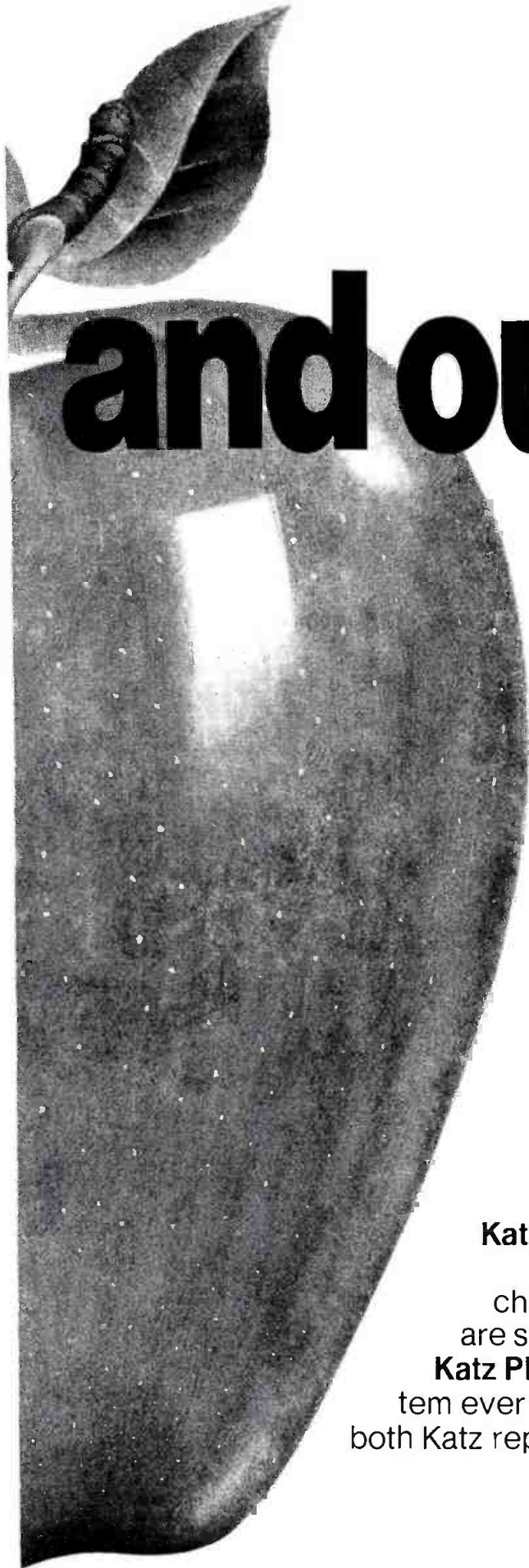
The first half of 1975 leaves us with a lot to be proud of. **Eight** broadcasters have chosen to join the prestigious group of stations represented by Katz Television. The most recent is **KETV-OMAHA**.

Each of these stations, and every other Katz represented station, is receiving full value from the extensive sales coverage provided by the Katz team—the most effective selling force on the street. But that's just one reason why our performance is consistently tops.

The other reason is that our success makes it possible for us to deliver the most comprehensive package of client services ever offered by a television sales representative.







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**Katz Audience Development** specialists offer stations unmatched expertise in evaluating syndicated and feature film programming. They have a proven track record of helping Katz TV clients build increased audiences.

**Katz News Service** helps stations create more watchable and saleable news by sharpening news-gathering and newsroom operations as well as streamlining the look of their on-air presentation.

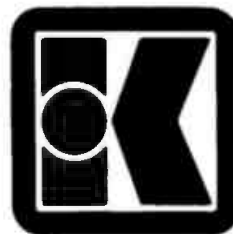
**Katz Research-Promotion** teams effectively position markets and stations and produce hard-hitting presentation materials for Katz sales people.

**Katz Sales Development** professionals produce infinitely accurate TV audience projections and arm salespeople with a wide range of competitive market and rate data. They also highlight key sales points on Katz computerized audience average sheets.

**Katz Retail Sales** teams have been developing new TV selling opportunities with many major retail chains for the past 4 years; now, using PROBE, we are successfully building increased spot TV budgets.

**Katz PROBE**, the most effective research analysis system ever developed for broadcast, is a new resource for both Katz represented stations and agency media planners.

KATZ



America's top selling  
spot representative

## Auburn citizen pact rejected, Fresno agreement accepted by FCC

However, commissioner reactions indicate concern about specifics in applying newly proposed policy

The FCC has begun implementing the policy on citizen-station agreements that it detailed in a notice of proposed rulemaking adopted May 29 (BROADCASTING, June 2). But some commissioners are expressing reservations about the manner in which the commission is proceeding.

The commission last week announced two actions involving citizen agreements. In one, it said an agreement involving WAUD(AM) Auburn, Ala., was inconsistent with the proposed policy statement because it would curtail the licensee's ultimate responsibility. In the other, it held that an agreement involving McClatchey Newspapers' KMJ-TV Fresno, Calif., conformed to the proposed statement.

The commission, in the WAUD case, said it could not act on a motion by several local citizens and the Human Relations Council of Alabama to withdraw their petition to deny the station's renewal application because of the agreement on which it was predicated.

The commission said the agreement appeared to bind the station to fixed and unchangeable types and amounts of programming and employment policies. Such provisions, the commission said, improperly infringe on the licensee's responsibility.

Accordingly, the commission said it regarded the agreement as having "no force and effect." The commission's action left it to the petitioners to decide whether to drop their petition, seek to amend their agreement with the station, or keep the petition in force.

Commissioner Benjamin L. Hooks, who would have accepted some parts of the agreement, dissented to the commission's action. Commissioner Glen O. Robinson dissented also, but for an entirely different reason: Since the commission in its proposed policy statement said that any agreement which surrenders licensee discretion to others cannot be considered as having "any force and effect," "it is not necessary or appropriate to take affirmative action to disapprove those [agreements] we do not like any more than it is appropriate to approve, and enforce, those we do."

Commissioner Robinson said he thought the purpose of describing the proposed policy as the commission did was to excuse it "from reviewing each and every agreement . . . to determine whether the agreement was 'good' or 'bad.'"

Commissioner James H. Quello, who

has generally been critical of citizen-station agreements—he feels groups have pressured stations into signing them—used the WAUD case as a springboard for restating his view that "each licensee must recognize that, in his fiduciary role, he is acting as a steward for the public at large and, therefore, must not and cannot negotiate away his ability to respond to public needs."

Commissioner Quello expressed concern about agreements somewhat more sharply in a separate statement on the KMJ-TV case. The commission in that matter found no fault with the agreement which led the Television Advisory Committee of Mexican-Americans to file a motion to withdraw its petition to deny the station's renewal application.

The agreement requires the station to take certain steps as part of its affirmative action plan, to meet with TACOMA, and to produce and broadcast certain types of programming of interest to Spanish-speaking and other minority members of the station's service area.

But the agreement also states that the final responsibility for all program decisions must remain with the station management. Because of the explicit recognition of that fact, the commission said, the provisions on programming did not constitute an illegal abdication of licensee responsibility.

Commissioner Quello, however, questioned whether the station has attempted to ascertain "the constituency of TACOMA to determine the representativeness of this organization" and whether "other groups within the community have been given equal opportunity to express their concerns regarding programming policy."

He said: "I remain concerned that a single, highly vocal group, with an indeterminate constituency, can exert a disproportionate influence over programming for the entire community."

Despite the commission's conclusions that the agreement was in accord with the proposed policy statement, and that the allegations contained in the petition to deny did not raise substantial questions of fact as to McClatchey's qualifications to continue as a licensee, the commission did not renew the station's license. Still pending are two petitions to deny, including one by the Department of Justice, and a competing application for KMJ-TV's channel 24 (BROADCASTING, Nov. 11, 1974).

## And let the sun shine in

A bill that would open most congressional and government agency meetings to the public and press passed the Senate Government Operations Committee unanimously last Wednesday. The FCC and Federal Trade Commission are among the 50-odd agencies that would be affected.

Generally the bill would require all government meetings to be open except those dealing with national security, per-

sonnel matters, trade secrets and ongoing law enforcement investigations. Where the exceptions apply, meetings could only be closed by a vote of the committee or agency body in open session.

The bill also prohibits private discussions between agencies and outside parties regarding ongoing proceedings.

Chief sponsor of the bill, S.5, is Senator Lawton Chiles (D-Fla.). The "sunshine law" already existing in his home state served as model for this bill.

## Who's who and what's on the agenda at the FCC Future Planning Conference

Those attending include leaders in communications planning discussing topics from spectrum management to cost allocation

The Federal Communications Commission has compiled a "prospective" list of topics to be discussed and participants at the two-day Future Planning Conference to be held in Washington beginning today (Monday). The conference is intended to allow both FCC and non-commission people to explore long-range and mid-range commission planning objectives for the two-fold purpose of gaining input from "FCC watchers" and to inform the research community on directions for future assistance.

Prospective participants are: former FCC chairman Dean Burch, now with the Washington law firm of Pierson, Ball & Dowd; Bowman Cutter, director of Cable TV Information Center, Washington; Dr. Harry Trebling, director of Institute of Public Utilities, Michigan State University; Kenneth Cox, Washington attorney with Haley, Bader & Potts; Anthony E. Oettinger, director of Harvard University's program on informational technologies and public policy; Erwin G. Krasnow, Washington attorney with Kirkland, Ellis & Rowe; Dr. Alan Pearce, Committee on Interstate and Foreign Commerce, U.S. House of Representatives; Douglass Cater, director, Aspen Program on Communications and Society, Palo Alto, Calif.; Howard T. Head, A.D. Ring and Associates, Washington; Professor Bruce Owen, Stanford (Calif.) University's department of economics; Anne Wells Branscombe, Armonk, N.Y. attorney; Alan Shinn, National Science Foundation, division of social systems and human relations; William Wright, Cable Communications Resources Center, Palo Alto, Calif.; Professor Ithiel de Sols Pool, Center for International Studies, Cambridge, Mass.; Professor Peter Clarke, chairman, University of Michigan's journalism department; Bernard Strassburg, Western Union International, Washington; William O. Baker, Bell Telephone Laboratories, Murray Hill, N.J.; Donald A. Dunn, Stanford University's department of engineering-economic systems; John W. Pettit, Washington attorney with Hamel, Park, McCable & Saunders; Amos B. Hostetter, Continental Cablevision Inc., Boston; Dr. Peter C. Goldmark, Goldmark Communications Corp., Stamford, Conn.; John A. Dimling Jr., vice president and research director at National Association of Broadcasters; Leland L. Johnson, Rand Corp., Santa Monica, Calif.; Wilfrid Dean Jr., assistant director for frequency management, OTP; Neil Swift, director of communications, New York State Public Service Commission; Richard P. Gifford, vice president of communications projects, General Electric Co., and Roland S. Hemet, chief, Office of Studies & Analysis, OTP.

Topics to be discussed include: spectrum management, intermodel competition, international data transmission,

computer-communications interface, technological developments and future planning, rural telecommunications, limited deregulation of radio in major markets, problems of pricing, cost allocation and cross subsidy, citizen use of two-way radio, UHF television and FCC research in planning and policy.

### Media Briefs

**No excuses.** FCC has penalized Hudson Broadcasting Corp. with short-term license renewals for KQRS-AM-FM Golden Valley, Minn., for what commission said was falsification of stations' transmitter operating logs. Logs had been brought into question by Committee for Open Media. Hudson admitted violations but claimed management was unaware of them. Hudson said guilty employees have been fired and new systems established to minimize future error. FCC, however, said Hudson's explanation and assurances did not alleviate seriousness of offense and renewed licenses only until June 1, 1976.

**In case of news.** Brochure by Bonneville International Corp.'s KSL-AM-FM-TV Salt Lake City, explains "positive ways of dealing with electronic news media as they may affect you and your organization." Information on press conferences, news releases, understanding video components, practice of "off-the-record" comment, broadcast news responsibilities and other subjects is given on quick reference cards.

**Increase affirmed.** FCC has denied petitions by newswire services, newspaper and broadcasting companies for reconsideration of its March 6 order permitting AT&T to increase private line, long distance telephone, and WATS rates by \$365 million on one day's notice. Same order denied request for \$717-million increase. Petitioners contended short notice effectively denied them opportunity to petition to suspend tariff filing. Commission said public had been given 60 days notice of pending rate increase and of approximate rate structure filed.

**Lottery loser.** FCC has fined J.B. Broadcasting of Augusta Ltd. \$1,000 for advertising lottery on its WRDW(AM) Augusta, Ga. Commission said last summer's announcement of raffle contained elements of prize, chance and consideration.

**More data sought.** National Citizens Committee for Broadcasting has filed freedom of information request with FCC for release of staff reports and memoranda relating to proposed amendment of cable television cross-ownership rules. Similar request made earlier (BROADCASTING, June 2) was granted and accordingly NCCB received chart listing 50 crossownerships compiled from 1971 waiver requests. Now NCCB wants to see staff analysis of each waiver, since FCC decision to reopen crossownership rulemaking is based on those analyses.

## Bill for CPB five-year funding hits rough water

**Flood subcommittee members persist in questioning need for such special treatment; public broadcasters reiterate need for long term to offset pressures from outside**

Proponents of the five-year funding bill for the Corporation for Public Broadcasting, who have seen their bill pass the House Communications Subcommittee, and then the parent Commerce Committee, last week faced their third hurdle in the House, the Appropriations Subcommittee on Labor, Health, Education and Welfare. Daniel Flood (D-Pa.), chairman of that subcommittee, had a word to describe his subcommittee's reaction to the bill arguments: skeptical.

Mr. Flood said public broadcasting has no greater friends on the Hill than the members of his subcommittee. But he and his colleagues repeatedly questioned the wisdom of funding five years in advance. They asked questions such as: Why is public broadcasting more special than other government-funded programs, all of


which must return to Congress every year for funds? And why five years? Why not two or three? How can CPB be held accountable for the way it spends the money if it becomes immune to the annual appropriations process? Why is CPB asking for so much more money this year than it received last year?

Mr. Flood indicated from his questions and comments that he fears the bill will be seen as an example of "back door spending," that it will make public broadcasting a "sacred cow" and will create a "glaring exception" in Congress's normal appropriations process. He does not want to create a precedent for long-range appropriations and would prefer that CPB be made to return to Congress every year for its money.

The bill (H.R. 6461) would authorize and appropriate \$88 million for CPB in 1976, \$103 million in 1977, \$121 million in 1978, \$140 million in 1979 and \$160 million in 1980. The money would not be an outright gift, but would be made available to CPB through matching grants. Under the matching-plan, CPB would have to raise \$2.50 from private sources to qualify for every federal dollar during the first three years, and \$3 for every federal dollar the last two.

A five-year funding measure (S. 893) has already undergone hearings before the Senate Appropriations Subcommittee on Labor, HEW, (BROADCASTING, April 21)

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**Biden: Stop at four.** Public broadcasting's longing for five-year funding could be frustrated by an unexpected legislative circumstance. A bill introduced last week by Senator Joseph Biden (D-Del.), would hold to four years the authorization period for funding of all federal programs. Existing programs with long-term or open-ended authorizations would come under the re-examination rule for funding in future years. That period was selected as being "long enough to provide budgetary stability, but short enough to enable wasteful and ineffective programs to be cut within a relatively short time," the senator said.

but will not be marked up until the House Appropriations Committee is finished, according to a Senate aide.

The hearing last Wednesday opened with testimony from House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.). Mr. Macdonald had earlier received a letter from Appropriations Committee Chairman George Mahon (D-Tex.) saying it is a breach of House rules for an appropriations bill to originate anywhere but in the Appropriations Committee (BROADCASTING, April 28). At the time the bill was in Mr. Macdonald's subcommittee. Mr. Macdonald said last week: "We are not

trying to impose on your jurisdiction . . . We defer to this very powerful subcommittee and its wishes." But he urged the members to keep in mind public broadcasting's unique situation as a government-founded and funded mass medium that should be shielded from government intrusion. He said the five-year funding vehicle, though "not perfect," would provide that shield and give public broadcasting the impetus it needs to grow.

Mr. Macdonald was accompanied by Representative Louis Frey (R-Fla.), ranking Republican on the Communications Subcommittee, who argued that public broadcasting has not had enough funds in the past to adequately develop programming with diversity and localism. CPB should be given the chance, he said and if it fails Congress can exercise its prerogative to repeal the bill any time during the five-year program. Mr. Flood shrugged off that possibility: "How many times in the last few years has Congress repealed any of these social spending measures?" he asked. "It just doesn't happen."

Representative David Obey (D-Wis.), a member of the appropriations subcommittee, asked Mr. Macdonald if there was any connection between the five-year funding bill for CPB and the five-year licensing bill for commercial broadcasters that passed the House last year and would inevitably come up again this year. His concern apparently was that if it could be argued that public broadcasters need five-year funding to guarantee stability and insulation from

government, could not the same argument be made for giving commercial broadcasters five-year licenses? Mr. Obey voted against the license-renewal bill that passed the House last year. He drew assurance from Mr. Macdonald that the two bills are not connected, and Mr. Macdonald seized the opportunity to say that he too opposes five-year licenses for broadcasters.

Robert Benjamin, chairman of CPB, argued that the need to insulate public broadcasting from pressures that might impair its First Amendment freedoms is "very real, very sensitive." He added that the annual appropriation and authorization process "puts the quality, creativity and freedom of public broadcasting under a kind of cloud."

Asked for a list of instances in which Congress or the President had interfered, however, Mr. Benjamin and his colleagues from public broadcasting recalled just one—when President Nixon vetoed a multi-year financing bill in 1972 "because he was unhappy with the public affairs programs on public television," Mr. Benjamin said.

Mr. Flood said everyone favors the First Amendment, and he suggested the public broadcasters might be waving the Constitution to get out from under the appropriations process.

Mr. Benjamin also argued that a five-year appropriation "in no way relieves public broadcasting of its responsibility to account regularly to the Congress for its use of public funds." He noted a provision in H.R. 6461 requiring CPB directors to be available to testify on any matter determined by committees of Congress. However, Mr. Flood was not convinced. "It's pretty clear," he said, "that Appropriations will never see you again."

Mr. Benjamin countered that public broadcasting has always to be accountable to the public. He said if public broadcasters do a poor job, they will not be able to attract funds from the private sector, and, under the matching system therefore, "we won't be getting anywhere near the appropriations" set out in the bill.

Mr. Flood attacked the public broadcasters' argument that the government funds will provide incentive for public broadcasters to raise more money privately. He suggested that they could increase the amount they collect from private sources if they made a greater effort to let the public know that public broadcasting needs private contributions to survive.

Representative Bob Casey (D-Tex.), another member of the Appropriations subcommittee, told the public broadcasters he is "inclined to take the risk" on long-term funding, but asked why they could not settle for two or three years instead of five. Hartford Gunn, president of PBS, said the process of developing a program can sometimes take three to five years and therefore needs a long-term monetary commitment. Mr. Benjamin added that public broadcasting could draw



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better talent if long-term stability were assured.

Besides Mr. Benjamin and Mr. Gunn, the panel of public broadcasters at the hearing included Henry Loomis, CPB president; Ralph Rogers, PBS chairman, and Matthew Coffey, president of the Association of Public Radio Stations.

John Eger, acting director of the Office of Telecommunications Policy, was also there to endorse the concept of the long-range funding. But he supported the lower money figures earlier suggested by the Administration. Under that proposal \$70 million would be made available to CPB in 1976, climbing to \$100 million in 1980. "This is our first venture into multi-year appropriations for public broadcasting and we believe that it is prudent to establish reasonable limits at the outset," he said.

## Changing Hands

### Announced

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

■ **KBUY(AM)** Fort Worth: Sold by John B. Walton to Tarrant Broadcasting Inc. for \$800,000 cash. Mr. Walton owns 100% of KBUY-FM Fort Worth; **KDJW-AM-FM** Amarillo, Tex.; **KAVE-TV** Carlsbad, N.M., and, with family members, **KIKX(AM)** Tucson, Ariz.; **KELP-AM-TV** El Paso, and **KIDD(AM)** Monterey and **KFOX(AM)** Long Beach, both California. Principals in buyer are Taft Broadcasting Co., Houston (22%), James Stewart (24%) and William D. Schueler (20%). Taft Broadcasting (Paul E. Taft [53.8%]) owns **KODA-AM-FM** Houston, has 6.64% interest in **KWBB(AM)** Wichita, Kan., operates Houston Muzak franchise and performs as closed-circuit television support contractor at Johnson Space Center in Houston. Taft also is licensee of Houston MDS station, permittee of MDS stations in Dallas and Fort Worth and has interest in permittee of MDS station in San Antonio, Tex., and applicant for MDS in El Paso. Mr. Stewart is the actor and has 17.01% interest in **KWBB** and Mr. Schueler has 12.77% interest there. **KBUY** is on 1540 khz with 50 kw day and 1 kw night.

■ **WENN-AM-FM** Birmingham, Ala.: Sold by Frank S. Blackford, receiver, to Booker T. Washington Broadcasting Services Inc. for \$650,000 plus about \$57,727 (75% of gross accounts receivable at closing). Principals in buyer are Dr. A.G. Gaston Sr. (50.1%) and Louis J. Willie (49.9%). Dr. Gaston, through holding company, owns 92% of Booker T. Washington Insurance Corp. which has subsidiaries involved in fire and life insurance, real estate, motel, cemetery, funeral and rental businesses in Birmingham. Through same holding company, Dr. Gaston owns 98% of Birmingham nursing home. Mr. Willie owns 3.85% of parent insurance company. **WENN** is daytimer on 1320 khz with 5 kw. **WENN-FM** is on 107.7 mhz with 58 kw and antenna 600 feet above average terrain.

■ **WJSM-AM-FM** Martinsburg, Pa.: Sold by Beacon Broadcasting Concern to Sherwalt Media Associates for \$300,000. Kenneth W. Ferry owns seller and has no other broadcast interests. Buyer is owned equally by Sherwood B. Hawley and Larry Walters. Mr. Hawley manages **WAYC(AM)** Bedford, Pa., and is part-time news TV photographer at **WTAJ-TV** Altoona, Pa. Mr. Walters is announcer at **WKMC(AM)** Roaring Springs, Pa. Messrs. Hawley and Walters are also part-time announcers at **WJSM**. **WJSM** is daytimer on 1110 khz with 1 kw. **WJSM-FM** is on 92.7 mhz with 390 w and antenna 610 feet above average terrain.

■ **WSCV(AM)-WSLE(FM)** Peterborough, N.H.: Sold by Contoocook Valley Broadcasting Corp. to Francis X. Dealy Jr. for \$225,000. Principals in seller, Francis H. Harms and John E. Leary, own **WSOQ(AM)-WEZG(FM)** North Syracuse, N.Y., and Mr. Leary also is principal stockholder in **Ups-tate (N.Y.)** Community Antenna Corp. Mr. Dealy most recently was senior VP in Chicago office of Needham, Harper & Steers Advertising Inc. **WSCV** is daytimer on 1050 khz with 1 kw. **WSLE** is on 92.1 mhz with 140 w and antenna 1,120 feet above average terrain. Broker: Blackburn & Co.

■ **KCFH(AM)** Cuero, Tex.: Sold by Norman Broadcasting Corp. to Jean and John Bumgardner for \$140,000. Principal in seller is Robert N. Aylin Sr. who owns **KOPY(AM)** Alice and **KSWA(AM)** Graham, both Texas, and has interest in Aylin-

Meade Advertising Agency, Houston. Mrs. Bumgardner and son, John, own North Texas funeral homes. **KCFH** is daytimer on 1600 khz with 500 w. Broker: Sovran Associates.

■ Other sales reported by the FCC last week include: **KMWT(FM)** Mineral Wells and **KMIO(FM)** Sinton, both Texas (see page 62).

### Approved

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

■ **KCOR(AM)-KQXT(FM)** San Antonio, Tex.: Sold by Inter-American Radio Inc. to Tichenor Media System for \$2,400,000. Principals in seller, Allen Wolin (38.34%), Arnold and Edna Hartley (38.34% together) and G. Sumner and Sylvia P. Collins (21.96% together) own controlling interest in **KATZ(AM)** St. Louis. Buyer is owned 99.97% by Harbenito Broadcasting Co. (McHenry Tichenor [57.26%], J.C. Looney [21.37%] and Rodgers Kelley [21.37%]). All three have various interests in **KGBT-AM-TV-KELT(FM)** Harlingen, **KUNO(AM)** Corpus Christi and **WACO(AM)-KHOO(FM)** Waco, all Texas; **KIFN(AM)** Phoenix and **WGMA(AM)** Hollywood, Fla. **KCOR** is on 1350 khz with 5 kw full time. **KQXT** is on 101.9 mhz with 100 kw horizontal, 50 kw vertical and antenna 670 feet above average terrain.

■ **KEZS(FM)** Sacramento, Calif.: Sold by PSA Broadcasting Co. to Cleveland

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Broadcasting Co., subsidiary of ASI Communications Inc., for \$700,000. ASI owns McGavren-Guild-PGW, station representative firm, as well as KROY(AM) Sacramento; KJTV(TV) Bakersfield, Calif.; KFAC-AM-FM Los Angeles, WERE(AM) Cleveland, and WRYT(AM) Boston. PSA, principally owned by airline of same name, has sold KLVE(FM) Los Angeles to K-LOVE Radio Broadcasting Inc. (Lieberman family) for about \$2 million (BROADCASTING, May 26) and KEZL(FM) San Diego to Combined Communications Corp. for \$850,000 (BROADCASTING, May 19). Both sales are subject to FCC approval. PSA still owns KEZR(FM) San Jose, Calif. KEZS is on 96.9 mhz with 64 kw and antenna 280 feet above average terrain.

■ WORD(AM) Spartanburg, S.C.: Licensee, Associated Broadcasting Corp., sold by Robert B. Brown (60.9%) and others to Brooks Broadcasting Corp. for \$1,800,000. Mr. Brown, owner of WAAA(AM)-WSGH(FM) Winston-Salem, N.C., is also principal (52.4%) in buyer with Charles A. Brooks (47.6%). Mr. Brooks, general manager at WORD and president of Brooks Broadcasting, has no other broadcast interests. WORD is on 910 khz with 5 kw day and 1 kw night.

■ Other sales approved by the FCC last week include: KPCA(AM) Marked Tree, Ark.; KGMC(AM) Englewood, Colo.; KLGR-AM-FM Redwood Falls, Minn.; WDLA-AM-FM Walton, N.Y.; KRAN(AM) Morton, Tex., and KOMW(AM) Omak, Wash. (see page 62).

## Radio code changes prompt two stations to withdraw

WJON Broadcasting Co., licensee of WJON(AM)-WWJO(FM) St. Cloud, Minn., has resigned from the National Association of Broadcasters radio code because it found the code weakened by changes adopted last month by the NAB radio board. Of approximately 2,900 members of the radio code, the two Minnesota stations are the only to have quit because of, or to have even dissented from the code changes. NAB Code Authority Director Stockton Helffrich said last week. Mr. Helffrich said the new language made some minor changes in the content of the code (BROADCASTING, May 5), but that it is for the most part a restatement of the old language in more contemporary terms.

But Andy Hilger, president of WJON Broadcasting, indicated in a letter to the NAB radio code board June 3 that he thought the new language, particularly that pertaining to children's programing and broadcast treatment of marriage and the family, is "fuzzy, watered-down, contemporary doubletalk."

Mr. Helffrich said that he promised Mr. Hilger he would report Mr. Hilger's reasons for quitting to the radio code board at its next meeting.

## Washington UHF says Metromedia blocks its bids for programing

**Suit alleges use of group's power to buy best properties for play on its independent V in Washington**

Channel 20 Inc.'s WDCA-TV Washington faces the kind of problems that could have been predicted for it when it went on the air 19 years ago. An unaffiliated UHF (ch. 20) in a market served by three network-affiliated VHF stations and a fourth VHF that is a link in a chain of five VHF's and one licensed to Metromedia Inc., WDCA-TV has not turned a profit in those 19 years.

But now, it has filed a suit in federal district court in Washington alleging that it faces a problem the law does not countenance. The defendant is Metromedia; the charge, that it uses the purchasing power of its five independent stations, particularly those in Los Angeles (KTTV(TV)) and New York (WNEW-TV), "to compel" distributors to sell off-network syndicated programs to its WTTG(TV) Washington, thereby denying Channel 20 "an opportunity to compete" for the material.

Metromedia's "tying" the acquisition of programs for WTTG with those for its other outlets, Channel 20 says, threatens WDCA-TV's "survival as an independent station."

Channel 20 made the charge in a complaint in which it seeks a declaratory ruling that such alleged practices violate the Sherman Antitrust Act and an order prohibiting Metromedia from using the "economic power of its ownership of a chain of television stations to . . . restrain competition in the acquisition of syndicated television programs in the Washington television market."

What's more, in a separate pleading Channel 20 is requesting a preliminary injunction to prevent WTTG from presenting the off-network syndicated series, *The Brady Bunch*, beginning this fall, as scheduled. Channel 20 said that it had had no opportunity to compete for the Washington broadcast rights for the series, and that the appearance of the series on WTTG next fall "would cause direct and immediate injury to WDCA. Indeed, the injury would be irreparable."

Channel 20 said there was no comparable program which it could acquire to replace *The Brady Bunch*, and pointed out that WTTG's gain in audience in the 4-8 p.m. time period, when independents can most effectively compete with network affiliates and when WTTG and WDCA-TV rely on off-network situation comedies, would be WDCA-TV's loss.

Channel 20 pictured itself as facing a Goliath—"the nation's largest customer for off-network, syndicated programs,"

the possessor of "massive economic power in the off-network, syndicated market," "the preferred customer in [New York and Los Angeles, where its stations are the leading independents]," and thus a consumer "in a unique position to assure itself of any off-network, syndicated program it desires."

Channel 20 said that since 1971, Metromedia has acquired eight different off-network situation comedy series for its New York and Los Angeles stations and that in each case sale of the series to WTTG was included. "In each instance," Channel 20 said, it was "not afforded an opportunity to compete against defendant for the Washington broadcast rights, contrary to the announced intentions and best business interests of the program distributors."

Channel 20, in its request for a preliminary injunction, said that in two cases distributors had assured it that their programs would be sold in Washington on a competitive basis. The filing refers to *The Brady Bunch*, distributed by Paramount Television, and *M\*A\*S\*H*, distributed by Twentieth Century Fox Television. In the latter case, Channel 20 adds, "the distributor subsequently acknowledged that if it canceled the sale to Metromedia in Washington, Metromedia would have the right to cancel its acquisition in New York City and Los Angeles."

Channel 20 also recounted difficulties it said it had in acquiring *Logan's Heroes*, which is distributed by Viacom Enterprises. It said it made an offer for the series before it was sold to Metromedia and at a price higher than that Metromedia agreed to pay for the Washington rights. Metromedia later agreed to "relinquish the Washington rights" after WDCA-TV protested the group purchase, Channel 20 said, adding that it was then able to purchase the program at the higher price. It related a similar experience with another off-network series, *Bewitched*, distributed by Columbia Pictures Television.

Channel 20, which offered no documentary evidence of "tying" arrangements, said that Metromedia's "group buying" violates the Sherman Act even if Metromedia does not expressly condition the acquisition of off-network, situation comedies in New York City and Los Angeles on the sale of those programs to its WTTG. For "where a party to a transaction possesses the economic power shown here, it need not use overt coercive practices to illegally restrain trade." Channel 20 said it is "unreasonable" to expect a distributor to risk losing a sale to Metromedia "merely to test Metromedia's intentions in joining its Washington station to the negotiations, as the distributor of *M\*A\*S\*H* has candidly conceded."

Metromedia's Thomas J. Dougherty, in a statement to BROADCASTING, responded that "While Channel 20 has been aware since Jan. 7, 1975, that WTTG licensed the [*Brady Bunch*] program, it was not until July 2 that Channel 20 filed its request for injunctive relief. Our analysis is that the



lawsuit has no legal foundation and that it is nothing more than another harassing tactic on the part of Channel 20 against station WTTG." He noted that WTTG's fall schedule has already been set and selling of it has begun.

## Paramount hits are released to TV networks

**NBC buys both 'Godfathers' for \$15-million one-shot**

Paramount Pictures Corp. sold off an estimated \$76 million worth of theatrical-movie titles last week: \$32 million to CBS-TV, for a package that includes "Chinatown," "Death Wish" and "Paper Moon"; \$29 million, to ABC-TV, for another package, featuring such titles as "Serpico," "Murder on the Orient Express," "The Great Gatsby" and "Catch-22"; and \$15 million to NBC-TV, for one showing of "The Godfather" and "The Godfather, Part II," with interpolated outtakes from the originals that could extend that one-shot telecast to a total of 11 hours.

Other titles in the CBS package are: "Save the Tiger" (Jack Lemmon), "The Parallax View" (Warren Beatty) and "Don't Look Now" (Julie Christie and Donald Sutherland).

Other ABC titles are: "Lady Sings the Blues" (Diana Ross), "The Longest Yard" (Burt Reynolds), "Romeo and Juliet" (the Franco Zeffirelli version) and "The Apprenticeship of Duddy Kravitz" (Richard Dreyfuss).

Industry sources said that these films would be telecast over the next three or four seasons.

NBC-TV's president, Robert T. Howard, said "The Godfather"'s nine to 11 hours would be aired "as early as the fall of 1976," probably on four separate nights. NBC could almost guarantee itself a sweep-period victory in November 1976, industry sources said, by scheduling "The Godfather" and "Gone With the Wind" (to which the network also owns the rights, the result of a \$5 million deal with MGM last year for one showing of the movie) to play within those four weeks.

When "The Godfather" first ran on NBC in a four-hour version (before "The Godfather, Part II" was released theatrically), it achieved a 37.0 Nielsen rating on Nov. 16, 1974 (9-11 p.m., NYT) and a 39.4 rating on Nov. 18, 1974 (also 9-11 p.m.), the combined 38.2 rating and 59 share making it the fourth highest-rated movie in the history of network television (behind "Airport," "Love Story" and "The Poseidon Adventure," all of which ran on ABC).

Mr. Howard said that "NBC will not lose money on the deal," despite the record \$15 million payment for one showing of a movie. (Sources at Paramount disclosed this figure; Mr. Howard refused to

comment on it.) Conceivably, if NBC set a rate-card price of \$250,000 a minute for the seven network minutes an hour it's entitled to, and the actual "Godfather" telecast runs, say, 10 hours, it would gross \$17,500,000. But NBC would have to deduct from this gross figure items like agency commissions, affiliate compensation, line charges and advertising and promotional budgets.

On another matter, Mr. Howard said that the marathon TV version of "The Godfather" will be different from the two theatrical movies in that Francis Ford Coppola, the director of both films, is planning to restructure all the material to run chronologically. The extensive use of long flashbacks, which threaded "The Godfather, Part II," will thus be eliminated.

In addition, Mr. Coppola said the TV version would include "a vast library of scenes proposed for Part One and Part Two which were never seen by theater audiences."

## WFL opening line-up lacks national TV

The World Football League starts its second season on July 26 with no immediate prospect of any national TV coverage of its games.

"The sponsor interest just isn't there," said Alan Lubell, the executive vice president of the TVS Television Network, which transmitted a weekly Thursday night WFL package to more than 100 stations last year.

TVS and the Hughes Television Network each offered to carry WFL games on an ad-hoc network this year, a league spokesman said, "but only if we were willing to take all the risks and underwrite the production costs ourselves." With such a clear-cut lack of sponsor interest, the spokesman added, the league couldn't justify shouldering all the production expenses.

But Mr. Lubell says he's not completely pessimistic about possible TVS networking of a WFL game or two later in the year. "If the league has a reasonably solid first two months," he said, sponsors would probably begin to make inquiries. The league's playoff and championship games, Mr. Lubell concluded, could then be turned into a very salable package,

## Free from the C of C

The U.S. Chamber of Commerce, in connection with the Bicentennial, is distributing a series of one-minute public service announcements, *Great Men and Great Moments of American Business*. Twenty-five to 50 separate stories are expected to be produced, based on stories of business achievement published in the chamber's *Nation's Business*. Programs will be in radio and TV versions. The series has been recognized by the American Revolution Bicentennial Commission.

## MDS power hike to enhance HBO service around Philadelphia

**However, FCC in making grant expresses continuing concern about block time sales on distributor**

The FCC has given a boost to pay-cable operations in the Philadelphia area without even touching a proposal by a pay-cable entrepreneur. It did it by approving an increase in power for a multipoint distribution service operation in Philadelphia, Micro-TV Inc.

MDS stations, which transmit on microwave frequencies, usually in an omnidirectional pattern, to multiple receiving facilities, once were regarded by cable systems as potential competitors. Increasingly, however, MDS facilities, which operate as common carriers, have been used in cable television operations.

And that is the case with Micro-TV Inc. It now transmits Home Box Office programming to four pay-cable operations in and around Philadelphia. With the increase in power the commission authorized, from 10 w to 100 w, the MDS facility will serve eight more operations, "relatively soon," according to an HBO representative. The total area includes Wilmington, Del., southern New Jersey, including points on the coast, and northern Maryland.

Micro-TV, in requesting the higher power, said 10 w enables it to provide a good picture within a seven-mile radius, with customers employing two-foot-diameter receiving antennas. With 100 w, it said, it could transmit a good picture to two-foot antennas out to a distance of 20 miles.

The carrier said that, at present, customers beyond seven miles are obliged to use antennas up to eight feet in diameter. Thus, it said, the proposed modification would benefit its customers by permitting subscriber savings in antenna costs.

The commission accepted those arguments. But it conditioned its approval of the power increase on several technical requirements designed to guard against potential interference with co-channel operations in Wilmington and Trenton. The commission will also apply conditions, "as appropriate," to any future licensees in those cities.

Micro-TV has filed applications for MDS stations in Wilmington and Trenton, but has agreed to dismiss them in return for the power increase for the Philadelphia station, to make the channels available for local service.

The commission sought to make it clear that its approval of the power increase was not to be read as a signal it was not as con-

cerned about a single customer—in this case, HBO—taking over a major block of MDS time as it was when it issued its order in January 1974 creating the MDS. “Favorable commission action on this application should not be interpreted as lessening our concern over the sale of block time” as expressed in that order, the commission said.

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## Kahn still puts his chips on cable

**This time its as supplier-promoter of AFI film-package to HBO, with an eye for other pay customers**

Irving Kahn, one time president of Teleprompter Corp., will re-enter the cable television industry as a supplier and promoter of first-run films for pay-cable use.

Mr. Kahn has acquired the television exhibition rights to a 13-movie package produced by the American Film Theatre, New York, and has agreed to sell those films to Home Box Office Inc. for in “excess of \$1 million.” The deal not only includes the 13 films but also Mr. Kahn’s services to direct marketing and promotion of the film in various markets. The publicity efforts will be carried out by Broadband Communications Inc., Mr. Kahn’s New York-based company. The exact form of the promotion and the order in which the films will be supplied to HBO has not yet been worked out.

The AFI movie package consists of motion-picture adaptations of well-known plays that have never been shown on television before. Until recently, the films were exhibited only on an advance

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**Deep reef.** Irving B. Kahn, a cable TV pioneer now moving into pay TV programming (story this page), was shopping for a new boat last week. His old one, a deluxe 50-foot Daytona Sportfisherman, was 1,100 feet down in Cuban waters. He’d had it off the Yucatan coast for the international billfish tournament—in which he won third prize—and left it to be returned to New York by its captain and mate, after he and Mrs. Kahn decided to fly back. About five weeks ago, at night in Cuban territorial waters, the navigational system apparently failed, Mr. Kahn said, and the boat struck a reef formation. He said Cubans took the crew off by helicopter and detained them in Havana until the Swiss embassy there, at his instigation, secured their freedom and return to the U.S. But he was advised that when the Cubans undertook to pull the boat off the reef it broke up and sank. Last week, assured of getting his insurance money (he wouldn’t say how much, but boat-wise observers place the Daytona in the quarter-million-and-up class), he went looking at new ones.

subscription basis in movie theaters. At present several of the 13 shows are being offered in movie houses on general release.

The movie package includes: Simon Grey’s “Butley,” with Alan Bates, Jessica Tandy and Susan Engel; Edward Albee’s “A Delicate Balance,” with Katherine Hepburn, Paul Scofield and Lee Remick; Bertolt Brecht’s “Galileo,” with Topol in the title role; Harold Pinter’s “The Homecoming”; Eugene O’Neill’s “The Iceman Cometh,” with Lee Marvin and Fredric March; David Storey’s “In Celebration,” recounting one night in the lives of a family in an English mining town; “Jacques Brel is Alive and Well and Living in Paris”; “Lost in the Stars,” by Maxwell Anderson based on Alan Paton’s “Cry, the Beloved Country.”; John Osborne’s “Luther,” with Stacey Keach; Jean Genet’s “The Maids,” with Glenda Jackson, Susannah York and Vivien Merchant; “The Man in the Glass Booth,” with Maximilian Schell; Eugene Ionesco’s “Rhinoceros,” with Zero Mostell, and Anton Chekhov’s “Three Sisters,” with Laurence Olivier, Joan Plowright and Alan Bates.

The films will be made available on a one-per-month basis starting next March and HBO plans to run them in a multiple performance format as it does its other feature films. Although HBO reaches 55 markets at present, Mr. Kahn’s promotional campaigns are not expected to hit every single market involved.

HBO does not have exclusive rights to the AFT package and Mr. Kahn will probably look for other pay-cable services as customers.

John Barrington, HBO’s director of public relations, said that the purchase of the AFI film package exemplified HBO’s determination not to follow in the path of the networks by using only mass audience appeal shows.

Mr. Kahn had remarked at the National Cable Television Association convention last spring (BROADCASTING, April 21) that “there’s nothing to say you couldn’t have first-run cable, second-run theaters, third-run TV.” At that time, Mr. Kahn had just recently completed a 30-month prison sentence for bribery and perjury in connection with a franchise award.

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## San Clemente council backed

California superior court judge has ruled that the San Clemente, Calif., council did not exceed its authority by refusing to grant a rate increase to the CATV system serving 5,500 subscribers in that city. Orange County Cable Communications, subsidiary of Times-Mirror Inc., had asked for a fee increase from \$5.50 to \$6.50 per month, but the city council refused in 1973 and again in 1974. The CATV said it had lost more than \$750,000 operating the San Clemente system through last year; the 10-year franchise expires Aug. 1, 1976, and the firm is preparing to negotiate a new franchise.

Meanwhile, however, the court decision

will be appealed, a Times-Mirror official said.

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## Cox buys S.C. systems

Cox Cable Communications Inc., Atlanta-based multiple system operator, has agreed in principle to acquire Television Cable Co., which operates CATV systems serving Myrtle Beach, Conway, Myrtle Beach Air Force Base and Horry county; all South Carolina.

The letter of intent calls for a \$3-million payment in cash and notes with 29% due at closing. The balance is to be financed by the selling stockholders over a period extending to 1983. Sellers include Richard Shafto, board chairman (and retired head of Cosmos Broadcasting), Clyde Sisson and other South Carolina businessmen.

The acquisition brings the total number of subscribers in Cox’s 36 owned-and-operated systems to over 360,000. The Myrtle Beach area system serves 7,000 subscribers in addition to motel and hotel hook-ups which contribute about 10,000 more subscribers.

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## New Mass. cable overseer

Anthony G. Ottinger, a Harvard University professor, has been sworn in as the new Massachusetts Cable Commission chairman. He succeeds Morton H. Aronson, who resigned at the end of May (BROADCASTING, May 26). Charles J. Beard, a Boston attorney, and Hyman Goldin, a Boston University professor and former economist with the FCC, have been reappointed to the commission. New to the commission are Annalee Bundy, a Sommerville librarian; Winston Healy, a former state legislator; Robert D. Klein, a professor at Northeastern University; and Linda C. Teagan, a Manomet attorney. First formal meeting of the new commission is scheduled for July 17.

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## Turned down twice

The FCC has denied a request by U.S. Cablevision Corp. for reconsideration of the commission’s earlier action that dismissed the firm’s request for reimbursement of all tariffs paid to the New York Telephone Co. from June 1967 to June 1972.

U.S. Cablevision had contended that the telco had not obtained a certificate authorizing it to provide channel distribution services for CATV during those years, and therefore had violated the Communications Act in collecting monthly and termination charges. The commission ruled that the telco had in fact been authorized to provide the service.

In seeking reconsideration, U.S. Cablevision held that the phone company had made no charge for services terminated on FCC request and should not be allowed to charge for just those terminated by the cable system. The commis-

sion however concluded no monetary harm had been shown to result to the cable company.

## Cable Briefs

**Low key for now.** Robert Schmidt, newly elected president of National Cable Television Association (BROADCASTING, June 23) will limit his cable-related appearances until he officially takes office Aug. 1. Exception is trip planned July 17 to Welch (W. Va.) Antenna Co. for closeup look at cable operation at grass roots level. Host will be Bill Turner, system owner and NCTA board member.

**Minority ownership grows.** Eleven local governments granted franchises to minority-owned cable television corporations in 1974, bringing the total to 25, according to Washington-based Cable Communications Resource Center. With new franchises, minority TV corporations are now authorized to serve some 290,000 homes or about one million people.

**Stop, please.** FCC has asked Caribbean Communications Corp., operator of cable system in Virgin Islands, to cease "voluntarily" carrying signal of Armed Forces Television Station in Puerto Rico. Department of Defense has sought FCC action, contending system's pick-up of AFTV signal would endanger free distribution of programming to station by commercial networks and syndicators. FCC also hinted at formal action.

**It's out.** Volume I of "Cable Television Technical Advisory Committee Report to the Federal Communications Commission" is available from National Technical Information Service, Springfield, Va., 22151 for \$4.25. Volume I is steering committee summary of basic report; volume II, available at later date, is basic report.

**Northern Corp. adds.** B & B Cablevision, serving 2,400 subscribers in Quakertown-Boyertown, Pa., area, has been sold by George Borowski to Northern Corp., headed by Richard Treibick. Stock transaction was valued at approximately \$600,000. Northern Corp. also owns cable system at Oak Ridge, Tenn. Quakertown-Boyertown system passes 7,900 homes with 75 miles of plant and is some 30 miles outside of Philadelphia. Broker: Daniels & Associates.

**Audio/visual copyright.** Ad Hoc Committee of Concerned Cable Television Operators for a Fair Copyright Law has developed audio-visual presentation with 70 color slides and audio cassette primarily for exhibit to congressional members and staff. Presentation is available from Ad Hoc Committee for \$70 at Ritz Audio Visual Co. 607 14th Street N.W. Washington 20005. Group is opposed to present copyright bill pending in Congress.

**Substitute visuals.** Centerville (Iowa) Cablevision subscribers tuned to their weather channel two weeks ago to find instead photographs of nude men and women. Vandals had broken into CATV system's headend and placed pictures over weather dials that automated equipment scans.

## Broadcast Journalism

### Grand jury goes into charges aired by KOB

**Sheriff sues station for libel but is now subject to state probe**

A series of investigative reports dealing with the county sheriff's office in Albuquerque, N.M., last month has produced a bumper crop of news for Hubbard Broadcasting's KOB(AM). Sheriff Joe Wilson has sued the company and three KOB personnel for a total of \$5.5 million, alleging libel and slander. But the sheriff's office is now the subject of an investigation by a grand jury looking into a number of allegations of wrong-doing that track the station's reports.

The grand jury probe was announced by State Attorney General Toney Anaya—to the delight of the KOB personnel named in the suit. "We are quite happy," said Leo Zani, who joined the station only three months ago as its news director. The grand jury probe "destroys the credibility of the 'malice' charge in the suit," he said.

Mr. Zani, a one-time reporter for WNEW-TV New York and a former aide to Herbert Klein when the latter was director of communications for the White House, and reporter Diane Dimond began checking into indications of strange goings-on at the sheriff's office early in June, and, with the express approval of the station's general manager, Richard P. McKee, who is also a county commissioner, put the first story on the air on June 13. (All three are named in the suit.) Subsequently four more reports were broadcast.

The major charge was that the sheriff's office had misused \$500,000 in Law Enforcement Assistance Administration and state-matching funds. Other allegations involved misuse of county vehicles and aircraft and the hiring of convicted felons.

### Around and around: CBS News, AJC and News Council

When the smoke had cleared last week from a barrage of correspondence among the National News Council, CBS News and the American Jewish Congress, plans for a public airing of the AJC's complaint against a 60 Minutes segment on Syrian Jews had been shelved indefinitely, and prospects for a resolution of that complaint seemed uncertain at best.

The council's cancellation of a public hearing scheduled for July 9 came at the request of the AJC and followed a letter from CBS News President Richard S. Salant informing the council that CBS News would not participate in the hearing. The AJC request that forestalled the hearing came after a meeting between the group and CBS News, at which the congress claimed it was informed that "60 Minutes is preparing, for broadcast next month, a program that will present addi-

tional information on the plight of Syrian Jews," according to an AJC statement. 60 Minutes co-host Mike Wallace had announced during a June 8 re-broadcast of the Syria segment that a CBS News team had been given permission to re-investigate the issues discussed in the segment, but a CBS News spokesperson said last week that the investigation did not guarantee another 60 Minutes report on the subject and that no firm commitment to such a report had been made.

This disparity between what has been offered by CBS News and what is expected by the AJC leaves all the more mysterious the intentions of the congress, which waited through three months of unfruitful negotiations before filing the original complaint May 28 and now apparently will wait at least another month before taking further action. The AJC's stated goal is still the broadcast of a requested CBS News interview with an expatriate Syrian Jew, a request to which CBS News shows no sign of acceding.

CBS News's refusal to participate in the public hearing was based on the concern—as stated by Mr. Salant, in a letter to William Arthur, executive director of the National News Council—that such a hearing would constitute "an adversary quasi-judicial proceeding, which I regard as wholly inappropriate for your purposes and journalistic purposes."

### Ford's news appetite

If White House News Secretary Ronald Nessen is anywhere near accurate on the subject, President Ford has to be one of the most prodigious consumers of news ever to set foot in the White House.

Mr. Nessen described the President's news-absorbing practices last week in a follow-up to a discussion initiated by a question asked previously as to whether the President is isolated from "outside views," particularly in connection with energy matters. Is the President receiving only the views of the Federal Energy Administration?, he was asked.

Mr. Nessen said the President reads the *Washington Post*, the *New York Times*, the *New York Daily News*, the *Wall Street Journal*, the *Christian Science Monitor*, the *Baltimore Sun* and the *Chicago Tribune*—"in the morning." He also listed three afternoon papers, three news magazines and the White House news summary.

As for television, Mr. Nessen said the President watches the evening news programs, either as broadcast or on videotape playbacks if he misses the broadcast. Or if he chooses, he can read digests of the stories on the evening news in the news summary, which devotes "a considerable amount of space" to television news. Then, as if all that has not been enough, the President, according to Mr. Nessen, "always watches the 11 o'clock news when he's at home."

All of which prompted a reporter to remark: "That's a full day's work."



## Western Union, RCA up in the air with land-line alternative

**Both companies' new satellite service offers considerable savings over ground-based transmissions; one will beam signal from own operations center, other will interface with Bell loop**

A satellite alternative to AT&T land line video transmissions is being offered, at least on an "occasional use" basis, by Western Union and RCA. Both companies have filed tariffs with the FCC, outlining rate schedules for new satellite services which represents substantial savings over land-based transmissions.

Western Union claims its rates offer up to a 66% savings over land-line transmission and suggested the savings would be attractive to the networks, independent television stations and cable TV systems. For example, one hour for occasional use service during peak time between Los Angeles and New York will cost about \$900 compared with over \$1,800 for similar land-line transmission.

RCA, which also uses the Western Union-owned Westar satellite, would offer a comparable amount of time at about \$1,300. The RCA service, however, interfaces with the local Bell loop and therefore provides transmission directly to broadcasters—most of which are hooked into the local loop.

Western Union, in contrast, will bring in the satellite signal from an earth station to its television operations center (TOC) located in either Los Angeles, New York, Chicago or Dallas. From that point, Western Union will send the signal directly to its customer via cable or microwave for an additional charge comparable to the Bell rate for local loop interconnection.

First in line to use the new video service is TVN which has ordered two hours a day from Western Union in connection with the July 15 joint Apollo-Soyuz space mission. TVN will use the service for the duration of the space mission. A Western Union spokesman said the company had "a number of agreements and understandings" with other broadcasters but nothing has been finalized.

RCA which had first planned to offer its occasional use video service a month ago was bogged down in rate negotiations with AT&T on the local loop interconnection. An interim agreement scheduled to take effect in one month has since been reached and the Hughes Television Network and CBS are among those lined-up for occasional video channel use, explained an RCA spokesman.

Western Union's tariff filing also sets

down a "part time recurring use" service which provides one, five or 10 hours per day on a monthly basis at increased reductions. The L.A.-New York service route under this plan ranges from \$26,000 to \$80,000 per month depending on the amount of daily time requested. Comparable land line rates are over \$43,000 and \$97,000, respectively.

RCA said last week that it plans to file a part-time recurring tariff by September.

R.B. Smith of Western Union called the two part-time video service offers by his company an "entry into the field" and suggested Western Union was looking into the possibilities of full-period service as the networks now have with AT&T land lines.

According to the Western Union tariff filing at the FCC, the potential satellite market is about \$70 million a year. CBS could require as much as 175 feeds annually, explained Western Union and ABC, because of its heavy emphasis on sports, has indicated a possible need for 500 feeds a year. Cable program suppliers such as Home Box Office Inc., Viacom, Motorola and Target Network Television are all part of the potential market, from which Western Union forecasts revenues of over \$800,000 for 1975 at a 14.1% rate of return; and more than \$8 million in revenue by 1979 for a 26.3% return rate.

### Technical Briefs

**More time to bid.** Deadline for submitting bids for construction of earth stations in public broadcasting's proposed satellite interconnection system has been extended one week to July 18. Bid documents have been purchased by following firms, in addition to 23 reported earlier (BROADCASTING, June 23): California Microwave, Arlington, Va.; Farinon Electric, San Carlos, Calif.; Reaction Industries, McLean, Va.; Rossetti Associates Inc., Detroit; Northern Telecom, Waltham, Mass.; CML Satellite, Washington; Delta, Benco, Cascade Ltd., Rexdale, Ont. (with offices in Buffalo, N.Y.); Mitsui & Co. USA Inc., New York, and Varian Associates, Cheverly, Md.

**More flexibility.** FCC has proposed rule changes to permit television translator relay stations to use FM microwave and give translator relays access to all three television auxiliary microwave bands. Commission inquiry and proposed rulemaking is in response to petition last August by National Translator Association. NTA also suggested changes to allow video and audio feed from any suitable source. Comments are due at FCC by Aug. 18 and replies by Aug. 28.

**Sparta's newest.** Sparta Electronic Corp., Sacramento, Calif., has introduced model 635 35 kw FM transmitter which features three-cabinet arrangement for various groupings to suit smaller buildings. Other features include tally light fault locator system, Sparta's 680 direct FM exciter, automatic power control and 3 1/8" transmission line feeds antenna.

**CBS buying.** Harris Corp., Quincy, Ill., has received \$180,000 order for BT-25L, 25

kw low band TV transmitter from CBS wCBS-TV New York. Transmitter will be located in Empire State building and is scheduled for mid-August delivery. Another CBS owned-and-operated station, KNXT(TV) Los Angeles, is currently having totally redundant three-transmitter system installed by Harris.

**It's small.** Ashley Audio Inc., Rochester, N.Y., has designed lightweight, portable mixer for small sound systems. Model SM-8 features eight in- two out configuration with two independent level controls, equalization and a 30 db variable pad on each input. Unit weighs nine pounds and no dimension exceeds 17 1/2".

**For cable.** Video Systems division of Philips Audio Video Systems Corp., Montvale, N.J., has come out with \$30,000 color TV camera for CATV origination centers and other budget-limited television operations. Camera produces color signal with two-minute warmup, requires only one coax cable to synchronize to existing system, incorporates sealed-prism-beam-splitter, seven-inch electronic tiltable view-finder and printed wiring throughout. Camera is lightweight and small—25" x 18" x 8".

**Versatile switcher.** Telemet, Amityville, N.Y., has introduced four-bus switcher with re-entry and independent preview option for television broadcast use. Control panel for switcher model 7960 is available in three standard configurations: nine, 15 and 21 inputs. Other features include nine wipe patterns, wipe modulation, colorized wipe borders, wipe key, presettable wipe limits, remote control and two mixers.

**Color recorder.** GBC Closed Circuit TV Corp., New York, has made available GV-215C color video-tape recorder capable of providing 60 minute programing with playback on 1/2" video tape. Unit includes audio dubbing, stop action, edit control and auto-manual level adjustment.

### A move for KTVH

The FCC has given KTVH(TV) ch. 12 Hutchinson, Kan., a green light to shift its main studio to Wichita, Kan. The station had claimed that the amount of local programing from Hutchinson was limiting service to the station's total audience. FCC rules require that more than 50% of local nonentertainment programing originate from the community of license.

The commission agreed that the Hutchinson location was hindering service but said KTVH should not decrease the amount of programing currently produced at Hutchinson.

The FCC noted that the station was willing to accept the conditions which also included maintaining the existing Hutchinson studio capacity, keeping sufficient personnel on hand and keeping the studio open during normal business hours.

KTVH, the flagship of a four-station regional network, proposed to increase regional programing.

# The Broadcasting Playlist™ Jul 14

These are the top songs in air-play popularity in two categories on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations. Each song 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 in which it appears. A (M) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

## Contemporary

Over-all-rank	Last This week	Title (length)	Artist-label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	<b>Love Will Keep Us Together</b> (3:15)	Captain & Tennille—A&M	1	1	1	1
9	2	<b>Hustle</b> (3:27)	Van McCoy—Avco	2	3	2	3
6	3	<b>Listen to What the Man Said</b> (3:53)	Paul McCartney—Apple	4	2	3	2
3	4	<b>Magic</b> (3:30)	Pilot—EMI	5	4	5	4
2	5	<b>Wildfire</b> (4:47)	Michael Murphy—Epic	3	5	4	5
4	6	<b>When Will I Be Loved</b> (2:52)	Linda Ronstadt—Capitol	6	6	7	8
8	7	<b>I'm Not in Love</b> (3:40)	10 C.C.—Mercury	9	7	6	7
7	8	<b>Swearing to God</b> (3:58)	Frankie Valli	7	8	9	6
5	9	<b>Sister Golden Hair</b> (3:16)	America—Warner Bros.	8	9	11	9
12	10	<b>Please Mr. Please</b> (3:24)	Olivia Newton-John—MCA	10	10	10	11
16	11	<b>One of These Nights</b> (3:29)	Eagles—Asylum	15	11	8	10
11	12	<b>Love Won't Let Me Wait</b> (3:18)	Major Harris—Atlantic	11	13	13	13
15	13	<b>The Way We Were/Try to Remember</b> (4:48)	Gladys Knight & the Pips—Buddah	13	12	14	15
10	14	<b>Thank God I'm a Country Boy</b> (2:47)	John Denver—RCA	12	17	15	14
24	15	<b>Rockin' Chair</b> (3:15)	Gwen McCrae—Capitol	21	18	12	12
17	16	<b>I'm Not Lisa</b> (3:19)	Jessi Colter—Capitol	14	14	18	16
18	17	<b>Someone Saved My Life</b> (6:45)	Elton John—MCA	16	15	16	17
13	18	<b>Take Me in Your Arms (Rock Me)</b> (3:39)	Doobie Brothers—Warner Brothers	17	16	17	18
27	19	<b>Jive Talkin'</b> (3:43)	Bee Gee's—RSO	19	19	21	20
20	20	<b>Midnight Blue</b> (3:25)	Melissa Manchester—Arista	18	20	24	21
19	21	<b>Hey You</b> (3:33)	Bachman-Turner Overdrive—Mercury	20	22	19	23
22	22	<b>Only Women</b> (3:29)	Alice Cooper—Atlantic	22	21	22	26
14	23	<b>Bad Time</b> (2:55)	Grand Funk—Capitol	23	25	25	19
21	24	<b>Pinball Wizard</b> (3:48)	Elton John—Polydor	24	27	20	22
30	25	<b>Dynomite</b> (3:30)	Tony Camillo's Bazuka—A&M	25	23	23	25
26	26	<b>Philadelphia Freedom</b> (5:38)	Elton John Band—MCA	30	24	27	24
38	27	<b>Misty</b> (2:53)	Ray Stevens—Barnaby	26	26	31	28
31	28	<b>Killer Queen</b> (3:00)	Queen—Elektra	29	33	26	29
28	29	<b>Before the Next Teardrop Falls</b> (2:32)	Freddy Fender—ABC	27	31	33	27
42	30	<b>How Sweet It Is (to Be Loved by You)</b> (3:33)	James Taylor—Warner Bros.	28	30	28	33
37	31	<b>Why Can't We Be Friends</b> (3:45)	War—United Artists	32	29	30	30
39	32	<b>Only Yesterday</b> (3:45)	Carpenters—A&M.	31	40	29	32
40	33	<b>Rhinestone Cowboy</b> (3:18)	Glen Campbell—MGM	33	28	40	37
36	34	<b>Long Tall Glasses</b> (3:05)	Leo Sayer—Warner Bros.	38	34	34	31
43	35	<b>Morning Beautiful</b> (3:03)	Tony Orlando & Dawn—Elektra	34	32	35	45
—	36	<b>Fallin' in Love</b> (3:13)	Hamilton, Joe Frank & Reynolds—Playboy	35	37	36	42
34	37	<b>Last Farewell</b> (3:43)	Roger Whittaker—RCA	39	36	37	39

Over-all-rank	Last This week	Title (length)	Artist-label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
35	38	<b>Rockford Files</b> (3:06)	Mike Post—MGM	36	41	39	46
32	39	<b>Bad Luck</b> (3:10)	Harold Melvin & the Bluenotes—Phila. Int.	47	35	44	36
41	40	<b>Jackie Blue</b> (3:16)	Ozark Mtn. Daredevils—A&M	37	*	32	53
—	41	<b>I'm on Fire</b> (3:03)	Dwight Twilley Band—Shelter	41	46	46	49
—	42	<b>Get Down Tonite</b> (3:06)	K. C. & Sunshine Band—T K Records	45	44	47	40
—	43	<b>At Seventeen</b> (3:56)	Janis Ian—Columbia	42	45	48	47
—	44	<b>Fame</b> (3:30)	David Bowie—RCA	46	42	50	44
—	45	<b>How Long</b> (3:09)	Ace—Anchor	49	43	*	34
25	46	<b>Get Down Get Down (Get Down on the Floor)</b> (3:47)	Joe Simon—Spring	*	*	41	35
—	47	<b>Help Me Rhonda</b> (2:48)	Johnny Rivers—Epic	43	48	42	*
45	48	<b>Remember What I Told You to Forget</b> (3:19)	Tavares—Capitol	*	39	*	38
50	49	<b>I'll Play for You</b> (3:47)	Seals & Crofts—Warner Bros.	*	38	43	*
—	50	<b>Black Superman/Muhammad Ali</b> (3:32)	Johnnie Wakelin—Pye	44	50	45	*

## Country

Over-all-rank	Last This week	Title (length)	Artist-label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	<b>Movin' On</b> (2:16)	Merle Haggard—Capitol	1	1	4	1
—	2	<b>Rhinestone Cowboy</b> (3:18)	Glen Campbell—Capitol	9	3	1	4
22	3	<b>Wasted Days &amp; Wasted Nights</b> (2:41)	Freddie Fender—Dot	7	5	3	8
7	4	<b>Just Get Up &amp; Close the Door</b> (1:58)	Johnnie Rodriguez—Mercury	3	2	8	2
3	5	<b>Please Mr. Please</b> (3:24)	Olivia Newton-John—MCA	4	6	5	3
6	6	<b>The Seeker</b> (2:59)	Dolly Parton—RCA	8	9	2	7
—	7	<b>That's When My Woman Begins</b> (2:37)	Tommy Overstreet—Dot	2	4	9	6
2	8	<b>Touch the Hand</b> (3:20)	Conway Twitty—MCA	5	7	7	9
—	9	<b>Love in the Hot Afternoon</b> (3:20)	Gene Watson—Capitol	14	8	10	5
8	10	<b>Deal</b> (2:30)	Tom T. Hall—Mercury	6	18	6	10
5	11	<b>Everytime You Touch Me</b> (2:59)	Charlie Rich—Epic	10	13	12	11
—	12	<b>You're My Best Friend</b> (2:43)	Don Williams—ABC/Dot	15	10	15	15
—	13	<b>Reconsider Me</b> (3:27)	Narvel Felts—ABC/Dot	11	17	11	14
10	14	<b>Hello Little Bluebird</b> (2:25)	Donna Fargo—Dot	13	16	14	17
4	15	<b>Lizzie &amp; the Rainman</b> (3:05)	Tanya Tucker—MCA	16	12	16	12
—	16	<b>Little Band of Gold</b> (2:30)	Sonny James—Columbia	12	20	13	20
20	17	<b>Hello I Love You</b> (2:28)	Johnny Russell—MCA	17	11	18	*
9	18	<b>There I Said It</b> (2:03)	Margo Smith—20th Century	18	14	24	13
13	19	<b>Farthest Thing From My Mind</b> (2:48)	Ray Price—ABC	23	15	22	16
—	20	<b>I Don't Love Her Anymore</b>	Johnny Paycheck—Epic	20	22	19	*
—	21	<b>Classified</b> (2:28)	C. W. McCall—MGM	21	23	20	18
—	22	<b>Trying to Beat the Morning Home</b> (2:41)	T. G. Shephard—Melodyland	19	24	21	*
—	23	<b>Freda Comes Freda Goes</b> (2:33)	Bobby G. Rice—GRT	24	*	17	19
12	24	<b>Pictures on Paper</b> (2:59)	Jeris Ross—ABC	25	21	25	22
—	25	<b>Dreaming My Dreams with You</b> (2:20)	Waylon Jennings—RCA	*	19	*	24

Breaking In

**Send in the Clowns**—*Judy Collins (Elektra)* ■ *Send in the Clowns* is a Stephen Sondheim composition from the Broadway musical, *A Little Night Music*, and, with the exception of *Ease on Down the Road* from *The Wiz*, may be the only Broadway-generated song to reach the charts since the rash of *Hair* and *Godspell* songs in the late sixties. Judy Collins, who has always found her greatest audience among college-age and older listeners, has also been away from the pop world for a number of years, since her hit cover version of Joni Mitchell's *Both Sides Now*. *Send in the Clowns* is a restrained ballad about lost love and failed expectations, and Ms. Collins's understated treatment of it is one of the quietest records to be heard on pop radio. A number of MOR stations are featuring the single, which may be best suited to an older audience; early pop adds have come at WSAI(AM) Cincinnati and WNRK(AM) Newark, Del.

**That's When the Music Takes Me**—*Neil Sedaka (Rocket)* ■ Neil Sedaka's first foray into message songs—*Immigrant*, which dealt with the plight of John Lennon—failed to move up most pop lists as *Laughter in the Rain* had earlier in the year. His latest release, however, should recharge his comeback. *That's When the Music Takes Me* is a happy, uptempo song of celebration, immediately recalling last year's *I've Got the Music in Me*, a hit for Kiki Dee on the same label with a similar style and tempo. It has been added by KFRC(AM) San Francisco, KIMN(AM) Denver, WERC(AM) Birmingham, Ala., WHHY(AM) Montgomery, Ala., and WTOB(AM) Winston-Salem, N.C.

Tracking the 'Playlists'

**Captain & Tennille still going strong at top of pop; Merle Haggard remains first in country while Glen Campbell bounds onto the chart at number two**

The Captain & Tennille's *Love Will Keep Us Together*, the number-one single, continues its growth as one of the strongest airplay records of 1975, with Van McCoy's *The Hustle* and Paul McCartney's *Listen to What the Man Said* close behind and still gaining. It is in the second 10 that more airplay activity is found: Olivia Newton-John's *Please Mr. Please* should add to her string of hits; the Eagles continue to add stations on *One of These Nights*; Gwen McCrae's *Rockin' Chair* may duplicate the success of her husband George's *Rock Your Baby* of last year; and many are calling the Bee Gees' *Jive Talking* and the Main Course album from which it was taken the group's best ever. Ray Steven's *Misty* is crossing over well from country to pop, and is now at 27. James Taylor's remake of *How Sweet It Is* should bring him back to top-chart status and is now at 30. War, aided by a big-budget promotional campaign from

United Artists, is coming back successfully with *Why Can't We Be Friends?*, now at 31. Glen Campbell is also making a pop return, with his rendition of *Rhinestone Cowboy*, rising to 33. Hamilton, Joe Frank & Reynolds, absent from pop charts since *Don't Pull Your Love Out On Me* several years ago, are bringing Playboy Records its biggest pop hit with *Fallin' in Love*, jumping on at 38 in its first week on the pop "Playlist."

Merle Haggard's *Movin' On* remains the nation's most heard country single this week, but the most impressive performance is turned in by Glen Campbell, one of the first "modern country" artists to cross over into other formats, whose *Rhinestone Cowboy* arrives on the chart at two. Freddy Fender shows he can match the success of *Before the Next Teardrop Falls* with *Wasted Days and Wasted Nights*, which jumps from 22 to three. His principal Mexican-American rival, Johnny Rodriguez, also gains with his latest single, *Just Get Up and Close the Door*, now at four.

Extras

The following new releases, listed alphabetically by title, are making a mark in BROADCASTING's contemporary "Playlist" reporting below the first 50:

- Ballroom Blitz*, Sweet (Capitol).
- Could It Be Magic*, Barry Manilow (Arista).
- Dance with Me*, Orleans (Asylum).
- Goodnight Vienna*, Ringo Starr (Apple).
- Holding on to Yesterday*, Ambrosia (20th Century).
- Look at Me*, Moments (Stang).
- Love Being Your Fool*, Travis Wammack (Capricorn).
- One Man Band*, Leo Sayer (Chrysalis).
- Rag Doll*, Sammy Johns (GRC).
- Saturday Night Special*, Lynyrd Skynyrd (MCA).
- Send in the Clowns*, Judy Collins (Elektra).
- Sweet Emotions*, Aerosmith (Columbia).
- Wasted Days & Wasted Nights*, Freddy Fender (ABC).

The following new releases, listed alphabetically by title, are making a mark in BROADCASTING's country "Playlist" reporting below the first 25:

- Dear Woman*, Joe Stampley (Epic).
- Feelins'*, Conway Twitty & Loretta Lynn (MCA).
- The First Time*, Freddie Hart (Capitol).
- I Love the Blues & the Boogie Woogie*, Billy (Crash) Craddock (ABC).
- I've Never Loved Anyone More*, Lynn Anderson (Columbia).
- Let the Little Boy Dream*, E. Stevens (Elektra).
- Shotgun Rider*, Marty Robbins (MCA).
- Spring*, Tanya Tucker (Columbia).
- Woman in the Back of My Mind*, Mel Tellis (MGM).

CBS income up 16% for quarter, half

Television network chalks up biggest gain in broadcast group

CBS sales and earnings set new records in both the second quarter and first half of 1975, Chairman William S. Paley and President Arthur R. Taylor announced last week. They said CBS's broadcasting and recorded music businesses made "the essential contributions to our improved earnings" in the second quarter.

For the first half, estimated net income reached \$58.1 million, up 16% from the \$50.3 million recorded in the same period last year, on net sales of \$903 million, up 8% from \$834.6 million a year ago. For the second quarter, net income was \$33.9 million, a gain of 16% from the 1974 period's \$29.3 million, while net sales were \$460.4 million, up 9% from \$422 million.

Earnings per share were \$1.19 in the second quarter, as compared with \$1.03 a year ago, and for the first half were \$2.03 compared with \$1.76 in the first half of 1974.

Speaking of second-quarter results, Messrs. Paley and Taylor said:

"Sales for the CBS/Broadcast Group rose 6% over the prior year's quarter with the television network making the largest gains, although good improvement was evident throughout the group.

"CBS/Records Group sales advanced 11% in the second quarter with the growth in the international division more than compensating for a very slight sales decline in the domestic division reflecting general industry conditions.

"Sales for all four divisions of the CBS/Columbia Group also advanced, paced by the Columbia House division, with the group as a whole showing a gain of 14% in the quarter.

"The CBS/Publishing Group had a sales increase of 18%, with all four of the group's divisions participating in the improvement."

Financial Briefs

**Debt halved.** MCA Inc. announced that it had repaid \$10 million of balance of its unsecured term bank loan due March 1, 1981; this leaves outstanding \$10 million. Bank loan agreement provides also for \$50-million unsecured revolving credit, but no borrowings have been made under this credit.

**Murrow retrospective.** Columbia Special Products has released *This Is Edward R. Murrow*, record album produced by CBS News and based on memorial tribute to Mr. Murrow broadcast by CBS Radio in 1965. Album features excerpts from 22 of Mr. Murrow's best-known broadcasts, including his expose of Senator Joseph McCarthy.



# Broadcasting's index of 134 stocks allied with electronic media

Stock Symbol	Exch.	Closing Wed. July 9	Closing Tues. July 7	Net change in week	1 change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
						High	Low					
<b>Broadcasting</b>												
ABC	ABC	N	24	26 7/8	- 2 7/8	-	10.69	28 3/8	12 3/8	9	17,171	412,104
CAPITAL CITIES	CCB	N	42 1/8	43	- 7/8	-	2.03	43	19 1/2	14	7,208	303,637
CBS	CBS	N	53 1/8	51 5/8	+ 1 1/2	+	2.90	53 1/8	20 1/8	14	28,313	1,504,128
CONCERT NETWORK	O		1/4	1/4			.00	7/8	1/8		2,200	550
COX	CDX	N	23 3/4	26 1/2	- 2 3/4	-	10.37	26 1/2	9 3/8	12	5,831	138,486
GROSS TELECASTING	GGG	A	11	10 3/4	+ 1/4	+	2.32	13 5/8	6 3/8	8	800	8,800
LIN	LINB	O	9 1/8	8 7/8	+ 1/4	+	2.81	9 1/8	2	10	2,297	20,960
MOONEY	MOON	O	2 1/4	2 1/4			.00	3 5/8	1	6	385	866
RAHALL	RAHL	O	5	4 7/8	+ 1/8	+	2.56	6	1 3/4	10	1,297	6,485
SCRIPPS-HOWARD	SCRIP	O	21	21			.00	21	13 1/2	8	2,589	54,369
STARR	S8G	M	4 3/4	4 1/4	+ 1/2	+	11.76	9	3 1/4	5	1,091	5,182
STORER	S8K	N	20 3/8	20 5/8	- 1/4	-	1.21	20 5/8	10 7/8	10	4,624	94,214
TAFT	TFB	N	26	26 1/8	- 1/8	-	.47	26 1/8	10 3/4	9	4,011	104,286
WOODS COMM.*	O		1/2	1/2			.00	1 1/4	1/4	4	292	146
TOTAL											78,109	2,654,213
<b>Broadcasting with other major interests</b>												
ADAMS-RUSSELL	AAR	A	2 1/4	2 1/4			.00	2 1/2	3/4	13	1,265	2,846
AVCO	AV	N	7	6 1/2	+ 1/2	+	7.69	8 7/8	2 1/8	2	11,481	80,367
BARTELL MEDIA	BMC	A	1 1/8	1 1/8			.00	2 3/8	5/8	2	2,257	2,539
JOHN BLAIR	BJ	N	5 3/8	5 1/4	+ 1/8	+	2.38	7 1/2	3 1/2	26	2,403	12,916
CAMPTOWN IND.*	O		1/8	1/8			.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	5 5/8	5 1/4	+ 3/8	+	7.14	5 7/8	1 1/2	21	4,162	23,411
COMBINED COMM.	CCA	N	13	13 1/2	- 1/2	-	3.70	16 1/8	5 1/8	8	4,568	59,384
COWLES	CWL	N	8	8			.00	8	3 7/8	7	3,969	31,752
DUN & BRADSTREET	DNB	N	28 1/2	28 1/4	+ 1/4	+	.88	36	14 5/8	19	26,510	755,535
FAIRCHILD IND.	FEN	N	8 1/4	8 5/8	- 3/8	-	4.34	8 3/4	3 3/4	7	4,550	37,537
FUQUA	FQA	N	9 3/4	6 1/4	+ 3 1/2	+	56.00	10 3/4	3 1/8	17	8,671	84,542
GANNETT CO.	GCI	N	38	36 7/8	+ 1 1/8	+	3.05	38 1/4	20 1/2	23	21,089	801,382
GENERAL TIRE	GY	N	16 1/4	16	+ 1/4	+	1.56	18 1/4	10 1/4	5	21,523	349,748
GLOBETROTTER	GLBTA	O	2	2			.00	4 3/4	7/8	10	2,731	5,462
GRAY COMMUN.	O		6 1/4	6 1/2	- 1/4	-	3.84	8 1/2	5	5	475	2,968
HARTE-HANKS	HHN	N	16 7/8	16 3/4	+ 1/8	+	.74	17 1/4	6	11	4,343	73,288
JEFFERSON-PILOT	JP	N	38 1/4	36 3/4	+ 1 1/2	+	4.08	38 1/4	20 1/2	16	24,064	920,448
KAISER INDUSTRIES	KI	A	10 5/8	10 3/8	+ 1/4	+	2.40	10 5/8	4 1/4	6	27,487	292,049
KANSAS STATE NET.	KSN	D	3 3/4	3 3/4			.00	4 1/8	2 3/4	7	1,815	6,806
KINGSTIP	KTP	A	4 1/4	4 1/8	+ 1/8	+	3.03	6 3/4	1 1/2	8	1,154	4,904
KNIGHT-RIDDER	KRN	N	32	32 3/4	- 3/4	-	2.29	32 3/4	9 1/4	21	8,305	265,760
LAMB COMMUN.*	P		1 1/4	1 1/4			.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	17 7/8	18	- 1/8	-	.69	19 1/4	10 3/4	10	3,352	59,917
LIBERTY	LC	N	11	11 1/4	- 1/4	-	2.22	15 5/8	7 1/8	5	6,762	74,382
MCGRAW-HILL	MHP	N	11	11 1/2	- 1/2	-	4.34	13 1/2	5 1/2	9	24,569	270,259
MEDIA GENERAL	MEG	A	32 3/4	30 5/8	+ 2 1/8	+	6.93	32 3/4	15 1/2	12	3,596	117,769
MEREDITH	MOP	N	12 1/4	11 7/8	+ 3/8	+	3.15	12 1/4	8	5	2,995	36,688
METROMEDIA	MET	N	13 1/4	13	+ 1/4	+	1.92	13 1/4	4 1/2	10	6,553	86,827
MULTIMEDIA	MMED	O	14 1/4	14	+ 1/4	+	1.75	14 1/4	8 3/4	9	4,389	62,543
NEW YORK TIMES CO.	NYKA	A	12	11 3/4	+ 1/4	+	2.12	13 3/4	6 7/8	7	10,231	122,772
OUTLET CO.	DTU	N	16 1/8	16	+ 1/8	+	.78	62	7	6	1,381	22,268
POST CORP.	PUST	O	6	6 1/4	- 1/4	-	4.00	16 1/2	4 3/4	24	870	5,220
PSA	PSA	N	5	4 3/4	+ 1/4	+	5.26	10	1 1/2	10	3,181	15,905
REEVES TELECOM	RBT	A	1 3/4	1 3/4			.00	2	5/8	7	2,376	4,158
ROLLINS	ROL	N	21	22	- 1	-	4.54	22	6 1/2	15	13,341	280,161
RIJST CRAFT	RUS	A	8 1/8	8	+ 1/8	+	1.56	10 1/4	5 1/8	6	2,328	18,915
SAN JUAN RACING	SJR	N	13	9 1/2	+ 3 1/2	+	36.84	13 3/8	5 1/2	9	2,509	32,617
SCHERING-PLOUGH	SGP	N	59 3/4	57 1/2	+ 2 1/4	+	3.91	74 3/8	44 3/4	25	53,920	3,221,720
SONDERLING	SDR	A	7 1/2	8	- 1/2	-	6.25	10	3 1/2	5	727	5,452
TECHNICAL OPERATIONS	TO	A	4 7/8	5 1/4	- 3/8	-	7.14	6 3/4	2 3/8	5	1,344	6,552
TIMES MIRROR CO.	TMC	N	18 1/8	18 1/8			.00	19 1/2	9 1/4	11	31,385	568,853
WASHINGTON POST CO.	WPO	A	28 3/4	28 3/4			.00	28 3/4	14 3/4	10	4,751	136,591
WOMETCO	WOM	N	16 3/8	16 1/4	+ 1/8	+	.76	16 3/8	6 1/4	10	5,793	94,860
TOTAL											370,788	9,058,808
<b>Cablecasting</b>												
AMECO** *	ACO	O	3/8	3/8			.00	1 7/8	1/8		1,200	450
AMER. ELECT. LABS	AELRA	O	2 1/8	2 1/8			.00	2 1/8	1/2	16	1,672	3,553
AMERICAN TV & COMM.	AMTV	O	14	15 1/2	- 1 1/2	-	9.67	19 1/4	5 1/2	25	3,313	46,382
ATHENA COMM.**	O		3 1/2	3/8	+ 3 1/8	+	33.33	3 1/2	1/8		2,125	7,437
BURNUP & SIMS	BSIM	O	7 3/8	7 5/8	- 1/4	-	3.27	24 1/8	2 1/2	14	8,268	60,976
CABLECOM-GENERAL	CCG	A	7	6 7/8	+ 1/8	+	1.81	7 1/4	1 1/2	13	2,560	17,920
CABLE FUNDING	CFUN	O	6	6			.00	7 3/8	3 7/8	150	1,121	6,726
CABLE INFO.	O		1/4	1/4			.00	1 1/4	1/8	1	663	165
COMCAST	O		3	3			.00	3 1/4	3/4	13	1,708	5,124
COMMUNICATIONS PROP.	COMU	O	2 1/2	2 7/8	- 3/8	-	13.04	3 1/2	1	16	4,761	11,902
COX CABLE	CXC	A	13 5/8	13 3/4	- 1/8	-	.90	15 7/8	3 3/4	22	3,560	48,505
ENTRON	ENT	O	3/4	5/8	+ 1/8	+	20.00	1	3/8	5	1,358	1,018
GENERAL INSTRUMENT	GRI	N	12 3/4	12 3/8	+ 3/8	+	3.03	17 1/8	5/8	9	7,201	91,812
GENERAL TV	O		5/8	5/8			.00	1 1/2	1/4	31	1,000	625
SCIENTIFIC-ATLANTA	SFA	A	17	17 3/8	- 3/8	-	2.15	17 3/8	4	15	963	16,371
TFLE-COMMUNICATION	TCOM	O	3 1/4	3 1/2	- 1/4	-	7.14	5 3/4	7/8	2	5,181	16,838
TELEPROMPTER	TP	N	9	8 7/8	+ 1/8	+	1.40	9	1 3/8	20	16,013	144,117
TIME INC.	TL	N	58	54 3/4	+ 3 1/4	+	5.93	58	24 7/8	12	9,960	577,680
TOCOM	TOCM	O	2 1/4	2 1/4			.00	4 7/8	1 3/4	5	634	1,426

Stock symbol	Exch	Closing Wed. July 9	Closing Tues. July 1	Net change in week	change in week	1974-75 High	Low	P/E ratio	Approx. Shares out (000)	Total market capitalization (000)
UA-COLUMBIA CARLE	UACC	10 3/4	12 1/8	- 1 3/8	- 11.34	12 3/4	3 3/4	15	1,695	18,221
UNITED CARLE TV	UCTV	2 7/8	2 7/8		.00	4 5/8	1/4	6	1,879	5,402
VIACOM	VIA	7 7/8	8 3/4	- 7/8	- 10.00	8 7/8	2 5/8	10	3,708	29,200
VIKOA**	VIK	2	1 7/8	+ 1/8	+ 6.66	4	1/2	1	2,534	5,068
TOTAL									83,077	1,116,918

### Programming

COLUMBIA PICTURES	CPS	N	9 1/4	8 7/8	+ 3/8	+ 4.22	9 1/2	1 5/8	36	6,748	62,419
DISNEY	DIS	N	52 5/8	50 7/8	+ 1 3/4	+ 3.43	54 3/4	18 3/4	29	29,755	1,565,856
FILMWAYS	FWY	A	5 1/4	5 3/8	- 1/8	- 2.32	6	2 1/8	7	1,792	9,408
FOUR STAR			3/8	3/8		.00	1 3/8	1/8	1	666	249
GULF + WESTERN	GW	N	38 3/8	37 3/4	+ 5/8	+ 1.65	38 3/8	18 3/8	5	14,470	555,286
MCA	MCA	N	81	78 5/8	+ 2 3/8	+ 3.02	81	19 1/4	11	8,477	686,637
MGM	MGM	N	17 7/8	16 3/8	+ 1 1/2	+ 9.16	32 1/2	9 1/4	8	12,180	217,717
TELE-TAPE** *		O	1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.		O	4 1/4	4 1/4		.00	5	1 1/4	9	943	4,007
TRANSAMERICA	TA	N	9 1/4	9 5/8	- 3/8	- 3.89	10 3/8	5 1/2	14	64,945	600,741
20TH CENTURY-FOX	TF	N	14 7/8	13 1/4	+ 1 5/8	+ 12.26	14 7/8	4 1/2	15	7,532	112,038
WALTER READE**	WALT	O	3/8	3/8		.00	1/2	1/8		4,467	1,675
WARNER	WCI	N	20	18 1/2	+ 1 1/2	+ 8.10	20	6 7/8	8	15,139	302,780
WRATHER	WCO	A	5	5 1/8	- 1/8	- 2.43	8 1/8	1 1/4	9	2,229	11,145
TOTAL									171,533	4,130,505	

### Service

ARDO INC.	ARDO	O	16 1/4	16 1/2	- 1/4	- 1.51	17 1/2	9 7/8	7	2,513	40,836
COMSAT	CO	N	45 3/8	43 1/4	+ 2 1/8	+ 4.91	46	23 3/4	10	10,000	453,750
DOYLE DANE BERNBACH	DDYL	O	11 3/4	11 3/4		.00	11 3/4	5 5/8	7	1,816	21,338
ELKINS INSTITUTE** *	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237
FOOTE CONE & WELDRING	FCR	N	8 3/4	8 3/4	+ 3/8	+ 4.47	11 1/4	5 3/8	6	2,009	17,578
GREY ADVERTISING	GREY	O	7 5/8	7 3/4	- 1/8	- 1.61	8 3/8	5 5/8	4	1,213	9,249
INTERPUBLIC GROUP	IPG	N	17	16	+ 1	+ 6.25	17	8 1/8	6	2,249	38,233
MARVIN JOSEPHSON	MRVN	O	8 3/4	6 1/4	+ 2 1/2	+ 40.00	8 3/4	3 1/4	6	1,800	15,750
MCI COMMUNICATIONS	MCIC	O	3 5/8	2 3/4	- 1/8	- 3.33	6 1/2	1		13,339	48,353
MOVIELAR	MOV	A	1 3/4	1 5/8	+ 1/8	+ 7.69	1 3/4	1/2	9	1,407	2,462
MPD VIDEOTRONICS	MPD	A	3 1/2	3	+ 1/2	+ 16.66	3 1/2	1	19	537	1,879
NEEDHAM, HARPER	NDHMA	O	5 3/8	5 3/8		.00	7 1/2	3 5/8	8	892	4,794
A. C. NIELSEN	NIELB	O	21 1/8	21 1/2	- 3/8	- 1.74	28	7 3/8	20	10,598	223,882
OGILVY & MATHER	OGIL	O	19 1/2	20 1/2	- 1	- 4.87	23 1/2	10	6	1,805	35,197
J. WALTER THOMPSON	JWT	N	8 3/8	7 3/8		.00	12	4 1/4	12	2,649	22,847
UNIVERSAL COMM.*		O	1/4	1/4		.00	3/4	1/8		715	178
TOTAL									55,439	936,563	

### Electronics/Manufacturing

AMPEX	APX	N	8 3/8	5 1/8	+ 2 1/4	+ 36.73	8 3/8	2 1/4	9	10,885	91,161
CCA ELECTRONICS	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 5/8	1 5/8		.00	2 1/8	1	8	2,319	3,768
COHU, INC.	COH	A	3	2 7/8	+ 1/8	+ 4.34	3 7/8	1 1/4	33	1,617	4,851
CONRAC	CAX	N	21 3/4	19	+ 2 3/4	+ 14.47	21 3/4	10	9	1,261	27,426
EASTMAN KODAK	EASKD	N	104 1/2	102 1/4	+ 2 1/4	+ 2.20	108 3/4	53	27	161,347	16,860,761
GENERAL ELECTRIC	GE	N	52 1/8	52 1/4	- 1/8	- .23	65	30	17	182,781	9,527,459
HARRIS CORP.	HRS	N	27 1/4	27 1/4		.00	33 1/2	13 1/8	389	6,152	167,642
HARVEL INDUSTRIES	HARV	O	5 1/2	9	- 2 1/2	- 27.77	9	2 1/2	41	460	3,120
INTERNATIONAL VIDEO	IVCP	O	3 7/8	3 1/4	+ 5/8	+ 19.23	7 1/2	1 1/4	7	2,730	10,578
MAGNAVOX	MAG	N	8 3/4	8 3/4		.00	9 7/8	3 3/4	8	17,799	155,741
MICROWAVE ASSOC. INC	MAI	N	22 1/2	22 1/8	+ 3/8	+ 1.69	26 7/8	9 3/4	11	1,320	29,700
3M	MMM	N	64 3/4	65 7/8	- 2 1/8	- 3.17	80 1/2	7 5/8	32	114,240	7,397,040
MOTOROLA	MGT	N	51 3/4	50	+ 1 3/4	+ 3.50	61 7/8	34 1/8	24	28,191	1,458,884
OKA INDUSTRIES	OEN	N	8 5/8	8 1/8	+ 1/2	+ 6.15	12 7/8	5 1/4	3	1,639	14,136
RCA	RCA	N	20 1/4	20 3/8	- 1/8	- .61	21 1/2	9 7/8	16	74,484	1,508,301
ROCKWELL INTL.	ROK	N	24 3/8	23 3/8	+ 1	+ 4.27	28 3/8	18 3/8	7	30,802	750,798
RSC INDUSTRIES	RSC	A	2 1/8	2 1/4	- 1/8	- 5.55	2 1/4	1/2	7	3,440	7,310
SONY CORP.	SNE	N	12 1/2	13	- 1/2	- 3.84	29 7/8	4 3/4	33	172,500	2,156,250
TEKTRONIX	TEK	N	37 1/2	39	- 1 1/2	- 3.84	47 3/4	18 1/2	13	8,671	325,162
TELEMATION	TMT	O	1	1		.00	2 3/4	1	6	1,050	1,050
VARIAN ASSOCIATES	VAR	N	17 3/4	15 7/8	+ 1 7/8	+ 11.81	17 3/4	6	16	6,838	121,374
WESTINGHOUSE	WX	N	18 1/4	18 5/8	- 3/8	- 2.01	26	8 1/2	51	86,989	1,587,549
ZENITH	ZE	N	27 5/8	28	- 3/8	- 1.33	31 5/8	10	115	18,797	519,267
TOTAL									937,213	42,729,438	
GRAND TOTAL									1,696,159	60,626,445	

### Standard & Poor's Industrial Average

106.5 106.4 +0.1

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Coast Stock Exchange

Over-the counter bid prices supplied by  
Hornblower & Weeks, Compatriot-Nysec Inc.,  
Washington.  
Yearly high-lows are drawn from trading  
days reported by Broadcasting. Actual  
figures may vary slightly.

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

\*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.

# Fates & Fortunes®

## Media



Croninger

ager.

**George H. Williams**, general manager, WKBD-TV Detroit, named VP of licensee, Kaiser Broadcasting, Oakland, Calif.



Bell

**David Croninger**, VP/station manager, WHDH(AM) Boston, elected president of licensee, WHDH Corp., general manager, WHDH. He succeeds **George Akerson**, retired.

**Edward D. Cervenak**, program/news assistant general manager, WEWS(TV) Cleveland, named general manager.

**Steven A. Bell**, VP, programing, Petry Television Inc., New York, named general manager, WLVI-TV Boston, succeeding **James G. Saunders**, resigned.

**Steve Kimatian**, special assignment advisor, Group W stations, New York, named executive administrator of Group W's WJZ-TV Baltimore.

**Carole Ashkinaze**, reporter, *Denver Post*, named public service director, WXIA-TV Atlanta.

**Bordon Black**, news director, WTBC(AM) Tuscaloosa, Ala., named head of newly created promotions department at WYDE(AM) Birmingham, Ala.

**Ellen Smith Bryan**, news, WCBD-TV Charleston, S.C., named public affairs director.

**Jim Lobbey**, promotion manager, KODE-AM-TV Joplin, Mo., named community affairs director.

**Tanny Wiggins**, sales service supervisor promoted to license-renewal administrator, KNBC(TV) Los Angeles.

**Murray J. Mitchneck**, senior auditor, CBS, New York, named accounting manager, WBBM-TV Chicago. **Earl Gutknecht**, special projects, analyses manager, WBBM-TV, named senior staff accountant.

**Arno de Cordre**, regional account advisor, Realtec Inc., Atlanta real estate developer, named properties supervisor, WXIA-TV Atlanta.

**Patrick H. Driscoll**, controller, amusement park group, Taft Broadcasting, Cincinnati, named to newly created position, corporate tax manager.

**William A. Clarke Jr.**, general manager, KCKT(TV) Great Bend, Kan., named to same post, KUHI-TV Joplin, Mo. He is succeeded by **Bill Ranker**, in sales, KCKT. Both are Kansas State Network stations.

**Fred Smith**, program director, KCAS(AM) Slaton, Tex., named resident manager.

## Broadcast Advertising

**Robert S. Levinson**, VP, associate director of network programing, BBDO, New York, named director of network programing, succeeding **Robert J. (Bud) Stefan**, who will retire at end of 1975 after 23 years with agency.

**Terry Saidel**, sales manager, KFWB(AM) Los Angeles, named general sales manager, KDKA(AM) Pittsburgh, succeeding **Warren Maurer** who moves to WOWO(AM) Fort Wayne, Ind., as general manager (BROADCASTING July 7). All are Group W stations.

**William V. Behrmann** and **Frank J. Kopec** both associate media directors, Needham, Harper & Steers, Chicago, elected VP's. **Jeff Cohen**, group creative supervisor, NH&S, New York, and **Alan Fraser**, senior creative associate there, elected VP's.



Macaluso

**Richard Macaluso**, account executive, CBS Radio Network, New York, appointed Eastern sales manager.

**Les Fine**, Eastern sales manager, Kaiser Broadcasting Spot Sales, New York, named sales manager, Kaiser station WKBD-TV Detroit. He is succeeded by **Art Wagner**, Kaiser Spot Sales.

**George B. Sproul**, account executive, named retail-developmental sales manager, KNXT(TV) Los Angeles. Mr. Sproul succeeds **Barrett McKee**, now general manager, retail sales, CBS Television Stations, New York.

**Dr. M. Lawrence Light**, research, management science director, **Allen G. Rosenshline**, creative director, BBDO, New York, elected senior VP's.

**Peter F. Ryan**, senior VP and midwestern sales manager, Harrington, Righter & Parsons, Chicago, named to new post of senior VP in charge of sales in New York. Succeeding Mr. Ryan will be **Michael Colon**, sales manager, HRP Gold Group, Chicago, who has been appointed VP, midwestern sales manager. Replacing Mr. Colon as sales manager, Gold Group, is **Michael L. Carlson**, account executive, Metro TV Sales, Chicago.

**John C. Long**, account executive, WMAL-TV Washington, named local sales manager.

**Dick Topkins**, VP and director of general services, Hofer, Dieterich & Brown, San Francisco, named to agency's board of directors.

**Gerald Iannelli**, deputy director, division of national advertising, Federal Trade Commission, Washington, elected executive VP, international operations director, Foote, Cone & Belding, Chicago.

**Bob Mahlman**, national sales manager, WJBK-TV Detroit, named general sales manager, KCST-TV San Diego. Both are Storer stations.

**Dick Calender**, VP, television, WGN Continental Sales, Los Angeles, named to sales staff, Major Market Radio, Los Angeles.

**John Lindsley Cross**, associate creative director, Benton & Bowles, New York, elected VP.

**Carol Jean Strond**, research analyst, RKO Television Representatives, New York, named research manager.

**Jonathan E. Fox**, account supervisor, and **Kenneth M. Weinstock**, programing department manager, Grey Advertising, New York, elected VP's.

**William C. Strong**, sales manager, KPIX(TV) San Francisco, named general sales manager, KDKA-TV Pittsburgh.

**Dale McWhorter**, senior account executive, WCRT(AM) and WQEZ(FM) Birmingham, Ala., named general sales manager.

## Programing

**Glen A. Larson**, executive producer of *McCloud*, will serve in same capacity for *Switch*, comedy-drama series, starring Robert Wagner and Eddie Albert, sold to CBS-TV for new season, and being produced in conjunction with Universal. Mr. Larson, who created series and wrote pilot, continues as executive producer of *McCloud*.

**Sonny Jurgensen**, former Washington Redskins quarterback, and **Hank Stram**, former head coach and VP of Kansas City Chiefs, named analysts, CBS Television Sports.

**Anchormen  
News Directors  
Program Directors  
Sports Reporters  
Sales Managers  
Meteorologists  
Promotion Directors  
News Reporters  
Executive Producers  
News Producers  
General Managers**

We've placed some of the best professionals in television station operation in their present jobs. In all size markets. From the smallest to the Top Ten, and in all parts of the country.

Just call us, tell us what you're looking for, and we'll go to work. Free. No fee is paid until we find the right person for the position and you hire our candidate.

We've been doing it for years. For many satisfied clients. Ask anyone who's used us.

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Broadcast Personnel Inc.  
527 Madison Avenue, N.Y.C. 10022

**Gilbert W. Miller**, group plans supervisor, Katz Radio Division, New York, named divisional VP and manager—sport sales, heading new unit to sell special features, with emphasis on sports.



Mitchell

**George Mitchell**, formerly president of Olympus Television Los Angeles (*Boxing from Olympic*) and serving as national sales manager for *The Jimmy Dean Show*, appointed VP-domestic sales, National Telefilm Associates Inc., Los Angeles.

**Sally Wells**, management consultant, New York, named assistant director of development, noncommercial WETA-TV Washington.

**Mike Larsen**, country program director, Peters Productions Inc., San Diego, named operations director.

**Stefanie Kowal**, associate producer, WLS-TV Chicago, named producer of *A.M. Chicago*, station's talk show. She is succeeded by **Diane Storck**, formerly production assistant. **Carolyn Doepke**, assistant to the executive producer, named production manager.

**Alan Resler**, record librarian, WGAR(AM) Cleveland, named music director.

## Broadcast Journalism

**Dave Fanning**, television news chief, WBEN-TV Buffalo, N.Y., named executive news producer, KHOU-TV Houston.

**Larry Doyle**, CBS News deputy foreign editor, New York, named New York bureau manager, CBS News. Three New York-based CBS News reporters transferred to other CBS bureaus: **Betty Ann Bowser** (Los Angeles), **Lee Thornton** (Washington) and **Jackie Casselberry** (Atlanta).

**Charles Van Bergen**, manager of film operations, CBS News, and **Carl Prince**, field operations engineer, CBS-TV, both New York, named associate directors, operations, CBS News, New York.

**Paul Byers**, assistant assignment editor, CBS News, Washington, named deputy foreign editor, CBS, New York. Succeeding him is **Robert Armstrong**, assistant desk employe, Washington.

**Sharon Stevens**, anchorwoman, WBBM(AM) Chicago, and **Don Blair**, NBC Radio News Correspondent, named to anchor new overnight NBC Radio News broadcasts, New York.

**Paul G. Eberhart**, associate editor, UPI, named managing editor, succeeding **H. Jefferson Grigsby**, who resigned.

**Jim Laurie**, NBC News Saigon correspondent until last April, named NBC News correspondent, Hong Kong.

**Herbert Denenberg**, former Pennsylvania insurance commissioner, now columnist, *Philadelphia Sunday Bulletin*, named consumer reporter, WCAU-TV Philadelphia. **Victor M. Vasquez Jr.**, reporter, noncommercial KPFK(FM) Los Angeles, named writer/reporter for WCAU-TV under CBS News's minority training program.

**Samuel Ford**, **Harvey Clark III** named re-

porters, WCCO-TV Minneapolis-St. Paul, as part of CBS News minority training program. **Marc Koslow**, news assistant, NBC News, Washington, named news writer, WCCO-TV.

**Charles McLendon**, assistant sports director, WITN-TV Washington, N.C., named assistant news director. **Chuck Durham**, photographer/lab technician, named chief photographer.

**Jan Gauss**, news editor/anchorperson, WHAS(AM) Louisville, Ky., named reporter, WJXT(TV) Jacksonville, Fla.

**Bonnie Ginzburg**, Columbia Journalism School graduate, named broadcast director, Capitol Hill News Service, Washington.

**Scott Dunn**, St. Louis Broadcast Center graduate, named newsman/announcer, KPEP(AM) San Angelo, Tex.

## Cable

**W. Mark Thomason**, manager, construction division, Jackson Communication Corp., Clayton, Ohio, named southeast regional sales manager, GTE Sylvania's CATV equipment and installation operation, Dayton, Ohio.

## Equipment & Engineering

**Arthur A. Silver**, district manager, radio sales, Gates Broadcast Equipment, New York, named broadcast sales manager, Rockwell International's Collins Radio Group, New York.

**James A. Hardy**, chief engineer, KWEB(AM)-KNCV(FM) Rochester, Minn., named to same position, KAUS-AM-FM Austin, Minn.

**Jack W. King**, assistant chief engineer, KGNS-TV Laredo, Texas, named chief engineer.

**Robert A. Mayers**, industrial relations director, Amerace Corp., Hackettstown, N.J., named to same position, Philips Audio Video Systems Corp., Montvale, N.J.

## Allied Fields

**Lawrence Webb**, 64, former executive vice president and general manager of KRLA(AM) Pasadena, Calif., joins staff of FCC Commissioner Robert E. Lee as engineering assistant and broadcast specialist, at annual salary of \$29,818. Mr. Webb, who succeeds retired Robert G. (Bud) Weston as aide to Commissioner Lee, has long background in broadcasting, which includes acting as head of Station Representatives Association and serving as manager of WJW(AM) Cleveland. He also helped establish one of first UHF stations, WLOK-TV (now WLIO(TV)) Lima, Ohio, in April 1953.

**Randy English**, head, broadcast services, New York State Drug Commission, Albany, named radio-TV media specialist. Succeeding him is **Terry McGrath** formerly on creative print media staff.

**Jim Mishler**, general manager, WIUS, Indiana University campus station, Bloomington, Ind., named management consultant, Ron Curtis & Co., Chicago-based executive search firm.

**George Schwartz**, assistant dean, School of Communications, Grahm Junior College, Boston, named dean.

**Charles B. Brakefield**, president of New York Times Broadcasting Service and president/general manager of its WREC-TV Memphis, named "Marketing Man of the Year" by Memphis chapter, American Marketing Association.

**Dan deMesquita**, formerly with Rogers & Cowan, Los Angeles, named VP-television, Jay Bernstein Public Relations Inc., also Los Angeles.

**James F. McConnell**, treasurer/controller, Greenwich Data Systems, New York, named treasurer, Arbitron, New York. Both are Control Data subsidiaries.

## Deaths



Beatty in deaths

**Morgan Beatty**, 72, NBC analyst and AP correspondent, died July 4 at his vacation home in St. Johns, Antigua. Mr. Beatty joined AP in 1927, gained recognition for his reporting and analysis during World War II. He was first to report President 'Roosevelt's choice of Harry S. Truman for running mate in 1944; Mr. Truman hadn't even been told. He joined NBC in 1941, became editor/commentator of *News of the World* show in 1946 and retired from network in 1967. He went back to AP to do news analysis for the "NewsBreak" tape news service until illness forced his retirement earlier this year. Survivors include his wife, Katy, and two sons by previous marriage.

**Robert D. Miller**, 47, executive VP, creative director of Warwick, Welsh & Miller, New York, died July 4 at Maimonides Medical Center, New York, where he had been hospitalized for pneumonia. He left BBDO New York in 1969 where he was VP and associate creative director to join Warwick & Legler, New York, as creative director. Since 1973 he had been partner of firm, renamed Warwick, Welsh & Miller. Mr. Miller is survived by his wife, Dr. Edith Miller, associate director of neurology at Maimonides and five sons, Ricky, Nicholas, Timothy, Lucas and Oliver.

**Karl E. Hassel**, 79, co-founder, Zenith Radio Corp., Chicago, died in Evanston (Ill.) hospital of heart attack, July 7. Mr. Hassel started Zenith, later Zenith, in 1918 with R.H.G. Mathews. He held positions of secretary, assistant VP, director in his 55 years with firm. He is survived by his wife, Mildred.

**T.S. Marshall**, 76, retired president, WOLF(AM) Syracuse, N.Y., died June 25 at his Syracuse home. Mr. Marshall headed Civic Broadcasting Corp. (owners of WOLF), was past president, Association of Independent Metropolitan Radio Stations, and was a consultant to several New York state broadcast license applicants after his retirement in 1959. Survivors include his wife, Elizabeth, and one daughter.

**Eugenio Lopez Sr.**, 74, former *Manila Chronicle* and Chronicle Broadcasting Network owner, died July 6 of cancer in San Francisco. Mr. Lopez was head of huge Philippine industrial empire opposed to President Ferdinand Marcos. He was the brother of former Philippine VP, Fernando Lopez.

**Allan Jacks**, 60, AP's Rome bureau chief since 1965, died of cancer July 4 in Rome.

**Alfred M. Pettler**, 61, chairman, Pettler Advertising Inc., Oakland and Orinda, Calif., died of heart attack, June 28 in San Francisco. Mr. Pettler was president/owner, KDFM(FM) Walnut Creek, Calif., from 1964 until he sold it in 1974.



# For the Record®

As compiled by BROADCASTING, June 30 through July 3 and based on filings, authorizations and other FCC actions.

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 action

■ \*Mason City, Iowa—State Educational Radio and Television Facility Board. Broadcast Bureau granted ch. 24 (530-536 mhz); ERP 531 kw vis., 53 kw aur., HAAT 1386 ft.; ant. height above ground 1524 ft. P.O. address: c/o Don D. Saveraid, 2801 Bell Ave., Des Moines, Iowa 50306. Estimated construction cost \$1,066,000; first-year operating cost \$225,000. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Jansky & Bailey. Principal: Dr. Thomas M. Ditzel, executive director (BPET-503). Action June 25.

### FM applications

■ Hollister, Calif.—Vernon Miller seeks 93.5 mhz, 3 kw., HAAT—216 ft. P.O. address: Box 1636, Cupertino, Calif. 95014. Estimated construction cost \$29,249; first-year operating cost \$51,200; revenue \$80,449. Format: MOR, C&W. Principal: Vernon Miller (100%) has various business interests including appliance service, meter manufacturing company, restaurant, mobile home park and apartments, all in California. Ann. July 1.

■ Jensen Beach, Fla.—HLG Inc. seeks 105.5 mhz, 3 kw., HAAT 300 ft. P.O. address: 1000 Alice Ave., Stuart, Fla. 37494. Estimated construction cost \$74,320; first-year operating cost \$65,500; revenue \$75,000. Format: instrumental, vocals. Principal: Harvey L. Glascock (100%) owns WSTU(AM) Stuart and various real estate interests. Ann. July 1.

■ \*Williamsport, Pa.—Lycoming College seeks 91.7 mhz, 10 w. P.O. address: College Place, Williamsport 17701. Estimated construction cost \$1,895; first-year operating cost \$800. Principal: Jack C. Buckle, dean of student services. Ann. June 27.

■ Appomattox, Va.—WTTX Radio Inc. seeks 107.1 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 512, Altavista, Va. 24517. Estimated construction cost \$6,850; first-year operating cost \$4,150; revenue \$6,000. Format: C&W, easy listening. Principal: Theodore J. Gray (100%) owns WKDE-AM-FM Altavista, WCRE(AM) Cheraw, S.C., WTTX(AM) Appomattox and WRNB(AM) New Bern, N.C. Ann. June 27.

■ Mauston, Wis.—George S. Blum seeks 91.2 mhz, 1.4 kw., HAAT 390 ft. P.O. address: West Milwaukee, Mauston 53948. Estimated construction cost \$17,500; first-year operating cost \$7,272; revenue \$16,400. Format: Standard pops, C&W, talk. Principal: George S. Blum (100%) owns WRJC(AM) Mauston. Ann. July 1.

### FM actions

■ Hope, Ark.—Application by Hope Broadcasting Co. for new FM on 104.9 mhz dismissed (BPH-8761). Ann. July 1.

■ \*Cleveland—Cleveland State University.—Broadcast Bureau granted 89.3 mhz, 15 w. HAAT 300 ft. P.O. address: 1983 E. 24th St., Cleveland 44115. Estimated construction cost \$19,615; first-year operating cost \$8,000. Format: Ed. Principal: Arnold G. Tew,

vice president for student services (BPED-1901). Action June 25.

■ Toledo, Ohio—Application by Emmanuel Baptist Christian School for new FM on 89.5 dismissed at request of attorney (BPED-1,835). Ann. July 1.

### FM starts

■ WXLS Willimantic, Conn.—Authorized program operation on 98.3 mhz, ERP 3 kw, HAAT 300 ft. Action June 13.

■ WHAY Aberdeen, Miss.—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 300 ft. Action June 23.

■ \*WXBA Brentwood, N.Y.—Authorized program operation on 88.5 mhz, TPO 10 w. Action June 16.

■ KMBS Harlingen, Tex.—Authorized program operation on 96.1 mhz, ERP 100 kw, HAAT 460 ft. Action June 20.

## Ownership changes

### Applications

■ WENN-AM-FM Birmingham, Ala. (AM: 1320 khz, 5 kw-D; FM: 107.7 mhz, 58 kw)—Seeks assignment of license from Frank S. Blackford, receiver to Booker T. Washington Broadcast Service for \$650,000. Station is being sold for benefit of creditors. Buyers: A.G. Gaston Sr. (50.1%) owns majority of A.G. Gaston Corp., which is holding company for insurance company, real estate, motel, senior citizens home, cemetery and funeral home. Louis J. Willie (49.9%) owns small interest in same corporation. Ann. July 3.

■ KBIF(AM) Fresno, Calif. (900 khz, 1 kw-D)—Seeks assignment of license from John F. Runner, receiver to Cascade Broadcasting Corp. for \$350,000. Buyers: David M. Jack (50%) and parent company Trans Pacific Capital Fund (50%). Cascade is licensee of KLIQ(AM) Portland, Ore., KUDY(AM) Spokane, Wash., KUBA(AM) Yuba City and KEGL(AM) San Jose, both California; permittee of KHEX(FM) Yuba City and FM in Spokane. Ann. July 3.

■ WKRS(AM) Waukegan, Ill. (1220 khz, 1 kw-D)—Seeks transfer of control of News-Sun Broadcasting Corp. from Elizabeth Swift Just and The First National Bank of Lake Forest, co-executors of estate of J. Ward Just to Elizabeth Swift Just and Ward Swift Just, son of Elizabeth and J. Ward. Ann. July 3.

■ WLWI(TV) Indianapolis (ch. 13)—Seeks assignment of license from AVCO Broadcasting Corp. to Video Indiana for \$17,650,000. Seller: Sales of AVCO stations WLWT(TV) Cincinnati, WLWC(TV) Colum-

bus, Ohio, WWDC-FM Washington and KMOL-TV San Antonio, Tex. are pending. Buyer: Video Indiana is subsidiary of The Dispatch Printing Co., John Walton Wolfe (18.15%), chairman. Company publishes *Columbus Dispatch* and owns WBNS-TV Columbus, Ohio, Ann. June 27.

■ WBMD(AM) Baltimore (750 khz, 1 kw-D)—Seeks transfer of control of Key Broadcasting Corp. from George E. Hull, George J. Roche, William R. Burrier, et al (original stock holders) to Emory R. Hull, George H. Hull and John P. Hull, representatives of estate of George E. Hull; George J. Roche, S. Elmer Parks, et al. (See WKTK Catonsville and WPTX Lexington Park, both Maryland). Ann. July 3.

■ WKTK(FM) Catonsville, Md. (FM: 105.7 mhz, 50 kw)—(See WBMD(AM) Baltimore.)

■ WPTX(AM) Lexington Park, Md. (920 khz, 5 kw-D, 1 kw-N)—(See WBMD(AM) Baltimore.)

■ KRWC(AM) Buffalo, Minn. (1360 khz, 500 w-D)—Seeks assignment of license from Wright County Radio to Donnell Inc. for \$200,000. Seller: T.C. Appleby, president and general manager, has no other broadcast interests. Buyers: Donald L. and Janel F. Wohlenhaus. Mr. Wohlenhaus is former general manager of KVBR(AM) Brainerd, Minn. and is presently sales manager for medical products firm. Mrs. Wohlenhaus is secretary and housewife. Ann. June 26.

■ WNOS-AM-FM High Point, N.C. (AM: 1590 khz, 1 kw-D; FM: 100.3 mhz, 2.7 kw)—Seeks transfer of control of Doss Broadcasting of North Carolina from Robert I. Smith (100% before; none after) to Radio Station WNOS Inc. (none before; 100% after). Consideration: \$400,000. Principals: Mr. Smith plans to retire. Mann Media, 100% stockholder of Radio Station WNOS, is controlled by Bernard Mann and Gilbert Gans. Mann Media also owns KALO(AM)-KEZQ(FM) Little Rock, Ark. Ann. July 3.

■ WJSM-AM-FM Martinsburg, Pa. (AM: 1110 khz, 1 kw-D; FM: 92.7 mhz, 390 kw)—Seeks assignment of license from Beacon Broadcasting Concern to Sherwalt Media Associates for \$300,000. Seller: Kenneth W. Ferry, owner-manager, has no other broadcast interests. Buyers: Sherwood Hawley (50%) is manager of WAYC(AM) Bedford, Pa. and part-time television news photographer and radio announcer. Larry S. Walters (50%) is announcer for WKMC(AM) Roaring Spring, Pa. Ann. July 3.

■ KBUY(AM) Fort Worth (1540 khz, 50 kw-D, 1 kw-N)—Seeks assignment of license from John B. Walton Jr. to Tarrant Broadcasting for \$800,000. Seller: Mr. Walton owns KELP-AM-TV El Paso, KD JW-AM-FM Amarillo, both Texas; KAVE-TV Carlsbad, N.M.; KIKX(AM) Tucson, Ariz.; KIDD(AM) Monterey and KFOX(AM) Long Beach, both California. Buyers:

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William D. Schueler (20%), James M. Stewart (24%), and Taft Broadcasting Corp. (22%), et al. Mr. Schueler is president of Tarrant Broadcasting and Mr. Stewart is motion picture actor. They both have interest in KWBB(AM) Wichita, Kan. and KTOC(AM) Oklahoma City. Taft Broadcasting, Paul E. Taft, president, owns KODA-AM-FM Houston. Ann. July 3.

■ KMWT(FM) Mineral Wells, Tex. (95.9 mhz, 3 kw)—Seeks assignment of license from Triple H. Radio to First IV Media for \$87,500. Seller: E. Harold Hall, president. Buyers: Richard Klement (50%) and Billy Ray Hill (50%) owns KGAF-AM-FM Gainesville, Tex. and have various real estate and investment interests in area. Ann. July 3.

■ KMJO(FM) Sinton, Tex. (101.3 mhz, 100 kw)—Seeks assignment of license from Sinton Broadcasting Co. to Consolidated Communications Corp. of Texas for \$110,000. Seller: G.R. Ramsower Jr., president. Buyers: Alexander S. and Barbara S. Klein (100%). Mr. Klein is former general manager and stockholder of WMBM(AM)-WBUS(FM) Miami Beach. Ann. July 3.

## Actions

■ KPCA(AM) Marked Tree, Ark. (1580 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Poinsett County Radio Broadcasting Co. (J.E. Singleton, Archie H. Bray and Ethel S. Chester) to Poinsett County Radio Broadcasting (J.E. Singleton [33%], Archie H. Bray [33%] and Dewitt Waites [33%]) for \$15,000. Seller: Ethel S. Chester wishes to sell interest due to her age. Dewitt Waites is general manager of KPCA(AM) (BAL-8368). Action June 25.

■ KPLM-TV Palm Springs, Calif. (ch. 42)—Broadcast Bureau granted involuntary transfer of control of Pacific Media Corp. to Irving Sulmeyer and Arnold Kupetz, co-receivers (BALCT-567). Action June 30.

■ KEZS(FM) Sacramento, Calif. (96.9 mhz, 64 kw)—Broadcast Bureau granted assignment of license from PSA Broadcasting Co. to Cleveland Broadcasting Inc., subsidiary of ASI Communications for \$700,000. Seller owns KLYE(FM) Los Angeles, KEZL(FM) San Diego and KEZR(FM) San Jose, Calif. Buyer owns McGavren-Guild-PGW, station representative firm, as well as KROY(AM) Sacramento, Calif.; KFAC-AM-FM Los Angeles; WRYT(AM) Boston and KJTV(TV) Bakersfield, Calif. (BALH-2105). Action June 25.

■ KGMC(AM) Englewood, Colo. (1150 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Mac Lee Radio from Robert McWilliams (100% before; none after) to Western Broadcasting Corp. (none before; 100% after). Consideration: \$450,000. Principals: Mr. McWilliams wishes to retire. E.L. Cartwright (50%) and Marvin Davis (40%) are principals of Western Broadcasting. Mr. Cartwright is former general manager of KOA-TV Denver and Mr. Davis is partner in oil and gas exploration business (BAL-8410). Action June 25.

■ WMGR(AM)-WJAD(FM) Bainbridge, Ga. (AM: 930 khz, 5 kw-D, 500 w-N; FM: 97.3 mhz, 28.6 kw)—Broadcast Bureau granted assignment of license from John H. Dowdy to Decatur Broadcasting Co., John H. Dowdy, sole stockholder (BAL-8417, BALH-2139). Action June 30.

■ WAJP(FM) Joliet, Ill. (93.5 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Alfred K. and Mary Jane Pohlers to WAJP Inc., new corporation formed by Mrs. Pohlers (100%) after death of her husband (BALH-2136). Action June 25.

■ WRAY-AM-FM Princeton, Ind. (AM: 1250 khz, 1 kw-D; FM: 98.1 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Ray J. Lankford and George Richard Lankford, doing business as Princeton Broadcasting Co. to Princeton Broadcasting Co. (BAL-8416, BALH-2138). Action June 30.

■ KOKA(AM) Shreveport, La. (1550 khz; 10 kw-D, 50 w-N)—Broadcast Bureau granted assignment of license of KOKA Broadcasting Co. to G.F. Abendroth, Elbert E. Allen, J.A. Dykes, James F. Dykes, Eugene L. Hilliard Jr., Martha Sibley Hilliard, Charlton H. Lyons Jr., John T. Palmer, Louis C. Pendleton, James A. Reeder, Joseph Sarpy Jr., Mrs. Bennie Ruth Simpkins, Amos Terrell, William O. Watson Jr., Charlton H. Lyons Jr., Hall M. Lyons and Benjamin F. O'Neal, trustees for C.H. and Marjorie Lyons Trust under trust agreement of date December 31, 1965; and Charlton H. Lyons Jr., Hall M. Lyons and Benjamin F. O'Neal Jr., trustees for C.H. and Marjorie Lyons Trust under trust agreement of date December 31, 1968 (BAL-8412). Action June 30.

■ KLGR-AM-FM Redwood Falls, Minn. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 97.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Redwood Broadcasting Co. from Eugene G. Randolph and Donald C. Schiel (50% each) to Mr. Randolph (100%) Consideration: \$230,000 (BTC-7783). Action June 25.

■ WDLA-AM-FM Walton, N.Y. (AM: 1270 khz, 1 kw-D; FM: 92.1 mhz, 490 w)—Broadcast Bureau granted transfer of control of Delaware County Broadcasting Corp. from E. Ogden Bush and Elmer J. Kellam (100% before; none after) to Amos F. Finch and Myra A. Youmans (none before; 100% after). Consideration: \$135,000. Principals: Sellers: Mr. Bush and Mr. Kellam wish to retire. Buyers: Mr. Finch and Ms. Youmans are current WDLA-AM-FM employees (BTC-7707-8). Action June 25.

■ WDMT(FM) Cleveland (107.9 mhz, 70 kw)—Broadcast Bureau granted assignment of license from Northern Ohio Broadcasting Co. to Beasley Radio Co. for \$450,000 plus assumption of liabilities. Seller: Laurence Goldstein, president. Principal stockholder, Multicom Inc. owns WELW(AM) Willoughby, Ohio. Buyer: George W. Beasley (100%) has interest in WDMT, WMOO(AM)-WBLX(FM) Mobile, Ala.; WGAC(AM) Augusta, Ga.; WFAI(AM) Fayetteville, WFMG(AM)-WOKN(FM) Goldsboro, WHNC(AM)-WXNC(FM) Henderson and WKGX(AM) Lenoir, all North Carolina and WASC(AM) Spartanburg, S.C. (BALH-2103). Action June 17.

■ WDKD-AM-FM Kingstree, S.C. (AM: 1310 khz, 5 kw-D; FM: 100.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Santee Broadcasting Co. to Davidson Communications. John W. Davidson (100% before; 90% after) former stockholder of Santee Broadcasting, is forming new corporation with Gary M. Davidson (none before; 10% after (BAL-8411, BALH-2135). Action June 30.

■ WORD(AM) Spartanburg, S.C. (910 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted transfer of control of Associated Broadcasting Corp. from Robert B. Brown, individually and as trustee for three minors, Billy H. Mull, et al. (100% before; none after) to Brooks Broadcasting Corp. (none before; 100% after). Consideration: \$1,800,000. Principals: Robert B. Brown (52.4%) has formed new corporation with Charles A. Brooks (47.6%). Mr. Brown owns WAAA-AM-WSGH-FM Winston-Salem, N.C. Mr. Brooks is officer in licensee of WAAA-AM-WSGH-FM (BTC-7777). Action June 25.

■ KRAN(AM) Morton, Tex. (1280 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Roximae Jennings Barrett to Morton Radio Corp. for \$10,000. Seller: Mrs. Barrett is selling station as administratrix of estate of her husband Mike Allen Barrett. Buyers: Fred Payne (5%), Maurice Lewallen, Gerald Ramsey (.025% each), et al. Messrs. Payne, Lewallen and Ramsey are respectively motel owner, city employe and food store owner. Morton Radio is comprised of 55 members of Morton community (BAL-8351). Action June 25.

■ KCOR(AM)-KQXT(FM) San Antonio, Tex. (AM: 1350 khz, 5 kw; FM: 101.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Inter-American Radio to KCOR-KQXT Radio for \$2,400,000. Seller: Allen E. Wolin and Arnold B. Hartley are also stockholders in Key Communications, licensee of KATZ(AM) St. Louis. Buyers: McHenry T. Tichenor, McHenry Tichenor and Cullen Looney have extensive holdings in several Texas broadcast stations (BAL-8372, BALH-2112). Action June 30.

■ KOMW(AM) Omak, Wash. (680 khz, 5 kw-D)—Broadcast Bureau granted acquisition of positive control of KOMW Inc. by Dean and Jessie E. Nichols (44.4% before; 49.4% after), through purchase of stock from Mildred Pentz, executrix (8.6% before; 2.7% after). Consideration: \$8,600 (BTC-7769). Action June 18.

## Facilities changes

### TV application

■ WKYH-TV Hazard, Ky.—Seeks CP to change ERP to vis. 214 kw, aur. 28.9 kw and change type trans. Ann. July 1.

### TV actions

■ KNXT Los Angeles—Broadcast Bureau granted CP to install aux. ant. on existing aux. tower to be used with new main trans. (BPCT-4841). Action June 25.

■ KTCM Helena, Mont.—Broadcast Bureau granted mod. of CP to change ERP to vis. 212 kw, aur. 21.2 kw; change type trans. and ant.; make changes in ant. structure (BMPCT-7574). Action June 30.

■ WSPA-TV Spartanburg, S.C.—Broadcast Bureau granted CP to change type trans. (BPCT-4859). Action June 23.

### TV start

■ Following station was authorized program operating authority for changed facilities on date shown: WTVX Fort Pierce, Fla. (BPCT-4764), June 12.

### AM applications

■ KERR Polson, Mont.—Seeks mod. of CP to change trans. site coordinates. Ann. July 2.

■ WEVD New York—Seeks CP to change ant.-trans. location to 1111 Woodrow Rd., Staten Island, N.Y.; change pattern to DA-1. Ann. July 2.

■ KJET Beaumont, Tex.—Seeks CP to make changes in ant. system. Ann. July 2.

### AM action

■ WKRC Cincinnati—Broadcast Bureau granted mod. of CP to specify radiation pattern for nighttime operation (BMP-13991). Action June 30.

### AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KDB Santa Barbara, Calif. (BP-19,892), June 16; WRXO Roxboro, N.C. (BP-19,510), June 10 and WLC Orleans, Mass. (BP-19,667), June 13.

### FM applications

■ WQLT Florence, Ala.—Seeks CP to change trans. location to 1111 Woodrow Rd., Staten Island, N.Y.; Milk Spring Rd.; operate by remote control from studio site: 624 Chestnut St., Florence; install new trans; install new ant.; make changes in ant. system (increase height); change TPO; ERP: 100 kw (H&V) and HAAT: 641 ft. Ann. July 1.

■ WCNL-FM Newport, N.H.—Data filed in accordance with commission's first report and order to change frequency to 101.7 mhz. Ann. July 1.

### FM actions

■ \*WGL Auburn, Ala.—Broadcast Bureau granted CP to install new trans.; remote control permitted; ERP .38 kw; ant. height 190 ft. (BPED-1969). Action June 30.

■ \*WQEN Gadsden, Ala.—Broadcast Bureau granted CP to change trans. location to Chandler Mountain, near Steele, Ala.; change studio location to Rainbow Drive, Gadsden; operate by remote control from proposed studio site; install new ant. and trans.; make changes in ant. system; ERP 100 kw (H&V); ant. height 1110 ft. (H&V) (BPH-9304). Action June 30.

■ KVMJ Coachella, Calif.—Broadcast Bureau granted CP to install new antenna; ERP 50 kw (H&V); ant. height 255 ft. (H&V); condition (BPH-9455). Action June 30.

■ KRTH Los Angeles—Broadcast Bureau granted CP to install new ant.; ERP 58 kw (H&V); ant. height 2930 ft. (H&V) (BPH-9448). Action June 30.

■ \*KALW San Francisco—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system; ERP 2.5 kw (H&V); ant. height 800 ft. (H&V); remote control permitted (BMPED-1265). Action June 30.

■ KDFC San Francisco—Broadcast Bureau granted CP to make changes in transmitting equipment; ERP 33 kw; ant. height 1050 ft.; condition (BPH-9283). Action June 30.

■ KVRH-FM Salida, Colo.—Broadcast Bureau granted CP to change coordinates; make changes in ant. system; ERP 2.95 kw (H&V); ant. height —1120 ft. (H&V); condition (BPH-9419). Action June 30.

■ WOVB Fort Pierce, Fla.—Broadcast Bureau granted mod. of CP to install former main ant. as aux. ant. to be used with aux. trans.; ERP 1.45 kw; ant. height 275 ft. (BMPH-14514). Action June 30.

■ WDBO-FM Orlando, Fla.—Broadcast Bureau granted CP to change studio location to 750 North Texas Ave., Orlando; install new ant.; make changes in ant. system; ERP 80 kw (H&V); ant. height 1320 ft. (H&V); remote control permitted (BPH-9422). Action June 30.

■ WWMM Arlington Heights, Ill.—Broadcast Bureau granted CP to install new ant.; ERP 3 kw (H&V); ant.

height 300 ft. (H&V) (BPH-9450). Action June 30.

■ **WRMS-FM** Beardstown, Ill.—Broadcast Bureau granted mod. of CP to change trans. location to on U.S. Route 67, 0.65 mile northwest of intersection of State Route 100, Frederick, Ill.; change trans. and ant.; make changes in ant. system; ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted (BMPH-14399). Action June 30.

■ **KILR-FM** Estherville, Iowa—Broadcast Bureau granted CP to install new trans.; ERP 2.8 kw (H&V); ant. height 300 ft. (H&V) (BPH-9423). Action June 30.

■ **\*KSDB-FM** Manhattan, Kan.—Broadcast Bureau granted CP to change trans. and studio location to east wing of KSU auditorium complex, Manhattan and install new ant. (BPED-2020). Action June 30.

■ **WJRS-FM** Jamestown, Ky.—Broadcast Bureau granted CP to change trans. location to on US Route 127, 2.3 miles north of Jamestown; ERP 2 kw; ant. height 360 ft.; condition (BPH-9310). Action June 30.

■ **WSTO** Owensboro, Ky.—Broadcast Bureau granted CP to install new ant.; make changes in transmitting equipment; ERP 100 kw (H&V); ant. height 340 ft. (H&V); condition (BPH-9424). Action June 30.

■ **WSEK** Somerset, Ky.—Broadcast Bureau granted CP to install new trans. and ant.; add circular polarization; ERP 3 kw (H&V); ant. height 215 ft. (H&V); condition (BPH-9464). Action June 30.

■ **WMHI-FM** Braddock Heights, Md.—Broadcast Bureau granted CP to change trans. location to Gambrell State Park at High Knob, Braddock Heights; change studio and remote control location to Route 5, Braddock Heights; make changes to ant. system; ERP 230 w (H&V); ant. height 910 ft. (H&V) (BPH-9373).

■ **\*WICN** Worcester, Mass.—Broadcast Bureau granted CP to change trans. location to WSMW-TV site; Stiles Hill on Cross St., 2.6 miles north of Shrewsbury, Boylston, Mass.; change studio location to 75 Grove St., Worcester; install new trans. and ant.; make changes in ant. system; ERP 2 kw (H&V); ant. height 370 ft. (H&V); remote control permitted; conditions (BPED-1782). Action June 30.

■ **\*WOCR** Olivet, Mich.—Broadcast Bureau granted mod. of CP to make changes in ant. system; remote control permitted; condition (BMPED-1264). Action June 30.

■ **WCSS-FM** Amsterdam, N.Y.—Broadcast Bureau granted mod. of CP to make changes in transmitting equipment; ERP 3 kw (H&V); ant. height 135 ft. (H&V); remote control permitted; condition (BMPH-14500). Action June 30.

■ **WBEN-FM** Buffalo, N.Y.—Broadcast Bureau granted CP to install new ant.; ERP 110 kw (H&V); ant. height 1340 ft. (H&V) (BPH-9451). Action June 30.

■ **\*WRVO** Oswego, N.Y.—Broadcast Bureau granted CP to change trans. location to Cemetery Rd., township of Oswego; install new trans. and ant.; make changes in ant. system; ERP 24 kw (H&V); ant. height 430 ft. (H&V); remote control permitted (BPED-1916). Action June 30.

■ **\*WKNC-FM** Raleigh, N.C.—Broadcast Bureau granted CP to install new trans.; ERP 2.9 kw (H&V); ant. height 240 ft. (H&V); remote control permitted (BPED-1768). Action June 30.

■ **WCNW-FM** Fairfield, Ohio—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 50 kw (H&V); ant. height 490 ft. (H&V); remote control permitted (BPH-9306). Action June 30.

■ **WZLE** Lorain, Ohio—Broadcast Bureau granted mod. of CP to change studio location to 214 Sheffield Center, Lorain; operate by remote control from proposed studio site; change trans. and ant.; make changes in ant. system and transmitting equipment; ERP 3 kw (H&V); ant. height 300 ft. (H&V) (BMPH-14503). Action June 30.

■ **WCLW-FM** Mansfield, Ohio—Broadcast Bureau granted mod. of CP to change trans.; ERP 50 kw (H&V); ant. height 370 ft. (H&V) (BMPH-14513). Action June 30.

■ **KGOY** Bethany, Okla.—Broadcast Bureau granted CP to change trans. and studio location to 4034 Coronado Place (Warr Acres) Bethany; install new ant.; ERP 1.8 kw (H&V); ant. height 255 ft. (H&V) (BPH-9426). Action June 30.

■ **WCMN-FM** Arecibo, Puerto Rico—Broadcast Bureau granted CP to install new aux. trans. at main

trans. location to be operated on 107.3 mhz, ch. 297; ERP 25 kw (horizontal); 1.55 kw (vertical); ant. height 135 ft. (H&V) (BPH-9453). Action June 30.

■ **\*WLYX** Memphis—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 2.75 kw (H&V); ant. height 195 ft. (H&V); remote control permitted (BPED-1859). Action June 30.

■ **\*WSWM** Memphis—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant. system; change to self-supporting tower; remote control permitted (BMPED-1239). Action June 30.

■ **KPFM** Kerrville, Tex.—Broadcast Bureau granted mod. of CP to operate by remote control from trans-studio location at 0.75 mile northwest of Goat Creek Rd. and state hwy. No.27 Junction; change trans. and ant.; ERP 3 kw (H&V); ant. height 105 ft. (H&V) (BMPH-14507). Action June 30.

■ **\*WMRA** Harrisburg, Va.—Broadcast Bureau granted mod. of CP to make changes in ant. system; ERP 19 kw (H&V); ant. height 730 ft. (H&V); remote control permitted; conditions (BMPED-1263). Actions June 30.

■ **KISW** Seattle—Broadcast Bureau granted CP to install former main trans. and ant. at 9201 Roosevelt Way, northeast, Seattle, for auxiliary purposes only; ERP 66 kw (horizontal); 28 kw (vertical); ant. height 360 ft. (H&V); remote control permitted (BPH-9449). Action June 30.

#### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KSTO** Agana, Guam (BPH-9286), June 16; **WRPC** San German, Puerto Rico (BPH-8714), June 16 and **\*KCKC-FM** Cedar Rapids, Iowa (BPED-1924), June 19.

### In contest

#### Designated for hearing

■ **KGGM-TV** Albuquerque, N.M., **renewal proceeding**; New Mexico Broadcasting Co. (Doc. 2054)—FCC set for hearing application of New Mexico Broadcasting Co. for renewal of KGGM-TV. FCC said hearing was required to resolve what it called "serious questions" regarding responsiveness of KGGM-TV's past programming. Commission also included issue to determine whether licensee has met requirements of EEO rules. Action July 2.

#### Procedural rulings

■ **WBRL** (AM) Berlin, N.H., **renewal proceeding**; Berlin Communications (Doc. 20457)—ALJ Byron E. Harrison scheduled hearing for August 18 at Berlin. Action June 24.

■ **WHAM** (AM)-**WHFM** (FM) Rochester, N.Y., **renewal proceeding**; Rust Communications Group (Doc. 20477)—ALJ Lenore G. Ehrig set aside hearing now scheduled for August 4 and ordered that further prehearing conference will be held on Oct. 7 at which time schedule of dates will be established to govern balance of proceeding. Action June 24.

#### Initial decisions

■ **KCTY** (FM) Salinas and **KTRB** (FM) Modesto, both California, **facility changes proceeding**; JECO Inc. and Big Valley Broadcasting (Docs. 20275-6)—Initial decision released April 9, proposing grant of application of JECO Inc. for authority to change transmitter site of KCTY-FM, became effective May 29.

■ **Brookhaven**, Miss., **FM proceeding**; Brookhaven Broadcasting Co. and 21st Century Broadcasters, competing for 92.1 mhz (Docs. 20145-6)—Initial decision released May 8, proposing grant of application of 21st Century Broadcasters, became effective June 27. FCC granted 92.1 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 202, Brookhaven 39601. Estimated construction cost \$38,743; first-year operating cost \$44,770; revenue \$45,000. Format: Standard pops, C&W. Principals: Wilhelmina G. Miller (90%) owns farm. James D. Miller (5%) and Walter P. Miller (5%), her sons, are salesman for WBIX (AM) Jacksonville Beach, Fla. and high school teacher, respectively.

■ **Rapid City and Lead, S.C., TV proceeding**; Western Television Co. and Dakota Broadcasting Co., competing for ch. 7 at Rapid City and satellite on ch. 5 at Lead (Docs. 20093-6)—Initial decision released May 1, proposing grant of applications of Dakota Broadcasting Co., became effective June 20. FCC granted ch. 7 (174-180 mhz); ERP 196 kw vis, 19.6 kw aur. HAAT 744 ft. and ch. 5 (76-82 mhz); ERP 100 kw

vis., 10 kw aur. HAAT 1,900 ft. P.O. address c/o Theodore M. Cormaney, 1116 Jackson Blvd., Rapid City 57701. For Rapid City, estimated construction cost \$792,350; first-year operating cost \$356,500; revenue \$400,000. For Lead, estimated construction cost \$351,300; first-year operating and revenue figures not applicable. Legal counsel Bilger & Blair, Washington; consulting engineer Cohen and Dippell, Washington. Principals: Theodore M. Cormaney, Gilbert D. Moyle and Sherwood L. Corner (each 33 1/3%). Mr. Cormaney is president of Rapid City advertising agency, Cormaney & Co. Mr. Moyle is president of Moyle Petroleum Co., gasoline distributing firm, and Moyle Investment, real estate firm, both in Rapid City, among other interests. Mr. Corner is general contractor in Rapid City. He also has real estate interests there. Ann. July 3.

#### FCC decision

■ **Albuquerque, N.M., FM proceeding**; Alvin L. Korngold and Zia Tele-Communications, competing for 107.9 (Docs. 19178-9)—FCC denied request of Zia Tele-Communications for review of Review Board decision granting application of Alvin L. Korngold of Albuquerque. Action June 24.

### Fines

■ **WRDW** (AM) Augusta, Ga.—FCC ordered J. B. Broadcasting of Augusta to forfeit \$1,000 for broadcasting advertising messages promoting lottery. In response to notice of apparent liability, licensee said WRDW's general manager had decided to broadcast announcement in belief that it did not constitute advertising for lottery. FCC said advertisements had constituted broadcast of advertisements for lottery since elements of prize, chance and consideration were present in advertising messages broadcast. Action July 1.

■ **KWPC** (AM) Muscatine, Iowa—Broadcast Bureau notified Muscatine Broadcasting that it incurred apparent liability for forfeiture of \$100 for willful or repeated violation of rules by failing to make required entries in maintenance log. Action June 30.

■ **KGLA** (AM) Gretna, La.—Broadcast Bureau notified West Jefferson Broadcasting that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by operating station with excessive power. Action June 30.

### Other actions

■ Following dates will constitute composite week for use in preparation of program log analysis submitted with renewal applications for AM and FM station licenses which have expiration dates in calendar year 1976: Sunday, April 13, 1975; Monday, Nov. 25, 1974; Tuesday, Jan. 28, 1975; Wednesday, Dec. 4, 1974; Thursday, Sept. 12, 1974; Friday, May 16, 1975; Saturday, Feb. 15, 1975. Commercial television licensees and permittees with license expiration dates of Feb. 1 and April 1, 1976 will use composite week dates previously used in preparing 1975 Annual Programming Report. Stations whose licenses expire on June 1 and thereafter during calendar year 1976 will use composite week that will be issued in Nov., 1975. Action June 25.

■ **KGO-TV** San Francisco—FCC denied petition by Community Coalition for Media Change for reconsideration of FCC action dismissing coalition's petition to deny and granting application of American Broadcasting Companies for renewal license for KGO-TV. In seeking reconsideration, coalition contended FCC erred in not finding KGO-TV had discriminated on basis of race against black employee. FCC found coalition failed to raise substantial and material question of fact pertaining to KGO-TV's alleged discrimination. Action June 19.

■ **WPGW-FM** Portland, Ind.—FCC denied request by WPGW Inc., permittee of WPGW-FM for waiver of filing fee requirement and refund of \$250 paid in connection with application for CP to replace expired permit. WPGW contended that commission should have notified it of time necessary to process applications as well as imminent expiration of its CP. Therefore, WPGW concluded that \$250 filing fee was unfair in this case. FCC said permittee was not only required to proceed diligently with construction of authorized facility, but also was expected to know when its CP would expire. Action June 24.

■ **WHVW-AM-FM** Hyde Park, N.Y.—FCC granted license renewals for WHVW-AM-FM for regular period for New York stations—until June 1, 1978. Stations currently are licensed to Castle Communications

Corp. Prior to March 6, 1975, licensee was Ubiquitous Corp. FCC said short-term renewal for stations had been granted in action designed to emphasize FCC's concern over the licensee's failure to adequately supervise its operations. FCC said in reviewing stations' operations since last March, it found no evidence of misconduct and found licensee legally, technically, financially, and otherwise qualified to be licensee. Action June 24.

■ WPEN-AM-FM Philadelphia—FCC affirmed grant of applications of William Penn Broadcasting Co. for renewal of licenses of WPEN-AM-FM and for assignment of stations' licenses to Greater Philadelphia Radio. It denied petitions by Concerned Communicators, Philadelphia black citizens organization, and Janet C. Whitaker et al for reconsideration of those grants. FCC said reconsideration petition added nothing of substance that was not before FCC when renewal and assignment applications were granted. Action June 19.

## Allocations

### Actions

FCC took following actions on FM allocations:

■ Texas—FCC adopted channel changes for communities of Floresville, Devine, Gonzales, Hondo, Kenedy-Karnes, San Antonio, San Marcos and Victoria. On basis of petition by Wilson County Broadcasting Co., Broadcast Bureau adopted rulemaking notice proposing assignment of ch. 232A to Floresville, as that community's first local aural broadcast service. Proposed assignment required deletion of ch. 221A at Hondo and substitution of channels at other six communities. Action July 1.

■ Mineola and Gilmer, Tex.—Broadcast Bureau proposed assigning ch. 244A to Mineola, and ch. 237A to Gilmer as their first FM channel assignments. Action would require deletion of ch. 244A at Canton, Tex. Action was in response to two mutually exclusive proposals by A-C Corp., licensee of KMOO(AM) Mineola and KHYM Broadcasting Co. licensee of KHYM(AM) Gilmer. A-C proposed assignment of ch. 237A to Mineola and McClure proposed assignment of either 237A or 249A to Gilmer. Action June 24.

## Rulemaking

### Actions

■ FCC proposed changes in rules to allow use of FM microwave by television translator relay stations to permit translator relays access to all three television auxiliary microwave bands. Actions was in response to rulemaking petition by National Translator Association to expand methods by which translator stations may receive input signals. Action July 2.

■ FCC relaxed criteria for existing AM stations seeking increased power and for new stations proposing daytime or unlimited time operation. Rule changes will permit new nighttime or daytime assignments to communities with fewer than two radio stations during relevant portion of broadcast day. However, existing overlap and nighttime interference will be maintained. Commission also revised suburban policy to apply only in situations involving competing applications in hearing. Action June 27.

■ FCC held that there can be more than one subscription television authorization in market where there is more than one community that receives grade A signals of five or more commercial television broadcast stations (one of which may be subscription television applicant). Ruling was in response to request by T.A.T. Communications Co., Los Angeles corporation, seeking clarification of difference between "community" and "market" in FCC usage. Action July 1.

## Translators

### Applications

■ Bethel Broadcasting, Crooked Creek, Platinum and Goodnews Bay, Alaska—Seeks ch. 3, ch. 7 and ch. 11, respectively, rebroadcasting KYUK-TV Bethel (BPTT-TV-5345-7). Ann. June 30.

■ Northern Television Inc., Pipeline Pump Station No. 1, Alaska—Seeks ch. 12, rebroadcasting KFAR-TV and KTVF Fairbanks, Alaska (BPTTV-5348). Ann. July 2.

■ K68AF, K71CD, K73CB, K77CF and K81AE St.

## Call letters

### Applications

Call	Sought by
	<b>New TV</b>
KLMN	MCM Broadcasting Co., Fort Smith, Ark.
	<b>New AM</b>
KTWC	Trans World Radio Pacific, Agana, Guam
	<b>New FM's</b>
WWOC	Avalon Broadcasting Co., Avalon, N.J.
*WQAB	Alderson-Broaddus College, Philippi, W. Va.
	<b>Existing TV</b>
KTVJ	KUHF-TV Joplin, Mo.
	<b>Existing AM's</b>
WLBO	WGTX De Funiak Springs, Fla.
KCLD	KFAM St. Cloud, Minn.
	<b>Existing FM's</b>
WLBO-FM	WQUH De Funiak Springs, Fla.
WFLC	WCGR-FM Canadawig, N.Y.
KCLD-FM	KFAM-FM St. Cloud, Minn.
KUPI-FM	KGVM Idaho Falls, Idaho
WGMB	WINH-FM Georgetown, S.C.
KUDO	KEEC Las Vegas

### Grants

Call	Assigned to
	<b>New TV</b>
*KTIN	State Educational Radio and Television Facility Board of Iowa, Fort Dodge Iowa
	<b>New AM</b>
KIKC	Gold Won Radio Corp., Forsyth, Mont.
	<b>New FM's</b>
*KJHK	The University of Kansas, Lawrence, Kan.
WHOU-FM	WHOU Inc., Houlton, Me.
WODY-FM	WODY Inc., Calais, Me.
KDLY	Fremont Broadcasting, Lander, Wyo.
WNUM	Breeze 84 Inc., Marathon, Fla.
WHMH-FM	Tri-County Broadcasting Co., Sauk-Rapids, Minn.
KEKA-FM	RG Inc., Greeley, Colo.
*KWUR	Washington University, Clayton, Mo.
KCMK	Colorado
*KCMK	Colorado Mountain College, Glenwood Springs, Colo.
KMIS-FM	New Madrid County Broadcasting Co., Portageville, Mo.
*WPFW	Pacific Foundation, Washington
KMYT	Radio One Inc., Merced, Calif.
	<b>Existing TV</b>
WXAT-TV	WHAETV Atlanta
	<b>Existing AM</b>
KWBZ	KGMC Englewood, Colo.
KBCQ	KSWs Roswell, N.M.
WNBE	WBJW Winter Park, Fla.
	<b>Existing FM's</b>
WIMI	WJMS-FM Ironwood, Mich
WIDD-FM	WLSN Elizabethton, Tenn.
KSNS	KIKS-FM Lake Charles, La.
WNWS-FM	WNBC-FM New York
WNIS-FM	WJOI Chicago
WBJW	WBJW-FM Orlando, Fla.
WMFM	WDMW Menomonee, Wis.
WJFD-FM	WGCY New Bedford, Mass.

James, Minn.—Seeks CP to change frequency from ch. 68 to ch. 46, ch. 71 to ch. 54, ch. 73 to ch. 50, ch. 77 to ch. 48 and ch. 81 to ch. 52, respectively (BPTT-2873-77). Ann. July 2.

### Actions

■ Norfolk Neb.—FCC granted Medallion Broadcasters emergency authority to originate tornado warning announcements on its Norfolk television translator. Medallion is licensee of KMEG-TV Sioux City, Iowa and K79CE Norfolk. FCC said grant of request, subject to certain conditions, would be in public interest. Action July 1.

■ Erick, Sayre and Carter, Okla.—FCC granted applications by Northfork TV Translator System for authority to construct and operate two new

translators to serve Erick, Sayre and Carter. One translator would rebroadcast KFDX-TV Wichita Falls, Tex. on ch. 66, and other would rebroadcast of KSWO-TV Lawton, Okla. on ch. 68. Sayre TV Cable System opposed applications. It contended that no need had been shown for translators and that their operations would inflict severe economic injury on cable system. Since Sayre TV Cable failed to make any showing that public interest would be adversely affected, commission said there was no sufficient basis to deny applications (BPTT-2800-1). Action July 1.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ Cable Service of Azusa, 916 Cherrystone Dr., Los Gatos, Calif. 95030, for Azusa, Calif. (CAC-050223): KNXT, KNBC, KTLA, KABC-TV, KHJ-TV, KTTV, KCOP, KCET, KWHY-TV, KMEY-TV Los Angeles; KLXA-TV, Fontana; KBSC-TV Corona; KHOF-TV, KVCR-TV San Bernardino; KOCE-TV Huntington Beach, all California.

■ Triangle Cable Co., for Oakdale, Calif. (CAC-05263): Add KBHK-TV, KQED San Francisco.

■ Santa Barbara Cable TV, for Santa Barbara, Calif. (CAC-05267): Add KLCS Los Angeles.

■ Cablecom-General of Modesto, for Stanislaus county, (unincorporated area contiguous to Modesto) Calif. (CAC-05269): Requests certification of existing operations.

■ Triangle Cable Co., for Stanislaus county, (unincorporated area contiguous to Oakdale) Calif. (CAC-05268): Requests certification of existing operations and to add KBHK-TV, KQED San Francisco.

■ Cable Video Inc., Box 272, 147 Cross Rd., Waterford, Conn. 06385, for Preston township, Conn. (CAC-05264): WFSB-TV, WHCT-TV Hartford; WHNB-TV New Britain; WATR-TV Waterbury; WTNH New Haven, all Connecticut; WTEV New Bedford, Mass.; WJAR-TV, WPRI-TV Providence, R.I.; WGBH-TV, WSBK-TV, WCVB-TV Boston; WNYC-TV New York; WLVI-TV Cambridge, Mass.; WEDN Norwich, Conn.

■ Cablevision of Breckenridge, for Breckenridge (CAC-05261) and Blue River (CAC-05262), both Colorado: Add KRDO-TV Colorado Springs.

■ Warner Cable of Winter Haven, for Eagle Lake, Florida (CAC-05240R): Requests renewal of certificate of compliance.

■ Sumter County Cablevision, Box 1138, Wildwood, Fla. 32785, for Lake Panasoffee, Fla. (CAC-05266): WESH-TV Daytona Beach; WEDU, WFLA-TV, WTVT Tampa; WTOG St. Petersburg, WMFE-TV, WDBO-TV, WSWB-TV Orlando; WLGTV Largo; WUFT Gainesville; WFTV Orlando, all Florida.

■ Warner Cable of Winter Haven, for Winter Haven, Fla. (CAC-05207): Requests certification of existing operations.

■ Canton Cable TV, for Canton, Ga. (CAC-05218): Add WTVG-TV Chattanooga.

■ Wabash Cablevision, 622 Market St., Mt. Carmel, Ill. 62863, for Wabash county, Ill. (CAC-05210): WTVW, WNIN, WFIE-TV, WEHT Evansville; WVUT Vincennes, both Indiana; WUSI-TV Olney; WSIU-TV Carbondale, both Illinois; WTTV Bloomington, Ind.; WDRB-TV Louisville, Ky.

■ Coffeyville Cable TV, for Coffeyville (CAC-05234); Cherryvale Cable TV, for Cherryvale (CAC-05235) and Caney Cable TV, for Caney (CAC-05236), all Kansas: Add WIBW-TV Topeka, Kan.

■ Artesian Cable TV, 127 N. Folwer, Meade, Kan. 67804, for Minneola, Kan. (CAC-05265): KTVG Engsign; KPTS Hutchinson; KGLD, KUPK-TV Garden City, all Kansas.

■ Bathco Cable TV Co., 100 W. Henry St., Owingsville, Ky. 40360, for Salt Lick, Ky. (CAC-05239): WLEX-TV, WKYT-TV, WTVQ-TV, WKLE Lexington, Ky.; WLWT-TV, WCPO-TV, WKRC-TV Cincinnati; WXIX-TV Newport, Ky.; WSAZ-TV Huntington W. Va.

■ Colonial Cablevision of Burlington, for Burlington (CAC-05219); Colonial Cablevision of Stoneham, for Stoneham (CAC-05220) and Colonial Cablevision of Woburn, for Woburn (CAC-05221), all Massachusetts: Add KCSH-TV Sherbrooke, Quebec; WSBE-TV Providence, R.I.



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## Summary of broadcasting

### FCC tabulations as of May 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,414	3	30	4,447	40	4,487
Commercial FM	2,630	0	63	2,693	147	2,840
Educational FM	713	0	42	755	77	832
<b>Total Radio</b>	<b>7,757</b>	<b>3</b>	<b>135</b>	<b>7,695</b>	<b>257</b>	<b>8,159</b>
Commercial TV	700	1	6	707	52	759
VHF	508	1	2	511	9	520
UHF	192	0	4	196	43	239
Educational TV	224	9	10	243	12	115
VHF	89	3	4	96	3	99
UHF	135	6	6	147	9	156
<b>Total TV</b>	<b>924</b>	<b>10</b>	<b>16</b>	<b>950</b>	<b>64</b>	<b>874</b>

\*Special temporary authorization

\*\*Includes off-air licenses

■ International TV Cable Corp., for International Falls (CAC-05229), South International Falls (CAC-05230), Ranier (CAC-05231), and Koochiching county (CAC-05232), all Minnesota: Add WDSE-TV Duluth, Minn.

■ Sleepy Eye CATV, for Russell, Minn. (CAC-05088): Add KEYC-TV Mankato, Minn.

■ Missouri CATV Systems, for Eldon Mo. (CAC-05260): Add KOZK Springfield, Mo.

■ Jackson County Cable Systems, for Independence, Mo. (CAC-05209): Add WGN-TV Chicago.

■ Beatrice Cable TV Co., for Beatrice, Neb. (CAC-05227) and Marysville Cable TV Co., for Marysville, Kan. (CAC-05228): Add KBMA-TV Kansas City, Mo.

■ Santa Fe Cablevision Co., for Santa Fe, N.M. (CAC-05226): KMXN-TV Albuquerque, N.M.

■ Community Antenna, Box 1171, Laurinburg, N.C. 28352, for Maxton (CAC-05211), Scotland county (CAC-05212) and Robeson county (CAC-05213), all North Carolina: WBTW, WJPM-TV Florence, S.C.; WUNC-TV Chapel Hill; WRAL-TV Raleigh; WECT Wilmington; WRDU-TV, WTVB-TV Durham; WGHP-TV High Point, WSOC-TV, WRET-TV Charlotte, all North Carolina; WIS-TV Columbia, S.C.

■ Warner Cable of Fort Shawnee/Cridersville, for Cridersville, Ohio (CAC-05208): Requests certification of existing operations.

■ Continental Cablevision of Miami Valley, 54 Lewis Wharf, Boston, Mass. 02110, for Englewood (CAC-05214), Union (CAC-05215), Vandalia (CAC-05216) and Trotwood (CAC-05217), all Ohio: WLWD, WHIO-TV, WKEF Dayton; WCPO-TV, WKRC-TV, WCET Cincinnati, both Ohio; WXIX-TV Newport, Ky.; WUAB Lorain; WMUB-TV Oxford, both Ohio; WTTV Bloomington, Ind.; WOET-TV Kettering, Ohio.

■ Tele-Media Co. of Van Wert, 274 East Main Rd., Conneaut, Ohio 44030, for Paulding (CAC-05224) and Jackson township (CAC-05225), both Ohio: WANE-TV, WKJG-TV, WPTA Fort Wayne, Ind.; WBGU-TV Lima, Ohio; WXIX-TV Newport, Ky.; WTTV Bloomington, Ind.; WOSU-TV Columbus; WLIO Lima, both Ohio.

■ Warner Cable of Pottsville, for Cressona borough Pa. (CAC-05233): Requests certification of existing operations.

■ Hill County Cablevision, for Kerrville, Tex. (CAC-05222): Requests certification of existing operations.

■ Tele-View Inc., Box 276, Roma 78584, for Roma, Tex. (CAC-05238): KGBT-TV Harlingen; KRGV-TV Weslaco; KPSA-TV Brownsville; KIII, KRIS-TV, KEDT, KORO Corpus Christi, all Texas; XEW-TV, XEFB-TV, XET-TV, XHPM-TV, XHX-TV, XHAW-TV Monterey, Mexico; KZTV Corpus Christi, Tex.

■ Cablecom-General, Wellington, Tex. (CAC-05233): Requests certification of existing operations.

#### Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Lawrence Cablevision, borough of South New Castle, Pa. (CAC-1814); Community Telecable of Georgia, Manchester, Ga. (CAC-2768); Sammons Communications, Johnson City, Tenn. (CAC-3132); Minnesota All-Channel Cablevision, Alexandria, Minn. (CAC-3850); Frontier Cable Co., Hemenway Wash (CAC-3874) and Boulder Beach (CAC-3875), both Nevada; Allegheny Valley Cable Co., Rimersburg borough, Pa. (CAC-4722); Jackson Cable TV, Jackson, Mo. (CAC-4834); TAB Inc., village of Sparta, Mich. (CAC-4887); Whaling City Cable TV, New

Bedford, Mass. (CAC-4932); Sight and Sound Service Corp., Greensburg, Ind. (CAC-5053); Multi-Channel T.V. Cable Co., Shelby (CAC-5066), unincorporated suburbs of Jackson township (CAC-5067), unincorporated suburbs of Plymouth township (CAC-5068), unincorporated suburbs of Sharon township (CAC-5069), Mansfield (CAC-5070), Lexington (CAC-5071), Ontario (CAC-5072), unincorporated suburbs of Franklin township (CAC-5073), unincorporated suburbs of Madison township (CAC-5074), unincorporated suburbs of Mifflin township (CAC-5075), unincorporated suburbs of Troy township (CAC-5076), unincorporated suburbs of Washington township (CAC-5077), Bucyrus (CAC-5080), unincorporated suburbs of Bucyrus township (CAC-5081), unincorporated suburbs of Holmes township (CAC-5082), unincorporated suburbs of Liberty township (CAC-5083), unincorporated suburbs of Whetstone township (CAC-4084), all Ohio; Sammons Communications, Dwight, Ill. (CAC-5005); Teleprompter County Cable TV Corp., Mount Vernon, N.Y. (CAC-5007); Lebanon CATV, Lebanon, Ind. (CAC-5011); American Television and Communications Corp., Senath (CAC-5014) and Kennett (CAC-5015), both Missouri; Johnson All-Channels, Franklin, Ind. (CAC-5017); Morgan County Tele-Cable, Martinsville, Ind. (CAC-5018); Hamilton County CATV, Carmel (CAC-5034) and Hamilton county (CAC-5035), both Indiana; Central All-Channel Cablevision, Elwood (CAC-5036) and Alexandria (CAC-5037), both Indiana; Texas Telecable, Panorama village, Tex. (CAC-5040); Continental Cablevision of Ohio, Bellevue (CAC-5041), Clyde (CAC-5042), unincorporated suburbs of York township (CAC-5043), Lyme township (CAC-5044), unincorporated suburbs of Green Creek township (CAC-5045), Norwalk (CAC-5046), Milan (CAC-5047), Monroeville (CAC-5048), unincorporated suburbs of Norwalk township (CAC-5049), unincorporated suburbs of Milan township (CAC-5050) and unincorporated suburbs of Ridgefield (CAC-5051), all Ohio.

■ Rialto, Calif.—FCC denied petition by Spanish International Communications Corp., licensee of KMEX-TV Los Angeles, for reconsideration of action authorizing International Cable TV Corp. to carry signal of XEWT-TV Tijuana, Mexico, on its system at Rialto. FCC said Spanish International failed to show incorporation of distant foreign language station would adversely affect its ability to serve public interest (CAC-3795), Action June 24.

■ Allen county, Ind.—FCC dismissed request by city of Fort Wayne to reconsider action granting certificate of compliance to Citizens Cable of Allen County. Action was solely based on procedural grounds. In view of procedural necessity for requesting commission review within 30 days of release of its order and Fort Wayne's failure to meet this requirement, FCC dismissed request, saying it found no reason to reverse its prior determination. Action June 17.

■ Brookville, Ind.—FCC denied requests of town of Brookville and Connersville Cable TV for reconsideration of commission denial of application for certificate of compliance to operate system in community. Brookville is partially in Cincinnati-Newport, Ky., top-50 TV market. FCC denied Connersville Cable's petition for waiver of rules so that Brookville could be regarded as outside of all markets. In addressing Connersville Cable's new argument that FCC had granted similar waiver in another case, commission said it must be rejected as unpersuasive. Action June 24.

■ Wakeeney and Ellis, Kan.—FCC waived cable cross-ownership rules and granted WaKeeney Cable TV Co. and Ellis Cable TV Co. for certificates of com-

pliance to operate systems at WaKeeney and Ellis, respectively. Both systems, located in Hays, Kan., smaller TV market, proposed carrying KCKT Great Bend, \*KPTS Hutchinson, KAKE-TV Wichita, KAYS-TV Hays, all Kansas and KBMA-TV Kansas City, Mo. KAYS Inc., licensee of KAYS-TV, wholly owns WaKeeney Cable TV Co. and Ellis Cable TV Co. Since two cable communities are located in grade A contour of KAYS-TV, proposed cable operations would be in violation of cross-ownership rules. FCC found that small population involved, limited and small number of potential subscribers and economic difficulties experienced by past franchisees who futilely attempted to provide service, constituted conditions so severe as to warrant waiver of cross-ownership rules (CAC-4077-78). Action July 1.

■ Platteville, Lloyd and East Fishkill, N.Y.—FCC granted petitions by U.S. Cablevision Corp. for authority to continue operating systems serving Platteville, Lloyd and East Fishkill until March 31, 1977, without certificates of compliance. During processing of applications for cable television relay service, it was discovered that there was no record of notification having been given for three systems by former owner. FCC said although it did not condone failure to carefully comply with FCC procedures, there was no reason in this case to order discontinuance of service to residents of three communities involved. It noted that systems' present owner had attempted to correct previous owner's inadvertence by bringing three systems into compliance with current rules. Action June 24.

■ Nolanville, Tex.—FCC denied request of Daniels Properties for reconsideration of commission action rejecting Daniels' request to add three distant signals to system. Daniels had sought to add KDFW-TV, WFAA-TV and KXTX-TV Dallas, to system, located in Waco-Temple, Tex., smaller TV market. Daniels sought waiver of rules since addition of three signals would be inconsistent with carriage provisions. FCC said Daniels offered no proof of financial difficulty in providing equipment to filter out three Dallas signals from common headend. Action June 10.

■ Washington—FCC granted applications of Clearview TV Cable of Enumclaw for certificates of compliance to continue operation of 13 systems in King and Pierce counties, Wash., and to add CHAN-TV Vancouver and CHEK-TV Victoria, B.C. on composite basis. Systems are located in Kent, unincorporated areas of King county, Eastridge, Auburn, Algonia, Pacific, Orting, Enumclaw, unincorporated areas of King county, Buckley, Black Diamond, Maple Valley and unincorporated areas of Pierce County. All systems are in Seattle-Tacoma, Wash., major TV market. Action June 10.

#### Other actions

■ Meadville, Pa.—Action on motion by Meadville Master Antenna, commission has stayed effective date of its decision denying cable operator's request for waiver of program exclusivity rules. FCC stayed order to consider supplemental waiver request submitted by Meadville in light of commission's revisions of non-duplication rules in first report and order. Action June 24.

■ San Juan, Puerto Rico—FCC denied reconsideration of action requiring Cable Television Co. of Puerto Rico to afford syndicated program exclusivity protection on request when party whose "protected" programming is broadcast in same language as that being carried by Cable Television Co.'s San Juan system. Action June 24.

#### Rulemaking

■ FCC directed staff to prepare final document which will impose restrictions on sports events broadcast on distant TV stations and carried by cable systems. Action was taken pursuant to commission's rule making proceeding. Directions call for new rule requiring deletion of sports programming carried on systems in certain instances where local sports team is playing at home. Rule is intended to maintain present level of sports telecasts by preserving right of sports clubs and leagues to impose local TV blackouts of their home games. Ann. June 25.

■ FCC denied petition seeking modification of action deleting mandatory origination rule and requiring cablecasting equipment be available at systems and commonly-owned system conglomerates serving 3,500 or more subscribers. Petition filed by Henry Geller, urged among other things, that FCC delete "equal time" and "fairness" obligations placed on operator-originated cablecasting. FCC said question of equal time and fairness should be dealt with in separate proceeding where both interested parties and commission could focus on it. Action June 24.

# Classified Advertising

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

## RADIO

### Help Wanted Management

**Top notch, mature** Program Manager for 50,000 watt Northeast MOR, sports, feature outlet. Must have sound knowledge of production, music and good track record. Must have good administrative ability. Equal Opportunity Employer M/F. Send resume to Box G-14, BROADCASTING.

**Wanted aggressive young** local sales manager must be able to handle and service a list of accounts already on the air. Must also be able to direct a two man sales force. Salary 15,000 per year plus bonus and fringe benefits. We have the only unduplicated format in a major Midwestern market. Box G-20, BROADCASTING.

**20 percent of stock** in small market radio station California for sale to working partner. Box G-78, BROADCASTING.

**Need General Manager** to take \$250,000 plus station to \$500,000 to \$800,000 potential. Excellent MOR, prestigious, needs only mature sales direction and management of staff. Good base, benefits, excellent incentives for big money on performance. East, combination regional and local sell gives best of all broadcast worlds. Challenging, exciting opportunity with highly successful company. Box G-95, BROADCASTING.

### Help Wanted Sales

**Radio sales** for Baltimore with track record managing now or capable top opportunity unique situation good starting salary. Box G-28, BROADCASTING.

**Looking for ambitious** sales manager for central New Hampshire radio station. This AM/FM fulltime is located in a prosperous, growing and beautiful area. Guarantee, strong incentive. First year income \$15,000 to \$20,000. Send resume to Box G-42, BROADCASTING.

**5000 watt** South Carolina AM station needs an aggressive salesperson. Medium market, unlimited opportunity, experience preferable. resume. Box G-72, BROADCASTING.

**Sales: We seek** a top account executive for one of the best markets in the country, Illinois location. A proven track record essential. Good account list with excellent volume on the books as well as potential. Excellent benefits. Send resume in confidence to Box G-81, BROADCASTING.

**National Sales Manager.** Successful San Francisco Bay Area Company engaging in the manufacturing of RF equipment for Broadcast Industries, seeks an aggressive Sales Engineer to head the Sales Department. Three (3) years minimum sales experience in Radio Market required. College degree desirable. Send resume to: Box G-83, BROADCASTING.

**Unlimited opportunities** available for aggressive self-starting salespeople with growing Southern chain. Experience necessary. Earnings and sales record to, Box G-92, BROADCASTING.

**Need General Sales Manager** to lead, plan, work with staff. Excellent station, tremendous potential, unusual backup, East coast. Salary plus overrides and big bonuses for performance. Box G-96, BROADCASTING.

**KBUL**, (part of a growing five-station group), Wichita, is the home of the lowest unemployment in America. Are you organized, enthusiastic, and interested in being in a million plus area? Country music interest preferred. Small markets welcome. 316-722-0018, Mr. Davis, Box 9001, 67212. Station rank up 5 positions in six months.

### Help Wanted Sales Continued

**Experienced street-pounding** retail sales person. San Jose market. Hard worker only. KRVE, 5 University Avenue, Los Gatos, CA.

**Dynamic sales-manager**, proven producer. Sell. Supervise. Promote. Train! Booming market. Doubling size. Automated AM-FM rocker. Ground floor opportunity. No phone calls. Dan Libeg, KSNN-AM-FM-SCA, Pocatello, ID.

**Rock and Roll** is for sale in Marion! We need one more creative "imagineer" to help sell our new, but already No. 1 Adult Rocker. We're all making money and so will the person joining our team. Send resume immediately to Phil Hoover, WDIF Radio, 135 South Prospect, Marion, OH 43302.

**Key sales positions** With American Data Corporation as Regional Sales Managers in the Northeastern and Midwestern territories. Sales and technical experience in switching, terminal and test equipment is required. Send resume with salary history and requirements to: Mr. H. Bjorklund, American Data Corporation, P.O. Box 5228, Huntsville, AL 35805.

**Monterey, California**, live in one of America's most beautiful resort growth areas. Outstanding contemporary station with excellent opportunity for a professional salesperson who has career management aspirations with rapidly growing group. Guarantee versus 20%. The person we're seeking should earn \$15,000 first year. EOE/MF. Reply Greentree Group, P.O. Box 68, Moraga, CA 94556.

**Write your own** check at Charlotte's Number One and Number Two stations, WAYS, WROQ-FM. We have an opening for an experienced salesperson. Only experienced, successful salespeople, currently working in contemporary radio need apply. If you don't qualify, save your time and ours and don't call us. If you want to join a fast-moving, fast-growing group of radio stations owned by and run by broadcasters, call us. Contact George Francis, 704-392-6191. Sis Radio, Inc., an Equal Opportunity Employer.

**Attention qualified** local sales managers: This is the job you've been looking for. Good salary, excellent bonus, fringe benefits and expense account. Must be hard-working sales manager with creative ideas and leadership capabilities. Send resume and list of references to 50,000 watt WWVA Radio, 1015 Main Street, Wheeling, WV 26003. An Equal Opportunity Employer.

**Experienced radio** salesperson. Excellent opportunity. Hunting fishing and skiing. Call Mr. Hyam. 208-523-3715.

### Help Wanted Announcers

**Major midwest market** beautiful music FM station, looking for experienced pro who can communicate without yelling. Good working conditions in a top market. Resume and salary requirements in first response to Box G-54, BROADCASTING.

**Suburban Baltimore** Washington market needs first ticket pro for morning shift. Send resume, salary requirements first letter. Box G-80, BROADCASTING.

**Wanted:** Funny, creative morning personality who can also sell for extra bucks. Growing New England market, combo AM-FM. Rush resume to Box G-87, BROADCASTING.

**Talented air personnel** needed for growing Southern chain. Production ability and air experience necessary. Send resume to Box G-93, BROADCASTING.

**Need immediately**, nighttime communicator for KFGO, Fargo, N.D. We're 24 hours country-music, CBS, located in the prosperous, Red River Valley of N.D.-Minnesota. Must have first class ticket. Contact Dale Alwin, P.O. Box 2966, Fargo, ND 701-237-5245.

### Help Wanted Announcers Continued

**Radio as a career?** Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

**Medium market C/W** station needs experienced morning drives personality with warm, mature delivery and production ability. Salary potential excellent. Send tape and resume to KTRM, P.O. Box 5425, Beaumont, 77702 or call Gary Powers 713-892-4990.

**WFMB Big Country**, for central Illinois, has immediate opening for full time jock. Must know country music, be able to put together top show, and have 3rd endorsed- call 217-528-3033-E.O.E.

**Play by play/news** combo. Heavy sports, news, PA, service, information, talk shows. AM FM, Indiana. Send resume and tape to WLO, Box 255, Frankfort, IN, 46041.

**Bright MOR** personality, capable of working part of show with audience over telephone and acting as Music Director. Experience with third class essential, no floaters. Send tape Bob Haa, WIRA, Ft. Pierce, FL, Equal Opportunity Employer.

**Small market station** seeks announcer for evening shift. Production ability very helpful. Live on the U.S.-Canadian border and love it. Send resume, references and audition tape to WSLB, Box 239, Ogdensburg, NY 13669.

**Good and getting better?** We're expanding and need two top 40 personalities. Tapes and resumes to Ken Curtis, WVOP, P.O. Box 900, Vidalia, GA 30474.

### Help Wanted Technical

**Chief** for DA-D with class-B FM. Includes Automation and portable remote gear. Central Indiana. Box F-5, BROADCASTING.

**Engineering manager** Major midwest market AM/FM seeks engineering manager experienced in all aspects of Technical Department administration. Position requires first phone and background in directional antenna systems. Equal Opportunity Employer. Reply Box F-208, BROADCASTING.

**Mature AM FM** Automation Engineer to keep all systems functioning. \$12,000 a year. Southwest Texas. Reply Box G-5, BROADCASTING.

**Chief wanted** for FM stereo in beautiful eastern vacation market. Ultra modern facilities, finest equipment, and great working conditions. A great opportunity for a very good person. Box G-71, BROADCASTING.

**Challenge for the right** technical individual. Help put new Class C FM on the air. Chief for AM and FM. Group ownership. Equal Opportunity Employer. KVIC, Box 3487, Victoria, TX 77901 512-573-9171.

**Engineer-Announcer:** 1st ticket and maintenance for Western Pa. stereo FM. Good salary for right person. Resume to Larry Conti, WFEM-FM, Ellwood City, PA 16117.

**Virginia AM-FM** seeks qualified engineer with announcing experience. Full company benefits and new equipment. Send resume and tape to J.W. Poole, Station Manager, WFLS Radio, Box 597, Fredericksburg, VA, 22401. Equal Opportunity Employer.

**Chief engineer** - St. Louis market. Directional AM station seeking chief with minimum five years' experience, knowledge of DA, FCC regulations. No board work, but ability to handle some production of commercials helpful. Major station in market, good working conditions, fringe benefits. Send resume, salary requirements to J. Costantino, GM, WRTH, 135 N. Merriam, St. Louis, MO. 63105 An Equal Opportunity Employer M/F.

## Help Wanted Technical Continued

**Christian 50 KW FM** and network production studio needs experienced chief engineer. Must be qualified for stereo transmitter, studio and microwave maintenance. Send resume to Michael Little, Christian Broadcasting Network, Virginia Beach, VA 23463.

**Broadcast Engineer** for maintenance responsibility in 5KW DA and 50KW-Stereo with program automation. Good opportunity, benefits and working conditions in new equipment operation. Resume to: Bob Owens, Box 11670, Lexington, KY 40511.

## Help Wanted News

**Upstate New York.** Full time newscaster. Challenging job at leading station in area. Immediate opening. Reply Box G-38, BROADCASTING.

**Aggressive AM/FM** in College town needs experienced News Director. Good references required. Manager. KRUS. Box 430, Ruston, LA 71270.

**Aggressive News person** with medium market experience for growing stations. Send resume and tape Bob Haa, WIRA-WOVV, Ft. Pierce, FL, Equal Opportunity Employer.

**Farm News Broadcaster** Opportunities and growth unlimited. Must know farm markets. Contact Bob Boettger at 815-469-2163.

## Help Wanted Programing, Production, Others

**Contemporary Country** needs self starter/take-charge/Creative Program Director, Salary \$700-\$800 commensurate with ability. SMC automation experienced preferred. Rocky Mountain area. Tape, resume to: Manager, KVWO, P.O. Box 926, Cheyenne, WY 82001.

**Copywriter-Announcer.** Seeking creative, single person with 3rd Class, good typist who can do production and announcing. Send samples copy, tape and resume Bob Haa, WIRA-WOVV, Ft. Pierce, FL, Equal Opportunity Employer.

**Good and getting better?** We're expanding and need two top 40 personalities. Tapes and resumes to Ken Curtis, WVOP, P.O. Box 900, Vidalia, GA 30474.

## Situations Wanted Management

**GM**— Presently at helm of 50,000 watt midwest FM looking into future. Desires like position at small market AM/FM. Give me opportunity to make money for both of us. Box F-196, BROADCASTING.

**Young, aggressive G.M.,** degree, 1st phone, desire new and larger market. Excellent track record. If you're the correct market and organization, I'll let you decide for yourself after speaking with my current boss. No hurry. Nothing to hide. Box G-13, BROADCASTING.

**Station Manager, Sales Manager.** Age 39 with proven track record in management from small to large markets. Strong sales ability. Top references. Box G-21, BROADCASTING.

**Christian** — Experience includes management, Christian sales, programing. Write Box G-32, BROADCASTING.

**G.M.** Presently employed. Will move for right offer. Nine years experience in small & medium markets. Box G-60, BROADCASTING.

**Retiring?** Former broadcaster with modest capital to invest seeks small market managership. Objective: eventual ownership. Box G-63, BROADCASTING.

## Situations Wanted Sales

**Sales, news** and sports director looking for change. Would like sales, play-by-play combo. Steve Turner, 10694 Ladue Road, Creve Coeur, MO 63141 314-432-2742.

## Situations Wanted Announcers

**Available Now!** Seek adult contemporary DJ job. 1st phone announcer, 1 1/2 year exp. MOR 5kw-DA. Good voice, reliable, dependable. Anywhere within reason, from Maine. Box F-22, BROADCASTING.

**3rd phone endorsed,** Broadcast school grad. Tight board, MOR, C&W, news, creative commercials. Young 46 with other experience and talents. I want new horizons. Radio, you need me. Box F-187, BROADCASTING.

**Happy now,** but looking for right sports move. Baseball PBP my first love. Versatile, solid broadcasting background. Dedicated 9-year pro. BA, veteran, 33, single, first phone. Box G-2, BROADCASTING.

**Morning personality** working New England medium signal looking for A.M. or P.M. drive with contemporary or rocker. Humorous and entertaining. Small market P.D. experience, 27, B.A. Box G-15, BROADCASTING.

**Northern California** AM driver wants San Diego opportunity. Can we meet second week of August? Box G-18, BROADCASTING.

**Broadcast veteran.** Over 15 years experience desires return to Mid-west. Experienced announcer, salesman and program director. Minnesota, Wisconsin, Michigan preferred. Will consider all offers from Mid-west. Box G-44, BROADCASTING.

**Top rated nite man,** up tempo rocker, heavy personality, tapes & references to prove it, major or excellent med. Box G-62, BROADCASTING.

**Radio TV personality,** family man seeks more than a job in warmer climate near ocean, gulf, lake or deep river. (I'm a Pisces.) Presently PD of automated station. Over 10 years experience medium & major markets. 4 years as morning man. Have ticket, tubes, production expertise and sales ability. Let's talk. Box G-79, BROADCASTING.

**Country-M.O.R.** personality. 15 years Top 10 markets. First phone. Box G-84, BROADCASTING.

**Mutual exchange program:** I like mellow environments, fixing things, radio business and communication on all levels. You'll like the positive vibes, top 40, progressive, or in between. Automation a speciality. Stable, 23, 6 years all formats. Box G-99, BROADCASTING.

**DJ, 3rd phone,** tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

**Veteran FM Pro** currently employed as morning man for top rated major market FM rock station seeks position with comparable (Top 20) major market rocker, preferably FM. Currently music and production director, also experience as program director. Superior production, mellow voice, and smooth. Stable, married, family. Terry 913-642-5139.

**Experienced announcer.** First phone. Willing to relocate. Staff or production. Bob Ronningen 612-226-8934.

**Twenty year old** looking for first break. No experience. Knowledgeable in sports. Looking for station to learn and grow with. Have desire; will travel. Jim Zagami, 911 Linwood St., Hyatts., MD 20783. 301-559-0463.

**1st Phone announcer** looking for Top 40 gig. Four years in the business. Will accept M.D. or P.D. position. Hans Christopher, 4217 Opel, No. 23, Pocatello, ID 83201. Tel: 1-208-233-5584.

**Experienced Black DJ/News person.** B.S. Radio-TV Film. Enthusiastic and energetic. Available tomorrow. David Brown, 711 N. 28th, Muskogee, OK 74401. 918-687-6826.

**Attention San Francisco** to Monterey. 1st phone DJ/Newsman available. 3 years experience in Contemporary, MOR, and Top 40. Prefer week-ends. Tape and resume on request. Ron Melzer. 6175 Prospect Road, San Jose, CA 95129. 408-257-5504.

**Idea plus** two years air/production, contemporary, extensive music background, 28, first phone, seeking new challenge as jock/MD or production. Prefer Metro area. Terry Ley 203-423-1271 before 1 p.m.

## Situations Wanted Announcers Continued

**DJ Vast Experience** 3rd phone. 3 years experience with progressive & top 40. Tight production. Ready anywhere. Promise to impress with tape & resume. 1701 Caniff Circle, Columbia, MO 65201. 314-442-7913.

**1st phone, 21,** BS Business, college radio experience announcing, copywriting, programming. Will relocate. Jim 513-825-2430.

**Versatile announcer.** Creative production, dedicated, experienced. Desires small, friendly station, Eastern U.S. 914-482-4239.

**Announcer needs work.** Will go anywhere. Contact Patrick Maher, Emmons, MN.

**A good airman** Prefer southeast U.S. Nine years experience. No sales experience. Randy Galliher, 3907 Angol Place, Jacksonville, FL 32210. 904-771-7386.

## Situations Wanted Technical

**Young, energetic engineer** seeks advancement 25, degree, first phone, 8 years AM, FM Stereo, automation. Prefer Midwest. Box G-64, BROADCASTING.

**Good radio man** with first phone, long, varied experience all technical areas. Family man, no drifter, capable. Willing to accept assistant or staff job. Prefer: South or Midwest, medium or small market, no announcing, but will consider all replies. Box G-91, BROADCASTING.

**1st Phone Engineer,** several years general electronics repair and two-way radio work. Will relocate. M. King, 2601 Almonaster Ave., New Orleans, LA 70117.

## Situations Wanted News

**Experienced female reporter,** writer, editor, wants challenging job. All first letters. Box G-6, BROADCASTING.

**Experienced newscaster.** AM&FM Radio and CATV. Gather and deliver. Young, married, seeking advancement. 3rd endorsed. Box G-65, BROADCASTING.

**Reporter, anchorman,** sportsman, 8 years experience, Pbp, anchor, cameraman, 1st phone, pilot's license. B.A. degree. Lost job due to company financial problems. All areas considered. Box G-82, BROADCASTING.

**Sports.** 4 years college experience. BS, PBP, SD, News. Light, friendly approach. Creative, leader type. Box G-86, BROADCASTING.

**Wanted full time job.** Major or medium markets only. 4 years experience. Good writer. Weekend man in Detroit. Doug Nagy 1-313-534-0251.

**I'm no rip** and reader, but a news communicator. 6 months experience 3rd endorsed seeks immediate news position. Will relocate. Norman Sternfeld, 6034 Halm Avenue, Los Angeles, CA 90056.

**News person:** strong on production and public affairs. Four years experience. I write news, not Chamber of Commerce P.R. David Guth, 524 N. Jefferson, Madison, IN 47250. 1-812-265-4152.

## Situations Wanted Programing, Production, Others

**Creative copywriter,** solid production, first, free form progressive communicator with library. Now doing format progressive in top ten market. Looking for place to settle. Box G-1, BROADCASTING.

**Commercial copywriting,** production, programming, news. Five years experience. I've done the work in a small market, now I want the title and pay that goes with it. Married, no kids. Will relocate. Box G-40, BROADCASTING.



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## Situations Wanted Programing, Productions, Others Continued

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**Medium market Top 40.** Is your ARB suffering from "number deficiency"? The prescription is "innovate". Don't let the deficiency worsen. Contact me now! Box G-51, BROADCASTING.

**Sportscaster-TV Anchor** or Radio bpb. 9 years experience. Very solid background and ability. Available September. Box G-75, BROADCASTING.

**I have it!** Voice, college grad., 4 years experience, one as PD at No. 1 small medium market. Desire, mod. Country or Adult rock, No BM to Program. East, no large cities. Box G-77, BROADCASTING.

**33 years experience** in living and listening. First phone that can lead your country station to number one ratings. Stations seeking yes man need not reply. 501-536-8208.

**12 year professional PD** looking for off air PD position in Top 25 markets. Administrative oriented, proven track record in Top 40 (Rock), MOR and Country. 717-292-2357.

**Family man** seeks programming position with contemporary-MOR station. 5 years experience in all aspects of the business. Good board, production and first phone. Excellent references. Call Pete 503-648-5580.

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## TELEVISION

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### Help Wanted Management

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**VP Programming** statewide PTV Network. 3-5 years administrative experience plus ITV credentials essential. Creative record of considerable importance. MA or MS preferred. Write or call Paul K. Taff, CPTV, 24 Summit St, Hartford, CT. 203-278-5310. An Equal Opportunity Employer.

**General Sales Manager** Experienced with proven track record in retail sales. Opportunity with multi-station group. WLVA-TV, Lynchburg, VA 804-845-1242, Rodger Divens. Equal Opportunity Employer.

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### Help Wanted Sales

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**Salesperson for choice,** top-30 market, near San Francisco. Delightful climate! Prosperous economy! Must be professionally qualified, aggressive; ambitious. Excellent opportunity for present and future advancement with rapidly growing corporation. Box G-59, BROADCASTING.

**Ampex** needs talented VTR salespeople in Scandinavia. Stockholm based assignment has responsibility for Sweden, Norway, Denmark, Finland, Iceland. Knowledge of Scandinavian language an asset. Prime requirement is detailed technical knowledge of television systems and ability to sell. Good salary, plus incentive. Assignment has two year minimum period. Afterwards you can be transferred to other Ampex offices in Europe, Far East, or USA. Resume to Box F-246, BROADCASTING.

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### Help Wanted Technical

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**Television technicians** wanted for positions in the Middle East. Five years of heavy maintenance experience required. Send resume and copies of certificates to Box G-61, BROADCASTING.

**Beginner to train** as Television Control Room Operator. FCC First Class. Contact Program Director, WHRO-TV. 804-489-9476. An Equal Opportunity Employer.

**Studio Engineer** wanted for full-color production center. FCC 1st. Phone plus experience necessary. Maintenance with some operations, at newer facility. Salary range, \$11,000+. Reply by July 15 to D. Dunning, ETV Center, MVR Hall Cornell University, Ithaca, NY 14853.

**Christian-Foreign language** station needs qualified engineer as assistant chief. Principal duties: to maintain RCA TR-22 tape machine and TK-27 film chain. Call area code 209-529-7047. E.O.E.

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## Help Wanted News

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**Energetic reporter** needed for growing medium midwest network affiliate. Recent graduates considered. Send letter and resume to Box G-16, BROADCASTING.

**Experienced anchorperson** for Boise ABC affiliate. Applicants must have current VTR or film—we will request later. Box G-69, BROADCASTING.

**Weather person** for attractive southwest major market. Prefer meteorologist but not necessary. Don't want just weather reader—must be personality. Send resume to: Box G-85, BROADCASTING.

**Experienced Reporter/Anchor** ready to move up. Opportunity to Co-Anchor and assume Assistant News Director responsibilities. Minimum two years experience. Midwest. Solid journalistic and production skills a must. References and resume to Box G-89, BROADCASTING.

**News/Weather personality.** Solid photography, editing and writing background needed for this dual role at fast growing medium market station. Minimum one year experience. References and resume to Box G-89, BROADCASTING.

**Executive producer.** Experienced producer of contemporary format news programs to administer top staff in important news market. Excellent opportunity as Number Two person in this NBC affiliated department. Resume and air check of program you have produced on first contact. Richard Townley, N.D., 856-1414, WGR-TV, 259 Delaware Avenue, Buffalo, NY 14202.

**Television director** needed. Prefer someone with experience in directing news, regular programs and commercials. Send application and resume to WKBN-TV, Attention of Norm Berger, 3930 Sunset Boulevard, Youngstown, OH 44501 promptly. An Equal Opportunity Employer.

**Radio-TV Director-Catholic Diocese.** Responsibility for electronic media. Send resume, salary expectation: Communications, Box 982, La Crosse, WI 54601.

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## Help Wanted Programing, Production, Others

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**Promotion Manager** - creative, competitive, able to get the most out of an-air, plus moderate newspaper and other budgets. We are a good-sized market, VHF network affiliate, in a very competitive TV area. We need a skilled, imaginative, hard-working person to head up promotion. An Equal Opportunity Employer. Send full details to Box G-12, BROADCASTING.

**Producer-director** for public television station. Salary \$12,000 or higher depending on qualifications and experience. Send resume to Box G-70, BROADCASTING.

**Artist,** ready to move up to top 15 market. Experienced in varityper, stat camera, copy proof machine, 35 mm camera. Box G-74, BROADCASTING.

**Operations Supervisor,** university owned PTV. Bachelor's plus minimum one year professional production experience. Must be able to train & supervise college students in crew positions, sets, lighting, master control, etc. \$8500. Resume, references, tape (if available) to Production Manager, KRWG-TV, Box 3J, Las Cruces, NM 88003. Deadline August 1, 1975. Equal Opportunity/Affirmative Action Employer.

**Position open:** TV Producer/Director for University Division of Public Information Office, Mississippi State University. Multiple duties involving planning, scripting, directing, and editing of information programs. Possible work with teaching program. Professional experience and/or academic background desired. Contact: H.T. DeKay, Division of Public Information, Drawer 5328, MSU, Mississippi State, MS 39762 601-325-5872.

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## Situations Wanted Technical

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**Control room operation,** production, and engineering experience. First phone. 32 years old with family. Want to settle down in southwest or mid-west. Resume and references on request. Ken Fitch, 1511 Thrush Terrace, Brentwood, MO 63144. 314-962-9165.

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## Situations Wanted News

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**Solid professional** with five years medium market experience wants out of news directorship and back into field reporting. Visually oriented with news savvy, production skills, and masters degree. I am energetic and looking for a dedicated operation. Box G-67, BROADCASTING.

**Sportscaster/Reporter:** Young and hard working with degree. 2 years experience. Anchor, write, can handle camera. Box G-76, BROADCASTING.

**Free-lance male model** and VO wishes opportunity for first TV anchor position. Nine years major market radio and limited TV background. Excellent look and voice. Box G-88, BROADCASTING.

**There must be room** in the broadcasting world somewhere for a young man who can write like William Shakespeare, enunciate like John Chancellor, and grin like Ted Baxter. Until he comes along, though, I'd sure like to give it a try! Andrew Armstrong, 34 Susquehanna Avenue, Cooperstown NY 13326.

**Small market radio ND** twice, consider any type position anywhere. Writing, interviewing, reporting ability, fast learner. Notre Dame grad. I have the common sense and drive that you want. David Barrett, 705 W. Washington, Apt. 4, South Bend, IN 46601, 219-288-0217.

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## Situations Wanted Programing, Production, Others

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**Experienced and creative** Photographer: 16 mm., 35 mm., editing; news and commercials; 15 years in small markets; Desire to relocate to larger market. Box F-184, BROADCASTING.

**Experienced producer/director** seeks director or A.D. job, larger commercial station or production house. Heavy sports, public affairs, remotes. Network credits, national award recognition. Degree, family. Box G-9, BROADCASTING.

**Emmy winning** black producer. (network O&O) 10 years media experience. Seeks TV producing or writing position. Box G-23, BROADCASTING.

**Director/Producer** 12 years experience in medium and major markets. Strong in news, public service and commercials. Experienced in all phases of production. Two Emmys. BA and graduate work. Available to relocate anywhere. Box G-94, BROADCASTING.

**Program Manager** Complete knowledge of feature film, syndicated product. Good administrator, creative. Know license renewal, CATV, research. Excellent background in promotion. Box G-97, BROADCASTING.

**TV Director/Production.** Experienced and ratings proven. Five years TV and Film production. BA TV production W.S.U. Michael Wagner, 509-327-2164 or 257-2433, W2021 College, Spokane, WA 99201.

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## BUY—SELL—TRADE

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### WANTED TO BUY EQUIPMENT

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**1KW AM transmitter** wanted for use as auxiliary. Should be clean and in good condition. Contact Walter C. Maxwell, WGHQ, at 914-331-8200.

**Equipment wanted:** Collins 21-E, RCA 6TA-10-H, Schafer 800-T automation. I buy for sale south of the border or anywhere. To buy or sell good used transmitters, automation, etc. Contact Paul Schafer, Schafer International, 5801 Soledad Mtn. Rd., La Jolla, CA 92037 Phone 714-459-0222.

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## FOR SALE EQUIPMENT

**Updating-available** Mosely, remote control PBR 15 AD \$600 or best. Stereo Yard Gates console \$500 or best. Tom Talbot, WJLL Radio, Niagara Falls, NY.

**Mosley Composite** STL PCL303 with PBR15 remote control, stereo generator, scala antennas 450 feet 1/2 inch foam helix and Mosley isocoupler gates FMC12 Bay Circular antenna with heaters, beam tilt and null fill tuned to 96.5 leri rejection filter 21 sections Andrews 3 1/8 inch rigid with hangers one Collins 20V2 1 KW AM transmitter tuned to 10KC. Miscellaneous gates FN limiters and AGC amplifiers all equipment is in excellent condition and removed from service due to our recent move. Contact George Kravis, KRAV, Tulsa, OK Telephone 918-585-5555.

**RCA TR-4** Quadruplex Broadcast VTR. Operational when removed from service. Two units available. \$19,500 each FOB Atlanta, GA. ICECO 2991 North Fulton Drive, Northeast, Atlanta, GA 30305 404-262-3020.

**Test equipment sale**, HP-332-A distortion analyzer \$600.00, GR-916-AL Bridge \$400.00, HP-140-A scope with plugins \$800.00, HP-1701-A scope \$1000.00, field intensity meters: Stoddart NM-20-A complete \$600.00, Singer-Empire NF-105 150 khz to 1000 mhz less antennas \$995.00 most elaborate unit available. Buy, sell, and trade broadcast test equipment. Communication Radio Service 704-568-4054.

**Like new automation** equipment. Available immediately. The entire unit costs \$18,000. We are willing to sacrifice. Call J. Hroblak 301-652-5129.

**Microtime 398** Time Base Corrector. 8 mths. old - excellent condition. Fully operational. \$8,000.00. Reach Productions, 513-228-6573.

**Three Marconi** Mark 7A color cameras, cable, zoom lenses & spare parts, as is, very reasonable. Call G. Stevens 305-895-6400.

**IVC 870** color VTR. Assemble/Insert editing. Excellent condition. 6 mths. old. \$1,000.00. Reach Productions, 513-228-6573.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

## MISCELLANEOUS

**Current Chicago** Station Airchecks. For details write Box 75, Yates City, IL 61572.

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

## PLACEMENT SERVICE

**Qualified 1st phones** immediately available for permanent technical/combo positions. Able to relocate. Many with technical backgrounds. 25 graduates employed at Cleveland stations right now!! Who's next? Ohio School of Broadcast Technique, Cleve., OH. 216-391-2929.

## INSTRUCTION

**Kiis Radio's Broadcasting Workshop** for Professional DJ & News training. Both in studio and on-air training. Write: Kiis 8560 Sunset Blvd., Los Ang' les.

**Broadcast Technicians:** Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

**Job opportunities** and announcer-dj-1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

## Instruction Continued

**First Class FCC License** in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

**No: tuition, rent!** Memorize, study—Command's "Tests-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).

**1st Class FCC**, 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l Inst. Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

**Chicago or Milwaukee.** FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

**REI teaches electronics.** Over 98% of our graduates pass FCC exams in 5 weeks. Classes: July 14, August 25, Sept. 29. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

**For 38 Years, Industry Leader,** Don Martin School of Communications trains for 1st phone license, in just five weeks! Inquire about our special summer offer. Call collect for details, 213-462-3281, or write, Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

**Get your FCC license** in Chicago! Biggest school in the Midwest. Results guaranteed. Veterans approved. Financing. Omega Services, Inc., 333 East Ontario, Chicago, IL 60611. Call today: 312-649-0927.

**No FCC license?** Tried every way but the right way? It's time for Genn Tech. Home study. Free catalog. 5540 Hollywood Blvd., Hollywood, CA 90028.

**Cassette recorded** first phone preparation at home plus one week personal instruction in Boston, Atlanta, Detroit, Philadelphia, Kansas City, Seattle, Los Angeles. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA. 90266. Telephone 213-379-4461.

**San Francisco.** FCC license, 6 weeks, night class 12 weeks, 9/8/75. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell Street, 94102. 415-392-0194.

## RADIO

### Help Wanted Sales

We are looking for young, ambitious R-TV college graduates for sales and management training programs with several of our clients at radio and television stations, and cable TV systems. We want only outstanding people with a lot of drive and ambition. If we already have your resume, you will be considered. If not, submit complete resume to Mike Walker, Ron Curtis & Company, 5725 East River Road, Chicago, IL 60631. (312) 693-6171.

### Help Wanted Announcers

## TOP FIVE MARKET

We're putting together a brand new FM powerhouse in Philadelphia. We need pleasant, natural-sounding experienced announcers to make it happen. If that sounds like you, send your tape and resume to:

**Dave Klahr**  
**WPEN-FM**  
**2212 Walnut St.**  
**Phila. Pa. 19103**  
**EOE M/F**

## Help Wanted News

### WE THINK NEWS IS DAMN IMPORTANT

We're looking for a creative *News Director* to lead our team. We are an adult, MOR station in one of the most beautiful, tropical cities in the country. We work hard... and we're well paid. If you are imaginative and creative, and can make news interesting please send an in depth presentation. EOE.

**Michael O'Shea, Operations Director**  
**WFTL, Ft. Lauderdale, Florida**

### Help Wanted Programing, Production, Others

### P.D. NEEDED

Number 1 Midwest Contemporary Top 40 needs mature P.D. able to motivate staff, command respect, keep morale high, work close with Sales staff, have good follow through and promote, promote, promote. Will also do mid-days. Good salary. Box G-90, BROADCASTING.

### Situations Wanted Management

Peter Parisi-nominated for P.D. of the year 1974. P.D. of top rated KADL-FM and AM in St. Louis and national P.D. for C.F.I. for the last four years. Seeking P.D. position at AM or FM rocker 314-361-5743, 18 S. Kingshighway, St. Louis, 63108.

### Situations Wanted Announcers

Top notch disc jockey, with sales and management experience/desires medium market good worker/B.A. degree communications/Five years experience/Call Nick Sinacori 313-821-6649 in Detroit, Michigan.

### Situations Wanted News

### ANCHORMAN-REPORTER

A picture is NOT worth a thousand words. Not in this business. Time is too precious. I can tell the listener what's happening without bogging him down in details. I'm a N.D. with a voice to match his writing skills. I want to keep your listeners informed. Medium/Major Market only. Write Box G-73, BROADCASTING.

Eight years experience. Good gatherer, writer, editor and broadcaster of radio news. I'm looking for a station committed to local news and willing to spend a minute or two explaining the complicated land-use issue as well as the armed robbery and traffic fatality. Call Allen Tumeay: 303-543-5111.

### Situations Wanted Programing, Production, Others

### FOR SALE: 1 PROGRAM DIRECTOR

7000 years experience. Very big during days of the Roman Empire. Knew Hercules. Close friend of Moses. Advised construction of the great pyramid. Personal references from Mozart and Beethoven. Currently working in Babylon. Seeking programing position with FM rock station in major or medium market. First phone. Box G-68, BROADCASTING.

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

## TELEVISION Help Wanted Management

### CREATIVE JOURNALIST

Dynamic, creative person with solid TV news experience who wants to move to top management. Master's degree, plus broad knowledge of TV news operations, ability to work with people, make decisions, think and work hard a must. Management oriented reporters, producers and executives are preferred. Resume and photograph to Box F-205, BROADCASTING.

### General Sales Manager.

Top opportunity for individual with proper credentials. Send complete resume. An Equal Opportunity Employer.

Gary Adler, WJKS-TV,  
Jacksonville, FL 32216

## Help Wanted Announcers

### TALK SHOW HOST

#### ARE YOU THE BEST?

TELEVISION STATION IN TOP FIVE MARKET OFFERS THE OPPORTUNITY OF A CAREER IN A UNIQUE MORNING FORMAT. WE OFFER TOP PAY, FULL PRODUCTION STAFF AND EXCELLENT GUESTS. TELL US WHY YOU'RE THE PERSON WE'RE LOOKING FOR. BOX G-58, BROADCASTING.

## Help Wanted News

### TV WEATHER PRESENTER

California VHF CBS Affiliate needs TV weather person effective Aug. 1st. Prefer previous TV experience, plus some formal training in meteorology or weather science. Weather presentation an integral part of two well rated daily newscasts. M-F, 5:30P-7:00P and 11PM. Possible other assignments on limited basis. An equal opportunity employer. Call Cal Bollwinkel, Program Manager, for more details AC 916/441-4041 or send tape and resume to KXTV, P.O. Box 10, Sacramento, Ca. 95825.

## Situations Wanted Management

EX. V.P. & GEN. MGR. currently with group operation. Available Aug. 1, 1975. Good relationship with current employer, who is aware of this ad. TVB and American Management Assoc. trained. Documented track record. Have won at all assignments. Can absolutely control expenses and keep people motivated. 14 years in TV sales & management (12 in management). Excellent references. I can make your operation a winner. Available for personal interview. Box G-98, BROADCASTING.

## Situations Wanted News

**SPORTSCASTER**—I've been a top-notch Sports Director twice with news experience to boot. Now I'm behind "an institution" and can't move any more in this top 30 market. Let me grab your viewers with personality, insight, film savvy and commentary.  
BOX G-11, BROADCASTING.

You belong in

**Broadcasting**  
The newsworld of broadcasting and allied arts

## For Sale Equipment

**Profitable AM/FM in North-east; small beautiful thriving market. Own building and 5-acres of land. Price \$700,000.**

Box F-217, BROADCASTING

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**JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!!** Subscribe to:



Box 61, Lincolndale, N.Y. 10540  
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- \$12.00 3 months (12 issues)  
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(Check Appropriate Box)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

Enclose Check or Money Order

## Consultants

### LICENSE RENEWAL TIME?

FCC requires all stations to have equipment performance measurements (proof) prior to filing their license renewal application

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Offers a reasonably priced proof—our equipment and engineers are the best in the business. You'll be surprised how little it costs to have a professional consultant do your proof. Call for a quote

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Also station construction, antenna measurements, coverage map service, emergency repair service.

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## Public Notice

### VILLAGE OF FREDONIA AND TOWN OF POMFRET

#### NOTICE TO BIDDERS

Request for Proposals Village of Fredonia  
and Town of Pomfret, N.Y.

The Village of Fredonia and Town of Pomfret, New York hereby invite the submission of sealed bids on a Cable Television Franchise for the above named Village and Town. Bids will be received until 4:30 P.M. Eastern Standard Time on the 15th day of September, 1975, at the Village Clerk's Office, Village Hall, at which time and place all bids will be publicly opened and read. Applications shall be prepared and submitted in accordance with specifications and notice to bidders available from the Village Clerk. Any bid submitted will be binding for 180 days subsequent to the date of bid opening.

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404. **THE ANATOMY OF LOCAL RADIO-TV COPY** by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 104 pages. **\$5.95**
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406. **THE BUSINESS OF RADIO BROADCASTING** by Edd Rouff. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated. **\$12.95**
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419. **HOW TO BECOME A RADIO DISC JOCKEY** by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. **\$7.95**
421. **HOW TO SELL RADIO ADVERTISING** by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clincher, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportunity moment", and how to convert a "No" to a "Yes". 320 pages. **\$12.95**

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**TOP MARKET OFFERING**

AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price, 2 1/2 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

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5000 Watts fulltime AM station available in New England metropolitan area. Excellent business climate and close to vacation areas makes this an ideal opportunity for either owner-operator or medium sized eastern company looking towards expansion. Asking price of \$625,000 is less than two times last year's gross revenue. Good growth opportunity for right owner. Include financial qualifications. Brokers protected. Box F-218, BROADCASTING.

Highly profitable 10 Kw AM—full time in sunny western city of 750,000, grossing over \$700,000 with No. 1 rating most of the day. Asking only \$1,200,000 with \$500,000 down. Qualified buyer only.

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Includes New Bldg. Plus 10 1/2 acres

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Less Than Two Times gross at  
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BROKERS & CONSULTANTS  
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"Thank you for your excellent magazine as well as the chance to advertise my desire to join the industry."

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Brokers & Consultants  
to the  
Communications Industry  
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So, if you're looking for employment, the right employe, buying or selling equipment or have a product or service used in the broadcasting business, then BROADCASTING's Classified section is the place to see and be seen in.

**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.

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: \_\_\_\_\_



## The human radio: RKO's programmer, Paul Drew

Paul Drew, programming chieftain of RKO Radio, will bask in the Palm Springs, Calif., sun next week with Frank Sinatra. Well, not exactly basking; in fact he's interviewing Mr. Sinatra for a radio special. This will be the first interview that Mr. Sinatra has given to a member of the media in seven years. But as far as Mr. Drew is concerned, he will be reveling in doing what he does best: talking music with musicians.

Mr. Drew, usually of quiet demeanor, comes alive when he's talking about music and radio. He is one of the acknowledged masters of top-40 programming.

"When I was growing up," he says, "other kids collected baseball cards and traded them among themselves. I collected records." And, he added, to underscore the early interest in music, "I was the first kid on the block to have a 45 rpm player."

Bruce Johnson, who was president of RKO Radio when Mr. Drew became programming VP in 1973 (and who now is president of Sterling Recreation Organization's radio division), considers Mr. Drew a real student of radio. "He's one of the few programmers I know who attempts to make a science out of it," he says. "So many others fly by the seat of their pants."

A number of his colleagues second this estimation of the RKO Radio programming vice president; they remark that he's always in earshot of a radio set. They say that he seems to virtually always have a pack of record albums under his arm. And they say also that he expects this dedication from his managers too. One programmer who has worked with him says that "Paul Drew is one of the roughest, toughest, most demanding guys in the business." Yet, he says, Mr. Drew personally is an amiable, affable personality.

Mr. Drew has definite ideas about today's radio. For one thing he thinks music entered a watershed era in the early 1970's with the James Taylors and the Carly Simons who not only write their own music but sing it. An earlier transition period, Mr. Drew feels, was the arrival of Elvis Presley in 1950's. A second cross-over period was when the Beatles arrived on the music scene in 1964. "We're now halfway through this decade," he says, "and people say: 'Will we have another Elvis Presley? Another Beatles?' Well we have. It took him a few years to build to where he is—Elton John."

At this moment, Mr. Drew feels, pop music is set for another change. But he is chary of prognosticating. If he were able to



Paul Drew—vice president-programing, RKO Radio; b. March 10, 1935, Detroit; BA, Wayne State University, 1957; announcer, program and production manager, WDET-FM Detroit, 1955-57; disk jockey, WHLS(AM) Port Huron, Mich., 1956; disk jockey, WGST(AM) and later WAKE(AM) both Atlanta, 1957-63; disk jockey, music director, program director, WOXI(AM) Atlanta, 1963-67; program director, CKLW(AM) Windsor, Ont. (Detroit), 1967-69; program director, KFRC(AM) San Francisco, 1970-72; program director, KHJ(AM) Los Angeles, 1972-73; present post, 1973; m. Ann Austin of Kannapolis, N.C., Sept. 9, 1961.

predict the future, Mr. Drew says, "I probably would get out of the radio business and be a multimillionaire in the music and record business."

One thing he does know: Youth today is very knowledgeable about music. "They've been growing up with popular music for their entire life," he says. "This is the first generation, and now there's a second that has grown up with top-40 radio."

One of the marks of Mr. Drew's success is that he is truly interested in music makers as people. And his interest has not lessened since three U.S. tours in the sixties with the Beatles; he was one of seven radio reporters who traveled with them throughout the country. Last year he was the guest of Elton John on his U.S. tour. In fact, last Christmas, Mr. Drew and his wife had Christmas dinner with Elton John at Mr. John's parents' home near London.

Despite his 20-odd years in radio, Mr. Drew still has a warm feeling for WDET-FM Detroit, the Wayne State University station where he got his start, and for Lee Dreyfus, then director of radio for Wayne State. "Dr. Dreyfus let us do everything

there," says Mr. Drew. "During the three and a half years that I was there, I was engineer, I was station manager, I was production director, program director. I did all the jobs that you would do at a radio station at that radio station. It was a marvelous experience."

There was no such thing as "it can't be done. We'd find a way to do things," says Mr. Drew. He laughs slightly as he relates those glorious days when he was young and nothing was impossible. "I think I still hold to that philosophy," he says. "I'm probably not as courageous, if that's the word. I'm more experienced. You now know where you're going to get your hand slapped or your foot stepped on."

Following his spell at WDET and a short stay at WHLS(AM) Port Huron, Mich., Mr. Drew acted on the advice of Dr. Dreyfus, who told his students: "Keep knocking on doors; somewhere you'll find you're just in time to take the place of someone who's just been fired." Mr. Drew said he got in his car and began driving—to Pittsburgh, to Wheeling, W. Va., to Cincinnati and after seeing an article in *Fortune* magazine about booming Atlanta, to Atlanta. Mr. Drew grins at the recollection: "Dr. Dreyfus's advice worked. I found that vacancy there." Atlanta is where he stayed for nine years—his longest period in one place. Then in 1967, RKO hired him to program its CKLW(AM), across the Detroit River in Windsor, Ont. In 1970, when RKO had to sell CKLW (a new Canadian law prohibited more than 20% ownership of broadcast stations by non-Canadians), Mr. Drew was moved to RKO's KFRC-AM-FM San Francisco and then to the company's KHJ(AM) in Los Angeles. He became vice president-programing when an earlier radio prime-mover, Bill Drake, resigned in 1973.

Twice during this career, Mr. Drew has been in business for himself as a programming consultant. For two years (1968-69) he was radio programming adviser to Storer Broadcasting Co. And for almost a year, he was in practice as a programming consultant in Washington. (This was after he had been sent there to help in revamping the format of its WGMS(AM) from classical to popular music, an idea that RKO dropped after an outpouring of objections from the public, many of who were federal officials, congressmen and senators.) Even today, Mr. Drew still does some consulting work on the side.

Sometime in the next week or so, there's going to be an announcement out of Sacramento by California Governor Edmund G. Brown Jr. naming Paul Drew to the California Arts Commission—political recognition of what the radio business has long known: Paul Drew makes a difference in popular culture.

## Nature in the raw

We always thought of Euell Gibbons as something of an eccentric who would probably have never been discovered by General Foods if it had kept its headquarters in Manhattan instead of moving out to the forests of White Plains, N.Y. It never occurred to us that he was a national menace, until we read the Federal Trade Commission's order discontinuing Mr. Gibbons's indulgence in roots and berries on the tube.

But behold! That kindly uncle of a naturalist conceals a predator who is teaching the American young to gnaw down trees and feed upon the lilies of the field, in peril of ingesting harmful burrs or even loco weed by monstrous accident. Or, as the FTC puts it (BROADCASTING, June 30), General Foods is now prohibited from, among other things, "representing, through depictions, descriptions, or otherwise, that a plant is suitable for human consumption in its raw state in an advertisement containing a visual depiction of (1) the plant in its growing state or natural surroundings which depiction is not a clear portrayal of conditions of domestic cultivation for human consumption or (2) the consumption of a raw plant described in the advertisement as wild."

People who can write and approve an order like that without breaking into hysterical laughter are the real menace to the state. As is an agency that issues this kind of finding on no evidence that any child ever ate anything but Grape-Nuts after watching a Euell Gibbons commercial.

## They're off, and off, and off

President Ford's announcement of his candidacy for election to the office he now holds by appointment was also the warning that broadcasters face 16 months of political broadcasting problems. As if to underscore the troubling prospects that stretch to the far-off elections of November 1976, Robert Strauss, the Democrats' national chairman, immediately challenged Mr. Ford, assuming he wins the Republican nomination, to debate the Democratic nominee, assuming one emerges in running condition from the herd that will be trampling one another at next summer's convention.

The script is familiar. Next we will hear Mr. Strauss or a Democratic leader in the Congress proposing a suspension or repeal of Section 315 for presidential candidates so that the major-party nominees may debate without obliging broadcasters to give equal time to every splinter candidate around the country. There will be silence on repeal of Section 315 from the Ford White House, as there was from the Nixon White House in 1972 and the Johnson White House in 1964. Party labels may change, but incumbents think Section 315 is just dandy.

That attitude was shaped back in 1960 when the section was suspended for that one presidential race by an act of a Democratic Congress, and John Kennedy, relatively unknown, made an instant name for himself in televised debates with a highly visible Vice President, Richard Nixon.

There are some members of the Congress who have risen above political self-interest to call for repeal of Section 315, no matter which party holds the Congress or the White House. Right now the most conspicuous is Senator William Proxmire (D-Wis.) who has been waging a lonely but persistent campaign against what he has come to regard as an unconstitutional restraint on broadcasters. He is talking about total repeal of a section that contains not only the equal-time requirement for political candidates but also the fairness doctrine that can be stretched to fit any

kind of political broadcast, including news. As Mr. Proxmire himself has pointed out, he had much to do with the insertion of the fairness doctrine in the law back in 1959. He now thinks it violates the First Amendment.

Mr. Proxmire's position is in contrast to one taken by Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, who is the author of a bill to repeal 315 in its application to candidates for the Presidency and Vice Presidency only. Incumbent senators and members of the House would, of course, retain their present advantages of the broadcast exposure that must be given office holders in the coverage of the news.

As the long campaigns wear on, candidates proliferate and conflicts over access to the air intensify, broadcasters will wish they had given more support to Senator Proxmire earlier in his efforts for repeal.

## The reps brought up to date

The station rep has always occupied a singular place in the broadcasting business. His role essentially is to sell, but it is also more than that. Increasingly he has helped to shape the product he sells, serving as adviser on programing as well as rates, and on a lot of other things as well. He is one of the most competitive critters known to man. Often he is also the one to whom station management turns when it doesn't know where else to turn.

Elsewhere in this issue we take a look at the rep business, some of the developments that have altered it over the years and some of the tacks predicted for it in the years ahead. Of all of the changes that have taken place, however, one of the most important is not expressly stated. It is obvious in the context of the others, of course: That is the rep business's attainment, finally, of real maturity.

It became a cliché years ago to point out that rep sales were no longer made on the basis of long friendships primed by three-martini lunches. The scene since then has become far more demanding and businesslike. There is no place in it today for some who fared pretty well in the old days. But those who've changed with the times are finding, along with their younger colleagues, that it's still possible to fare pretty well. It may be harder work, but at least the lunches are less noisy.



Drawn for BROADCASTING by Bill Dagg

*"I'm for conserving energy, but does this really help?"*



# HOLLYWOOD- ACCORDING TO HOYLE

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- **QUALITY? YOU CAN'T DO BETTER!**  
Hollywood—According to Hoyle is in the Broadcast Division of Max L. Raab Productions, Inc., executive producers of *CLOCKWORK ORANGE*, *WALK-ABOUT*, *END OF THE ROAD* and currently co-producing the Pulitzer Prize-winning play, *THAT CHAMPIONSHIP SEASON* in association with Playboy Productions. So you *know* we're backed by some of the most knowledgeable pros in the industry. Inquiries on station letterhead will be answered immediately with complete rate information. But, first come . . . first served.

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Philadelphia, Pa. 19106

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Or call (215) 574-9500

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