

Aug. 11, 1975

Closed Circuit Page 19 ■ The Week in Brief Page 20

chapter begins in contest over 'Star' and stations
10-minute soaps new factor in daytime equation

Broadcasting Aug 11

The newswweekly of broadcasting and allied arts

Our 44th Year 1975

MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY, IOWA

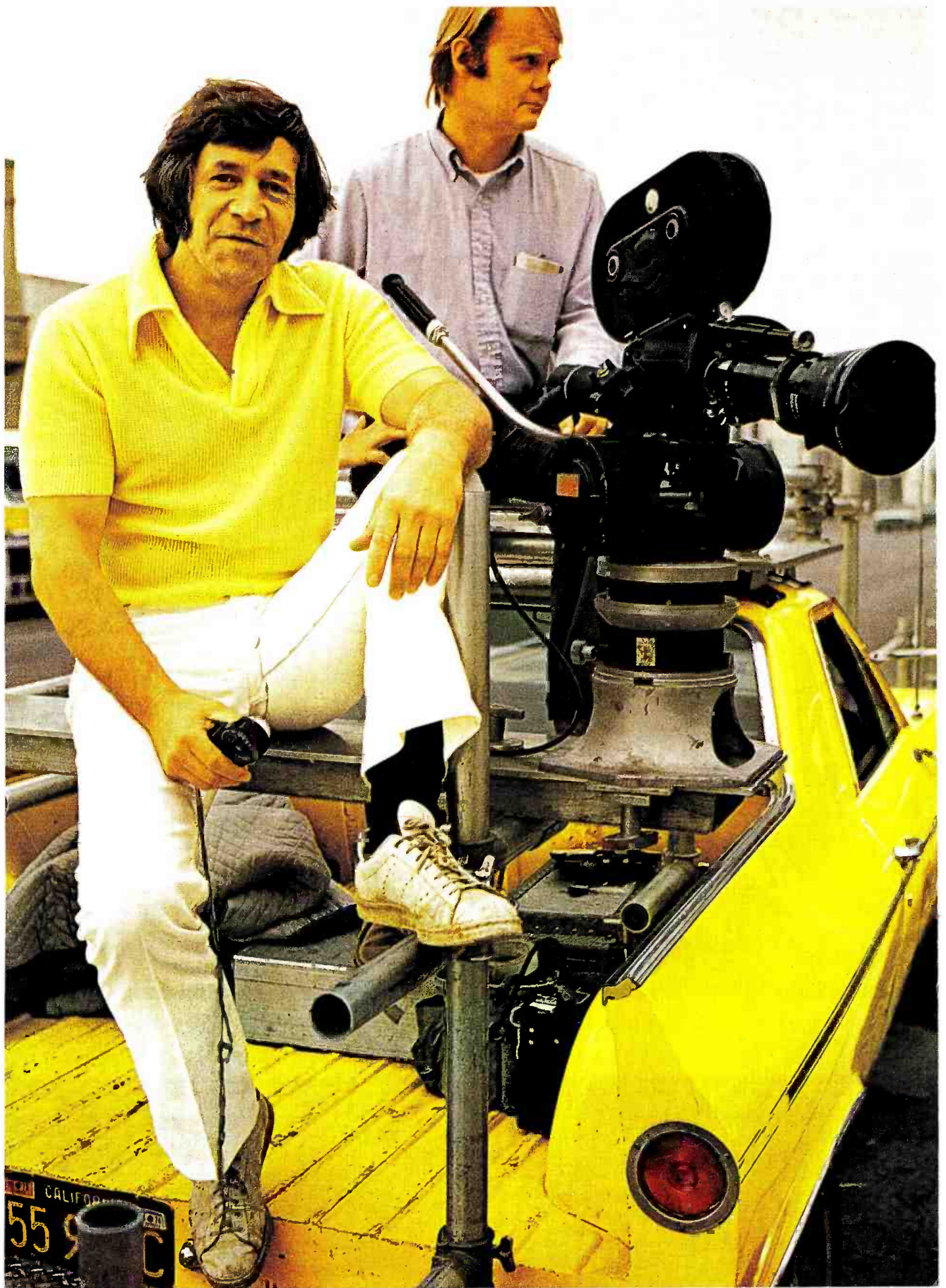
NEWSPAPER



By popular demand... Warner Bros. Television's classic spoof on westerns is back and available for stripping in the fall of 1975.

WARNER BROS. TELEVISION  A WARNER COMMUNICATIONS COMPANY

51106 R9253ATK FEB/78
MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY IA 51106



WALT TOPEL



"In most of the world in which we exist, the idea of simplicity has no place. Perhaps simplicity relates to or even springs from a truthful honesty.

"Now there's a burden.

"Because as battered as we have come through the complexity of what we have perceived as truths, we all, I think, still yearn and hope for the directness and the standability of communication that is so simple.

"Perhaps, the reason for the lack of simplicity was not at all dramatic; it just wasn't very hip.

"Perhaps, as in the case of television communication, a need arose for a caricature of the future, but then the caricature came to dominate until there was no longer any room left for the original: the caricature had become the message.

"It's much safer to caricature, especially in the business of advertising films. After all, if you attempt simplicity, the exactness of your idea is exposed; and if that is weak, you stand a very healthy chance of failure. If you caricature and it doesn't succeed, at least you have a little joke.

"That attitude is made graphic, in a parallel fashion in commercial production,

BROADCASTING
Aug 11 1975

...the electronic brain. In film there is historically great respect for the director or cinematographer; in videotape, for the chief engineer.

"Eastman is film that everyone knows. When you pick up the film, you're not concerned. Do you check it? Do you test it? Since nobody does that, you have to assume the quality is at least reasonable. I've never had any trouble with it, and I don't expect trouble with it. The film is expected to be perfect, and we can make it what we wish. Another burden.

Communication has lost so much ground that we now even have books on the subject: we totally ignore the words and peer intently into the camera, hoping for some small sign. My question isn't that how we started? Television advertising, once very creative, has relegated itself to a very passive position. It would seem to be a marvelous contradiction, if indeed, this attitude-swapping were to lead the way in making the English language, once again, a simple, reliable, dependable source of communication."

"A revealing look at people and ideas moving the visual industry, Kodak has put this and other interviews into a concise and informative booklet. For a free copy write: Eastman Kodak Company, Dept. 14650, Rochester, New York 14650.



EASTMAN KODAK COMPANY
Atlanta: 404/351-6510/Chicago: 312/654-5300
Dallas: 214/351-3221/Hollywood: 213/464-6131
New York: 212/262-7100/San Francisco: 415/776-6055/Washington: 202/554-5808.



MIFED

INVITES YOU TO THE WORLD MARKET FOR FILMS, TVFILMS AND DOCUMENTARIES

MILAN, OCTOBER 21-31, 1975

MIFED

is a market reserved to businessmen connected with motion pictures and films for television.

**DO YOU WANT TO BUY FEATURE FILMS OR TVFILMS?
DO YOU HAVE FILMS TO SELL?
THEN MIFED IS THE PLACE YOU SHOULD BE.**

MIFED

offers to producers and dealers all facilities: 30 projection studios for the screening of all gauge films; VTR and VCR programs; private offices; interpreters and translators; legal aid; post-office; international telephone and telex; travel agency; customs office; forwarding agent; banking service; dining rooms and bars; shops; medical assistance. Briefly, anything you may need you will find it right on the premises.

32nd MIFED

October 21-26 - deals mainly with movies and documentaries for television.

4th INDIAN SUMMER

October 26-31 - is a world market specialized in brand-new feature films, 1974/75 vintage.

2nd EAST-WEST FILM MARKET

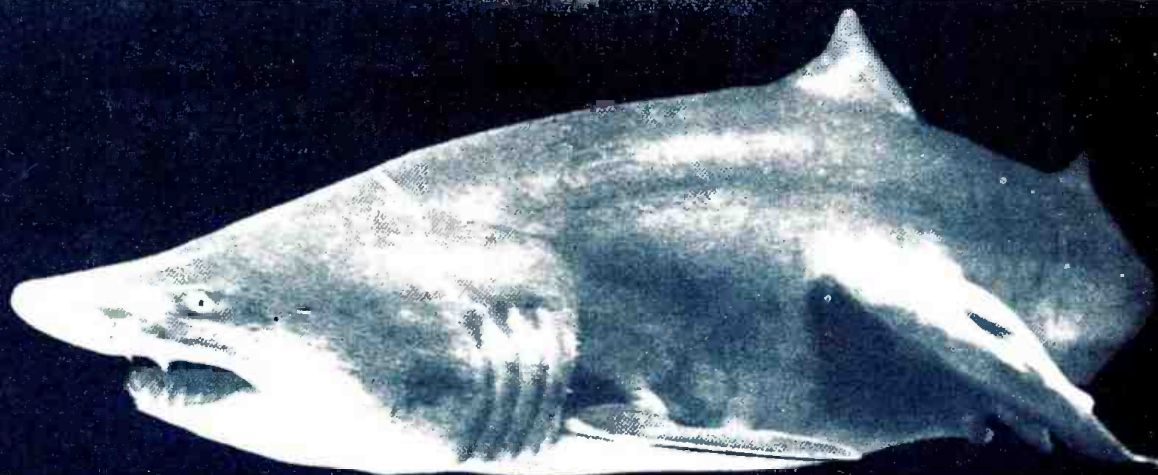
October 23-31 - is a unique meeting point for producers and dealers of the Western and of the Socialist countries.

Applications should be sent to MIFED in Milan before September 25 next, together with the registration fee of US \$ 20.

For further information write to: MIFED, 20145 Milano (Italy), Largo Domodossola 1, ☎ 495.495, Cable MIFED Milano, Telex 37360 Fieramil.

Or to: Gerald Rappoport, 159 West 53 Street, New York, New York 10036, ☎ (212) 582-4318, Cable Ifexrep New York, Telex 420748.

**DO YOU WANT TO BUY FEATURE FILMS OR TVFILMS?
DO YOU HAVE FILMS TO SELL?
THEN COME TO MIFED.**

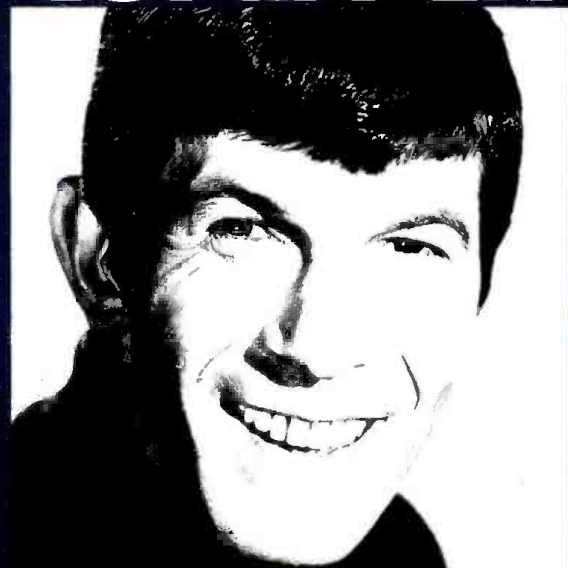


Now Leonard Nimoy Explores "The Coral Jungle"!

New! Now in production! "The Coral Jungle," eight one-hour adventure specials. Probing the underwater depths with breathtaking photography, "The Coral Jungle" looks at the mysterious creatures that inhabit remote, unexplored areas of the Great Barrier Reef. Including the absolute, therefore entirely unpredictable, monarch of its domain: the shark.

As host and narrator: one of TV's most popular personalities, Leonard Nimoy moving from the fantasy world of "Star Trek" and "Mission: Impossible" to the fantastic reality of "The Coral Jungle."

the Coral Jungle



Already sold in
New York City WABC-TV
Los Angeles KABC-TV
Chicago WLS-TV
Philadelphia KYW-TV
San Francisco KPIX
Boston WBZ-TV
Detroit WXYZ-TV
Washington WTOP-TV
Pittsburgh KDKA-TV
Minneapolis WCCO-TV
Miami WTVJ
Baltimore WJZ-TV

For information about your market,
call George Back.



PRODUCTIONS INC

WESTINGHOUSE BROADCASTING COMPANY
90 PARK AVENUE
NEW YORK, N.Y. 10016
(212) 983-5081

ing rules that require cable systems to select closest stations in importing distant signals. Comments have been filed (BROADCASTING, Aug. 4).

■ **License renewal legislation.** Over 125 representatives and 20 senators have sponsored or co-sponsored license renewal bills 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 communications subcommittee in either house. NAB has placed its stamp of approval on two renewal bills, H.R. 5578 by Representatives Louis Frey (R-Fla.) and Goodloe Byron (D-Md.), and S.2119 by Senator Paul Fannin (R-Ariz.). Bill identical to Frey-Byron measure, S.2246 by Senator J. Glenn Beall (R-Md.) and Wendell Ford (D-Ky.), has also been introduced in Senate (BROADCASTING, Aug. 4).

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.

■ **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 have been filed (BROAD-

CASTING, Aug. 4); 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, CBS 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); more were held last month (BROADCASTING, July 14, 21).

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 ordered vacated by three-judge

panel of U.S. Court of Appeals which—acting at request of full nine-judge circuit—vacated its own earlier decision (BROADCASTING, July 14). Petitioner, Accuracy in Media, has requested full-court rehearing of panel's order (BROADCASTING, Aug. 4).

Performers' royalty. Copyright subcommittees in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. In last session of Congress, it was defeated as amendment to Senate's copyright bill. S. 1111 is being considered separately from pending copyright bill S. 22. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.) for possible insertion in copyright revision bill pending there (H.R. 2223).

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). NCTA has since offered single rate proposal similar to FCC staff's formula (BROADCASTING, Aug. 4). Both sides must now analyze those proposals; in absence of settlement, FCC must again face issue of imposing solution.

■ **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 Program 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 and has filed motion for "prompt ruling" (BROADCASTING, Aug. 4).

Public broadcasting funding. Public broadcasters have lost their fight for five-year funding for Corporation for Public Broadcasting. Bill sought (H.R. 6461) had provision for five-year appropriation as well as five-year authorization. House Appropriations Committee has rejected concept of five-year appropriation and struck that provision from bill. If authorization part of bill passes House and Senate, committee said it would vote three-year appropriation in separate measure (BROADCASTING, July 28). Future of CPB funding bill now in Senate Appropriations Committee (S. 893), which, like House bill has both five-year authorization and appropriation, is uncertain in light of action on House side of Hill. All appropriations bills originate in House.

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 hear-

MEASURE UP WITH DOUBLEDAY MEDIA

Regional Managers

Bob Dalchou
214-233-4334
Dallas

Neil Sargent
602-264-7459
Phoenix

Conway Craig
512-824-5528
San Antonio

Peter V. O'Reilly
202-872-1100
Washington

Doubleday Media communications properties are yardstick to sell and measure up to the needs of both Buyers and Sellers of radio, television, newspapers and CATV properties.

Outstanding facilities and qualified Buyers are available NOW. Weigh your investment dollars carefully and call your Doubleday media specialist TODAY . . . collect.



Doubleday Media

Brokers of Radio, TV, CATV and Newspaper Properties

Business Briefly

MORNINGSIDE COLLEGE LIBRARY

SILOUX CITY, IOWA

week, focusing on various products over period time. Agency, Ross Roy Inc., Detroit, will be targeting for men and women of varying age groups because of wide assortment of articles to be advertised.

Sun's shining on radio □ Sun Oil Co., Philadelphia (Sunoco gasoline), will fill up radio spectrum this fall with heavy spot campaign in large list of major and medium-sized markets. Sun Oil's splurge will begin on Sept. 1 and continue for 11 weeks. Wells, Rich, Greene, New York, is seeking time spots appealing to men, 18 to 49, in early and late drive time and on weekends.

American's buying for businessmen □ American Airlines, New York, is charting extensive spot radio effort to begin in early September in large number of major markets. Six-week drive will emphasize business travel and will focus on men, 25-49, in morning and evening drive time and on weekends. Campaign is being created and placed by Doyle Dane Bernbach, New York.

A little less than nationwide □ Nationwide Insurance will have major fall campaign for its services beginning on spot TV in mid-September, to run for at least seven weeks. Target audience, men 18-49, will be reached principally through fringe and sports 30's and 60's, with Ogilvy and Mather, New York, placing schedule in list of markets that will emphasize secondaries, including Norfolk and Petersburg, both Va., Ft. Wayne, Ind., and Knoxville, Tenn.

Big on barter at JWT □ Miles Labs, through J. Walter Thompson, has purchased both national minutes of Survival Anglia Ltd.'s fifth season of prime-access series *The World of Survival*, which will be bartered to stations through JWT Syndication. Stations picking up wildlife series will get three minutes to sell locally. Twenty-one new half-hours will be produced. Fifty-eight stations (for 68% coverage) have so far agreed to take series, among them wCBS-TV New York, WMAQ-TV Chicago; WBZ-TV Boston, WRC-TV Washington, WAGA-TV Atlanta and wCKT-TV Miami. In addition, JWT Syndication sources said three J. Walter Thompson clients, Scott Paper Co., Warner Lambert and Lever Brothers, will bankroll series of five nature-

Revvng up for fall business from auto trade □ Rep sources say they're badgering auto companies to disclose spot-advertising commitments for rest of year as they relate, particularly, to introduction of 1976 models. "We know that the auto companies have allocated their advertising budgets already," one well-informed rep firm executive said last week. "But how much of it they'll spend in spot will depend on the state of the economy." Source added that, based on past experience, auto companies will not cut back on their network purchases because they're convinced those buys are highly essential.

Early thrust of fall spot TV and radio business for American and imported cars is coming from regional dealer associations, anxious to boost sales that have been reported rebounding somewhat. New England Ford Dealers is now preparing four-week spot TV campaign for new models to begin Aug. 24. Agency, J. Walter Thompson, New York, is buying fringe and prime 30's in most cities in region, aiming at men and women 18-49. Atlanta Ford Dealers, another JWT client, is in midst of similar campaign to sell off remaining '75 models.

Prize TV package from Duncan Hines □ Procter & Gamble Co., Cincinnati, on behalf of its Duncan Hines products, is in process of concocting elaborate spot TV effort to run for about 45 weeks, starting on Aug. 18. Compton Advertising, New York, is lining up initial minimum of 30 stations. List may lengthen considerably once final determination is made. Campaign will center on all women, and women 18 to 49.

Less bang for the buck in major media, according to Ayer □ Nobody has to tell advertisers that media costs in 1975 have climbed, but N.W. Ayer ABH International, New York, provided documented proof last week. Ayer's media department prepared reports showing that average increase in media costs (1975 over 1974) amounted to approximately 12%, with network TV in prime time jumping by 18.2% and daytime 16.2%, spot television, 14.5% in daytime and 16.7% in prime time; spot radio, 7.1%, newspapers, 15.1%; consumer magazines, 8.4%; Sunday magazine sections, 8.4% and business

publications, 6.3%. Ayer said rise in media costs was not accompanied by commensurate increase in delivered circulation/audience. It said three of seven media reviewed (newspapers, business publications and spot radio) showed slight declines in circulation or audience, while four (consumer magazines, Sunday magazine sections, spot television and network television) had only modest increases.

Another entry in heartburn sweepstakes □ Miles Laboratories Inc., Elkhart, Ind., will roll out its Alka-2 chewable antacid throughout nation in September with extensive campaign on network TV in prime periods, on sports programs and early evening news programs and spot TV in 20 major markets. Product has been tested in Rockford, Ill., and Bakersfield, Calif., and



**Chews fast
Works fast**



© 1975 Miles Laboratories Inc.

other West Coast markets. Year-long campaign, heavily in TV, will amount to about \$7 million with commercials aimed primarily at adults over 35 who live in major metropolitan areas. Campaign, created by J. Walter Thompson Co., New York, relies on real-life vignettes in which characters are united by a common bond: heartburn distress that is relieved by Alka-2.

K Mart's in the market □ S.S. Kresge Co., Detroit, is preparing spot TV burst for its K Mart Stores, assembling lineup of about 80 stations throughout country for campaign to begin in late August and continue through December. Commercials will vary from week to

Broadcasting Aug 11 1975
5

Get more than you bargain for— buy KMEG-TV in Sioux City.

The KMEG late movies have increased their ADI shares 30%. As HUT levels have risen, so have our ADI shares. Prime time is up and the evening news is up 50% in homes delivered. More and more the evening audiences are switching to KMEG.

So, too are the access show audiences: Candid Camera +33%, Treasure Hunt +78%, Name That Tune +31% and Partridge Family +57%. Cume households rose another 7%.

ARB DATA, Feb-Mar. '75/Nov. '74.



The Feltzer Stations

RADIO
WKZO KALAMAZOO BATTLE CREEK
WJPM GRAND RAPIDS KALAMAZOO
WWAM/WKZJ/IFMI CADILLAC
TELEVISION
WKZO-TV GRAND RAPIDS KALAMAZOO
WWTV / CADILLAC TRAVERSE CITY
WWJ-TV SAULT STE MARIE
KOLN-TV / LINCOLN, NEBRASKA
KQCI-TV GRAND ISLAND, NEB
KMEG-TV SIOUX CITY IOWA

KMEG-TV

A CBS Affiliate

A megawatt of sales power for Sioux City

Avery-Knodel, Inc., Exclusive National Representatives

documentary specials, which has so far been bartered to 69 markets (for 72% coverage). Among stations agreeing to take five hours, which have umbrella title *For a Better World*, are KABC-TV Los Angeles, WGN-TV Chicago, KYW-TV Philadelphia, WBZ-TV Boston, KPX-TV San Francisco and WWJ-TV Detroit.

Toy time for TV □ Milton Bradley, one of nation's largest games manufacturers, has set spot TV campaign for several of its products, to run from September through December in wide range of national markets. Daytime and early fringe 30's are being bought by in-house M.B. Communications, aiming at parents and children.

Spot TV in Factor's fall □ Several Max Factor cosmetic products will be subjects of fall spot TV campaign to run for 12 weeks beginning Sept. 8 in wide range of major and secondary markets. Agency, Reel Advertising, Los Angeles, is buying fringe 30's aimed at women 18-49. Markets will include Boston, Dallas, Houston and Denver.

Up over for down under □ Qantas Airlines of Australia will sponsor fall spot TV campaign to run for up to 13 weeks beginning Sept. 8 in many major and secondary markets. Campaign, like previous Qantas efforts, will be tied to visit-Australia message. Agency, Cunningham & Walsh, San Francisco, is buying 30's that will include early and late fringe, early and late news, prime access and sports, and will exclude game shows. Target audience are adults aged 35 and older.

Teen target for Kimberly-Clark □ Kimberly-Clark Corp., Neenah, Wis., is seeking to reach teenagers for company's New Freedom mini and maxi feminine pads with three-week spot radio campaign in August in 60 major markets. Kimberly-Clark is holding contests during period, with 60-second radio spots divided between commercials for New Freedom feminine pads and announcements and description of contest and prizes. Business placed through Kelly, Nason, New York.

Women for walnuts □ Diamond/Sunsweet Inc., Stockton, Calif., in push for Diamond Walnuts, will break spot TV campaign in long string of markets, starting in early October. Seven-week TV foray will be aimed at total women and women 18 to 49. Campaign is being created and placed by Doyle Dane Bernbach, Los Angeles.

TV for GT&E □ General Telephone & Electronics Corp., Stamford, Conn., for various products of its Sylvania group, is

Programmed by the Pros

"COUNTRY LOVIN'" —Modern country

"THE GREAT ONES" —Adult MOR

"THE LOVE ROCK" —An instant winner

"MUSIC... JUST FOR THE TWO OF US"

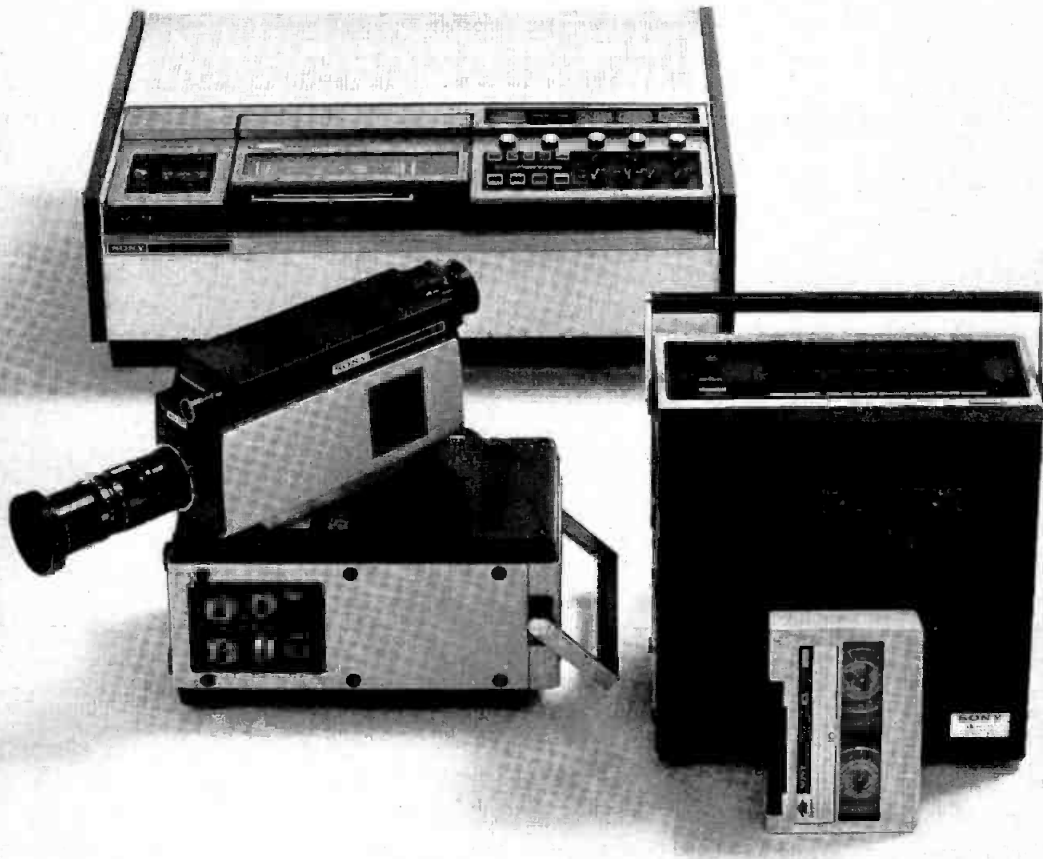
—5 beautiful formats

**ALL FULL CONCEPT, 24 HOUR
MUSIC SERVICES.
ALSO CUSTOM JINGLES.**

ETERS PRODUCTIONS, INC.

8228 Mercury Court, San Diego, Ca. 92111 Telephone (714) 565-8511

NAB Show-stopper:



The ENG (Electronic News Gathering) sessions stood them in the aisles. And Sony stood them on their ears with the complete ENG System.

Things like this were said at the Show: "If you don't invest in ENG now, your news department may be obsolete in just a few short years."

So write now for information about the only ENG System that goes all the way through editing using videocassettes.

On your letterhead to Sony Corporation of America, P.O. Box 1594, Trenton, New Jersey 08607. Attn: Broadcast Services BRM-085-221.

The Sony ENG System.

planning spot TV campaign to run in substantial number of major and medium-sized markets in fourth quarter. Doyle Dane Bernbach, New York, is aiming commercials at men, 18 to 49, in thrust that is scheduled to begin in mid-September and continue through end of November.

Classic case □ Talman Federal Savings has renewed sponsorship of classical music station WFMT(FM) Chicago for 11,000 hours of (mostly all-night) programming, with five-year, approximately \$500,000 contract. Messages are kept to one minute per hour.

Tire change □ Terminating 31-year association, Goodyear Tire & Rubber Co., Akron, Ohio, has dropped Young & Rubicam International, Detroit, as agency for its auto tire advertising and has steered account into Detroit office of Campbell-Ewald. Account bills about \$12 million, heavily in network and spot TV and radio. Agencies in running for tire advertising were Y & R, Campbell-Ewald and N.W. Ayer ABH International, all incumbent Goodyear agencies.

Marsteller in on Rockwell □ Rockwell International Corp., Admiral Group,

Pittsburgh, has named Marsteller Inc., Chicago, as agency for its line of TV sets and major household appliances. Marsteller replaces Campbell-Ewald, Detroit, on account, which bills approximately \$5 million, of which about \$2.5 million is in broadcast.

Crunchola campaign □ Sunfield Foods., St. Louis (Crunchola), is planning spot TV splurge in long list of major markets throughout country for month starting Sept. 22. Vinyard and Lee and Partners, St. Louis, will direct commercials toward women 25 to 49.

Rex Reed barter series in works □ Kane, Light, Gladney, New York ad agency, is dickering with national advertisers to sponsor *The Rex Reed Show*, new radio-syndication series that is being targeted for mid-September start. Agency has set up 641 Productions Inc. to produce series, which is to comprise 15 five-minute programs per week. Each five-minute program will include one national-advertiser minute and one 30-second spot to be sold locally, in straight barter deal. Agency says 147 stations have signed for series, including outlets in 35 of top 50 markets. Ten of 15 weekly programs will be made up of celebrity interviews (Elizabeth Taylor, George C. Scott, Ellen Burstyn and Jane Powell are already recorded). The other five consist of movie reviews by Mr. Reed, who writes two columns per week for Chicago Tribune Syndicate.

Pushing Puerto Rico □ Commonwealth of Puerto Rico, through Ogilvy & Mather, New York, is using spot radio to promote tourism on island in summer and fall. Eight-week push began last week in markets in East and Midwest and is slanted to adults 18-49.

Television verite □ Twist on man-in-street endorsement is being used by U.S. Borax for its 20-Mule Power bathroom cleaner in over \$1 million national TV network campaign, supplemented by spot TV in about 30 markets. Campaign began last month on ABC and NBC and uses identifiable consumers who are picked from unsolicited favorable consumer mail that company received. Writers of some of these letters were interviewed and later filmed demonstrating actual home use of spray-bottle product that is now in national distribution

Rep appointments □ Katz Radio named national sales representative for WBCN(FM) Boston; WIBW-AM-FM Topeka, Kan., and KGNC-AM-FM Amarillo, Tex. □ Buckley Radio Sales appointed by WVNJ-AM-FM Newark, N.J. □ McGavren-Guild Inc. named by WROC(AM)-WPXY(FM) Rochester, N.Y.

KRVR (FM) in Davenport, Iowa has been on the air since December, 1974. This profitable stereo station follows a strict philosophy of quality and reliability.



Peter Burk, Chief Engineer for WQUA and KRVR (FM), chose to use six ITC Open Reel Units in KRVR's Automation System. Why?

"The decision to use reel-to-reel was dictated by the Stereo Radio Productions (Schulke) format. It was then a matter of narrowing down the available machines to the one that would perform the best in both production and automation uses. We found that ITC's 850 would satisfy all our requirements. Everything went together into a machine that has virtually all the features we could ask for. The Micro-Marker is a classic example. Editing has been made easier and more accurate. It is just one of the things that makes the 850 a superior production machine.

"Virtually every feature in the edit mode is used at one time or another. The interesting thing is that the features don't interfere with each other. Start Memory and Motion Sensing are assets, especially in

automation. We can avoid tape spillage and tape breakage, and reduce the amount of time spent cueing-up.

"The phase stability from one end of the tape to the other is excellent. That's a prime consideration for stereo operations. The front-panel limited-range level controls have been invaluable. We can be sure our stereo balance is always correct and that the level between tapes is very consistent.

"As Michael Moore, KRVR's engineer, said, 'The serviceability, the simplicity, the cleanness of how everything is placed on the 850, has to be one of its best features. You don't have to look through the forest to find the trees.' I'd certainly agree with him."



Find out more. Call us collect (309/828-1381) and ask us your questions about the 850 Series.



INTERNATIONAL TAPETRONICS CORPORATION

2425 South Main Street • Bloomington, Illinois 61701

Marketed exclusively in Canada by McCurdy Radio Industries Ltd., Toronto

Monday Memo

A broadcast advertising commentary by Edward N. Ney, president, Young & Rubicam International, New York

Television and politics: a modest proposal for a whole new approach

Spot television strategy has evolved to favor messages of short duration and heavy frequency. But observe how this strategy, so apt for competitive products, is structurally unsound for politics.

On the one hand it is virtually impossible for anyone to articulate deep thoughts on important issues in 30 or 60 seconds. On the other hand it is possible to fashion political TV spots that can greatly mislead or be superficial at best.

And since from an exposure point of view the short spot is more effective, campaign managers are tempted into favoring the volume of superficial trivia over the value of more thorough exposition. I might say parenthetically that our agency knows this in spades since we have handled both important local and national political campaigns in the past. But we signed off of that business in 1972.

In England and in Canada a system is employed in which candidates are given limited free time to state their cases on national TV. These are not spots but five-to-10-minute segments. I believe this is a considerable improvement over what we now have and that with some selective additions we should adopt a similar policy here in the U.S.

My suggestion is a triple one: First, I recommend total prohibition of spot television for political advertising on the ground that this medium is basically incapable of doing justice to the subject and is susceptible to ingenious mischief. The prohibition of spot television by law would, in one shot, remove a primary expense and a primary distortion from our political campaigns. I recognize that any time one starts prohibiting by law any kind of expression, there is concern—and properly so—for the First Amendment.

However, just as we have put intelligent restraints on free speech in the sense that no one has the right to call "fire" in a crowded theater or to libel another man's character, we must now legislate restraint in the field of political television advertising where the abuses—and the sad penalties of those abuses—are so painfully evident.

At the same time that we move to protect ourselves against spot television's capacity for misleading, we should move to guarantee television's unquestionable potential for meaningful political communication. I propose we borrow selectively from the British system and add the distinctive American element to open debate. By law we should make a specific amount of open debate a necessary re-



Edward N. Ney has been president of Young & Rubicam International Inc., New York, since 1970. He has been with Y & R continuously since 1955 and has served also as account executive, vice president and account supervisor and senior vice president in charge of domestic branch offices and those in Canada and Latin America.

quirement for presidential candidates.

The participants in these debates would be the candidates from the two major parties, plus whatever third-party candidate is selected by a bipartisan commission. Since history shows that we have never had more than three significant candidates, the logical cut-off point is there.

The structure of these debates could be to allow each candidate 10 minutes for an exposition of his own views on issues that he considers of primary importance. Each candidate would then be allowed 10 minutes to question directly or criticize the other candidate's views. The structure of the debate would be controlled by a selected moderator.

My third thought is based on the realities of the situation. I strongly believe that political television commercials should be banned and that we should go to a system of debate on the tube.

But a number of us have been in this battle for several years, and we know how difficult and complex it is to get anything new instituted in the American system of elections.

Everyone in the business knows that

you cannot say the same things in a product commercial that you can say in a political commercial. The Federal Trade Commission would stop you dead for a false, deceitful or misleading statement. But we also know the FTC has no jurisdiction over political commercials because they are not products in interstate commerce and there are also some rather difficult First Amendment considerations.

Wouldn't it be interesting if a way were found to subject political commercials to the same kind of scrutiny our government now gives product commercials?

Now I certainly realize that no federal agency should do this. That would be political censorship of the worst degree.

But there is a way to deal with this problem—through the process known as self-regulation. Advertisers—some of the biggest—have changed their messages because of the pressure of their peers in determining that they'd been misleading or deceitful or whatever.

What I'm suggesting is a specifically appointed political advertising group—perhaps a self-regulatory body like the National Advertising Review Board, or an objective political watchdog organization like the Fair Campaign Practices Committee—to act on complaints concerning the unfairness of a political commercial.

The group would have the force of negative publicity, not law, on its side and that might be enough. If an independent commission found that a politician's commercials were false in the middle of a campaign, that politician could be in trouble for ignoring their judgment. Also, if politicians knew that such a body were in existence, ready to act quickly, they might be wary about making false claims.

Critical to the success of such a group would be its members. They would certainly have to be people of great independent stature.

For example, Frank Stanton, Robert Kintner, Esther Peterson and Senator Sam Ervin would make excellent members.

I'd suggest that they meet on Monday and Tuesday of each week from Aug. 1 through an election campaign to hear complaints quickly and render swift opinions. I believe that the advertising industry would be willing to fund this activity and I know my company would be willing to contribute the first \$10,000 to get it started.

I believe it would work, would provide a self-correcting device and would deal with the real problem of the 30- and 60-second commercial which is not just their lengths but their content.

I do not suggest that this would be a perfect system, but I do submit that it would be a far better system than we now have.

Where Things Stand

Status report on major issues in electronic communications

Copyright 1975 Broadcasting Publications Inc. May be quoted with credit.

■ Indicates new or revised listing.

Antitrust/networks. Justice Department anti-trust 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 refile 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 rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14). 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 Aug. 18, replies Sept. 8.

Children's TV. FCC's policy statement on children's television programming, 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). House Communications Subcommittee, meanwhile, has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21).

■ **Citizen agreements.** FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments have been filed (BROADCASTING, Aug. 4).

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 insure agency cannot 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, Government Operations Committee passed bill 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, although committee's report said agency's "active participation should be discouraged" in license renewal proceedings (BROADCASTING, Aug. 4).

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 Courts, Civil Liberties and the Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. Grouping witnesses by issue, subcommittee has heard from FCC and Office of Telecommunications Policy, cable industry, broadcast industry (BROADCASTING, June 16) and from public broadcasters (BROADCASTING, July 14).

■ **CPB nominees.** Seven of eight nominations to board of Corporation for Public Broadcasting have been confirmed by Senate (BROADCASTING, Aug. 4). Eighth nominee to 15-member CPB board, Colorado brewer Joseph Coors, will have difficulty obtaining confirmation and for that reason is having separate hearing from rest. He will appear before Commerce Committee Sept. 9-10.

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting 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 televi-

sion). 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 and reply comments have been filed.

EEO guidelines. FCC has issued notice of inquiry and proposed rulemaking on equal employment opportunity guidelines (BROADCASTING, July 21). Comments are due Sept. 11; replies, Oct. 1.

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, 1974), 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.

■ **FCC fees.** Sixteen parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Case nos. 75-1053 et al.); more than 70 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. 75-1087 et al.). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4).

KRLA (AM). Comparative hearing case, under way 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 repeal-

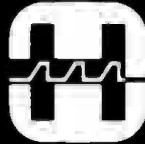
Introducing the TC-50 live color camera!

The new TC-50 is a top-of-the-line broadcast quality prism camera at medium-line price.

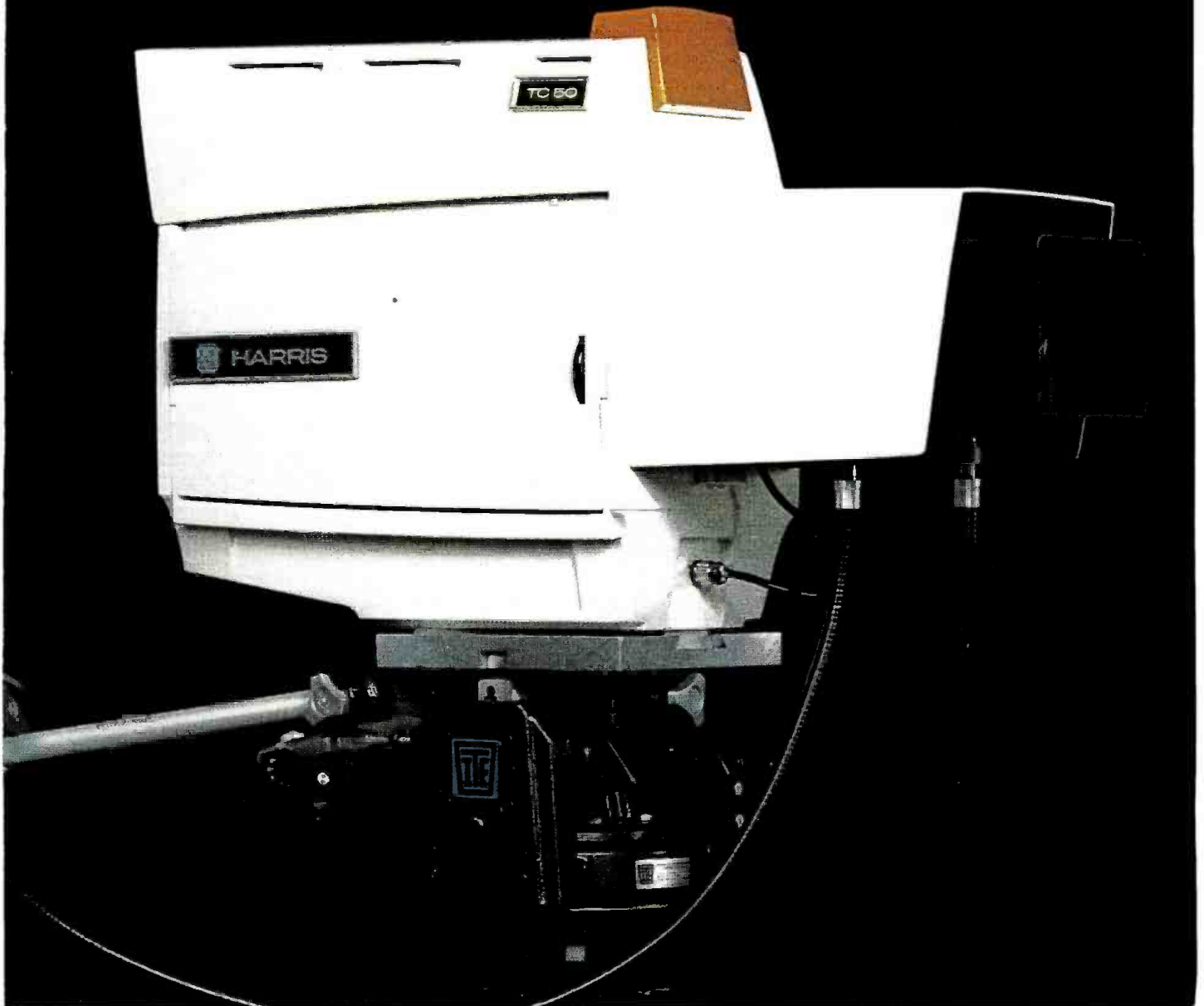
A neat trick? Right—Harris has applied imaginative design to give you superb color fidelity and picture sharpness, along with operator convenience and flexibility, without unnecessary frills or seldom used automatic features.

Let us give you complete information. Write Harris Corporation, Broadcast Equipment Division, 123 Hampshire Street, Quincy, Illinois 62301.

HARRIS



COMMUNICATIONS AND
INFORMATION HANDLING



KDNL-TV Presents

The Little Rascals in St. Louis

“The Little Rascals have been angels for us. Consequently we did not hesitate in renewing the series.”

—JACK PETRIK
KDNL-TV, St. Louis

#1 SUNDAY, 9-9:30 a.m.

First with a 50% share and more Homes, Women 18-49, Teens, Children and Children 6-11. More than Double its nearest competition.

For a complete breakout of this and other markets, call or write Michael G. King

KING WORLD PRODUCTIONS, INC.

903 Mountain Ave.
Berkeley Heights, N.J. 07922
(201) 464-9746



ings 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 no. 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 in-

vited comments on economic and technical feasibility of drop-ins; deadline has been extended from July 11 to Oct. 15.

■ **Washington Star transfer.** FCC has set for expedited hearing Texas banker Joe Allbritton's application for transfer of control of Washington Star Communication's broadcast properties and associated *Washington Star* newspaper. Approval of transfer would require waivers of FCC's crossownership rules barring transfer, intact of newspaper-broadcast and radio-television combinations in same market (BROADCASTING, Aug. 4).

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 (BROADCASTING, July 28).

Datebook[®]

■ indicates new or revised listing

This week

■ **Aug. 11**—Deadline for reply comments on FCC notice of proposed policy statement on citizen group-broadcaster agreement (Docket 20495). 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*, Kenneth Cox, Washington Lawyer and former FCC commissioner, will be keynote speaker. Blossom Music Center, and Hilton Inn West, Akron, Ohio.

Also in August

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—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.

Aug. 18-22—*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* 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.

■ **Aug. 29-Sept. 7**—Bi-annual *International Radio & Television Exhibition* (technical). West Berlin. For information: AMK Berlin, Messedamm 22, 1 Berlin 19.

■ **Aug. 31**—Deadline for entries in *Abe Lincoln Awards of Southern Baptist Radio & Television Commission*. Purpose is to honor broadcasters for achievements in advancing quality of life in America and for helping broadcast industry enrich its service to public. Further information and entry forms: Box 12157, Fort Worth 76116.

September

Sept. 5-6—*Mississippi Broadcasters Association* license-renewal seminar. Chuck Cooper, WCBI-TV Columbus, is chairman. Jacksonian motel, Jackson.

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

Sept. 10—*Association of National Advertisers* workshop on advertising planning and research, Plaza hotel, New York.

■ **Sept. 11**—FCC's new 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). Previous deadline was Aug. 11. Deadline for replies was extended from Aug. 26 to Sept. 26. FCC, Washington.

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 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 Orlentangy 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 and Exposition. Luncheon speakers include FCC Chairman Richard E. Wiley (Sept. 19) and Julian Bond, civil rights leader (Sept. 20). Marriott hotel, Atlanta.

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

Sept. 18-20—*Minnesota Broadcasters Association* fall conference. Kahler motel, Albert Lea.

Sept. 19-21—*Florida Association of Broadcasters* fall conference. Innisbrook, near Tarpon Springs.

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. Colony Beach Hotel, Sarasota, Fla.

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 on "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" for broadcasters. Information: Mike Goldberg, WGBH-TV Boston, or Steve Cohn WSMW-TV Worcester, Mass. Sheraton Yankee Drummer Inn, Auburn, Mass.

Sept. 26-27—First annual meeting of *Public Radio in Mid-America*, new regional association of public radio stations. St. Louis. Registration details from

Major meetings

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. 1976 conference/exposition will be Sept. 19-22. Regency Hyatt House, San Francisco.

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. 1976 convention will be Nov. 14-17. Conrad Hilton hotel, Chicago.

Nov. 18-20—*Television Bureau of Advertising* annual convention. Americana hotel, New York. 1976 convention will be Nov. 8-9. Shoreham Americana, Washington.

Feb. 21-25, 1976—*National Association of Television Program Executives* 13th annual conference. Fairmont and Mark Hopkins hotels, San Francisco. 1977 conference will be Feb. 12-16. Fontainebleu hotel, Miami.

March 21-24, 1976—*National Association of Broadcasters* annual convention. Chicago. 1977 convention will be March 27-30. Shoreham Americana, Washington.

April 4-7, 1976—*National Cable Television Association* annual convention, Convention Center, Dallas. 1977 convention will be April 17-20. McCormick Place, Chicago.

May 5-9, 1976—*American Women in Radio and Television* 25th annual national convention. Marriott hotel, Philadelphia. 1977 convention will be April 26-May 1. Radisson Downtown hotel, Minneapolis.

June 15-20, 1976—*Broadcasters Promotion Association* 21st annual seminar, Washington. 1977 seminar will be June 12-16. Beverly Hilton, Los Angeles.

Thomas, KWMU St. Louis 63121.

Sept. 28-30—*Nevada Broadcasters Association* annual convention. Kings Castle-Hyatt hotel, Lake Tahoe.

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. 29 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 Telecommunication Union* Telcom'75, second world telecommunication exhibition. Event scheduled simultaneously with Second World Telecommunications Forum. Second International Festival of Telecommunications and Electronics Film, and "Youth in Electronic Age" competition all to be held in same city. Palais des Exposition, Geneva.

Oct. 3—FCC's new deadline for comments on posed 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). Previous deadline was Aug. 18. Deadline for replies was extended from Sept. 8 to Nov. 6.

Oct. 3-5—*Illinois News Broadcasters Association*, fall convention. Ramada Inn, Peoria.

Oct. 3-5—*American Women in Radio and Television*

Northeast Area Conference. Rye Town Hilton Inn, Rye, N.Y.

Oct. 7-9—*Electronic Industries Association* 51st annual convention. Fairmont hotel, San Francisco.

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* East Central area conference. Pfister hotel, Milwaukee.

Oct. 12-14—*North Dakota Broadcasters Association* fall convention. Ramada Inn, Grand Forks.

Oct. 13-14—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau*. 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—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau*. Marriott hotel, Boston.

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

Oct. 21-31—*MIFED*, international feature film, TV film and documentary market for film buyers and sellers. Oct 21-26 will be mainly movies and documentaries for TV; Oct 26-31, brand new films of 1974-75 vintage; Oct. 23-31, meeting point for dealers and producers of the western and socialist countries. Largo Domodossola 1, 20145. (U.S. contact: Gerald Rappoport, 159 West 53d Street, New York 10036.)

Oct. 22-23—*Kentucky Broadcasters Association* fall convention. Julian Goodman, chairman, NBC, will be principal speaker. 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. 28—Comments due at FCC on proposed changes in definition of a cable television system. Replies due Nov. 28. FCC, Washington.

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 Scherz, 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. 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. 10-11—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau*. Monteleone hotel, New Orleans.

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

Nov. 13-14—*Oregon Association of Broadcasters* fall conference. Valley River Inn, Eugene.

Nov. 13-14—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau*. Pick Congress hotel, Chicago.

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

Nov. 17-18—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau*. 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—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau*. Fairmont hotel, San Francisco.

Nov. 21-23—Sixth annual *Loyola National College Conference* for college radio stations featuring technical sessions/exhibits, talent showcase and other sessions. Loyola University of Chicago's downtown campus, 820 North Michigan Avenue.

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

February 1976

Feb. 8-12—*Public Broadcasting Service* annual membership meeting. Century Plaza hotel, Los Angeles.

Feb. 11-13—*Colorado Broadcasters Association* winter convention. Stouffer's Denver Inn, Denver.

Feb. 12-14—*South Carolina Broadcasters Association* winter convention. Holiday Inn, Florence.

Feb. 23-26—*National Religious Broadcasters* 33rd annual convention. Shoreham-Americana hotel, Washington.

Feb. 21-25—*National Association of Television Program Executives* 13th annual conference. Lew Klein, Gateway Communications, is convention chairman; Deak Zimmerman, WOTV(TV) Grand Rapids, Mich., is facilities chairman. Fairmont and Mark Hopkins hotels, San Francisco.

March 1976

March 7-10—*Data Communications Corp.*, BIAS seminar. Hyatt Regency hotel, Memphis.

April 1976

■ **April 4-7**—*National Cable Television Association* annual convention. Convention Center, Dallas.

May 1976

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

May 27-June 5—*Prix Jeunesse International*, biannual television competition for children's programs, co-sponsored by European Broadcasting Union and UNESCO. Bayerischer Rundfunk, Munich.

Open Mike®

Testimonial

EDITOR: I write you in regard to a statement that appeared on page 31 of BROADCASTING, July 28 which was attributed to officials of our company. The statement dealt with *Let's Make a Deal* which as you know is telecast in prime time access on the five ABC Owned Television Stations. After checking thoroughly with my colleagues here at the ABC Owned Television Stations, I must tell you that nobody in this organization made any statement to your publication which indicated that our acquisition of *Hollywood Squares* relates in any way to *Let's Make a Deal*.

Let's Make a Deal has been playing on the five owned stations in prime time access since September of 1971. It has been renewed for the new 1975-76 season, which indicates that we have every confidence that this fine series will continue to perform well for our stations and continue to attract the very large audiences we have enjoyed with the show during the past four years.—*Richard A. O'Leary, president, ABC Owned Television Stations, New York.*

(The passage to which Mr. O'Leary objects read:

"ABC officials say the deal for *Hollywood Squares* constitutes insurance against a ratings erosion of *Let's Make a Deal* (which runs twice a week on the ABC-owned stations) over the past three years."

That statement, as Mr. O'Leary said, did not come from any individual but represented a summary of views expressed by several programming officials and was also based on February-March Nielsen ratings for 1973, 1974 and 1975. In addition, Phil Boyer, VP, programming of the ABC O&O's, told BROADCASTING's reporter, in response to a question about *Let's Make a Deal*: "We recognize the show's decline, but we're still behind it. It was placed in extremely competitive positions this past season. There'll be some star value during the show's first few weeks of the new season, and that may help it to bounce back." That quotation did not appear in the edited version of the story.)

'Music' hath charms

EDITOR: As the new music director of WMOA I felt that I should compliment you on your excellent music coverage. I find your contemporary "Playlist," "Extras" and "Breaking In" to be accurate and sensible. When I compile the WMOA top 40 survey, you can be assured that it will be largely based on your coverage of contemporary radio music.

By the way, your new format is fantastic—especially "Where Things Stand."—*Jeffrey C. Slater, music director, WMOA-AM-FM Marietta, Ohio.*

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, chairman.
Lawrence B. Taishoff, president.
Maury Long, vice president.
Edwin H. James, vice president.
Joanne T. Cowan, secretary.
Irving C. Miller, treasurer.
Lee Taishoff, assistant treasurer.

Broadcasting® TELEVISION®

The newsweekly of broadcasting and allied arts

Executive and publication headquarters
Broadcasting-Teletesting building
1735 DeSales Street, N.W., Washington, D.C. 20036.
Phone: 202-638-1022.

Sol Taishoff, editor.

Lawrence B. Taishoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald West, managing editor.
Rufus Crater (New York), chief correspondent.
Leonard Zeidenberg, senior correspondent.
J. Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Joseph A. Esser, Pat Thach, Jonathan Tourtellot, assistant editors.
Mark Harrad, Randall Moskop, Joanne Ostrow, Jay Rubin, staff writers.
Barbara Chase, Donna Wyckoff, editorial assistants.
Betty Riehl, secretary to the editor.

BUSINESS

Maury Long, vice president.
David N. Whitcombe, director of marketing.
Donis Kelly, secretary.

ADVERTISING

Winfield R. Levi, general sales manager (New York).
John Andre, sales manager—equipment and engineering (Washington).
David Berlyn, Eastern sales manager (New York).
Ruth Lindstrom, account supervisor (New York).
Bill Merritt, Western sales manager (Hollywood).
Lynda Dorman, classified advertising manager.

CIRCULATION

Bill Criger, circulation manager.
Kwentin Keenan, subscription manager.
Lucille DiMauro, Odell Jackson, Patricia Johnson, Gregg Karpicky.

PRODUCTION

Harry Stevens, production manager.
Susan Cole.

ADMINISTRATION

Irving C. Miller, business manager.
Lynda Dorman, secretary to the publisher.
Philippe E. Boucher, Gloria Nelson.

BUREAUS

New York: 75 Rockefeller Plaza, 10019
Phone: 212-757-3260.
Rufus Crater, chief correspondent.
Rocco Famighetti, senior editor.
John M. Dempsey, assistants editor.
Marc Kirkeby, staff writer.
Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Harriette Weinberg, Susan Haq, advertising assistants.
Hollywood: 1680 North Vine
Street, 90028. Phone: 213-463-3148.
Earl B. Abrams, senior correspondent.
Bill Merritt, Western sales manager.
Sandra Klausner, assistant.

Broadcasting® magazine was founded in 1931 by Broadcasting Publications Inc., using the title *Broadcasting*—The News Magazine of the Fifth Estate. *Broadcast Advertising* was acquired in 1932. *Broadcast Reporter* in 1933, *Teletest* in 1953 and *Television* in 1961. *Broadcasting-Teletesting* was introduced in 1946.



® Reg. U.S. Patent Office.
© 1975 by Broadcasting Publications Inc.

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

Closed Circuit.

Insider report: behind the scene, before the fact

Ford's TV chautauqua

President Ford will apparently break new ground for Presidents as far as using television is concerned—making appearances on local news programs. He has expressed interest in taking interview-type program on road, and at week's end it seemed almost certain he would accept invitation from WJAR-TV Providence, R.I., to do special edition of its *Meet the Press* type program, *10 News Conference*. If no hitch develops, President will tape half-hour program in Newport, R.I., where he will be on Aug. 30, and it will be broadcast that night at 7:30. WJAR-TV's news director, Arthur Alpert, is understood to be working on plans to establish network of NBC affiliates in New England to carry program, which would be called *New England News Conference*.

Beyond that, there are fairly firm plans for presidential appearance on Bob Abernathy's interview program on KNBC-TV Los Angeles in mid September. President Ford may also turn up on Irv Kupcinet's syndicated *Kup's Show* later in fall.

Good news in radio spot

Despite softened economy, national spot radio seems to be more than holding its own, with several authoritative sources indicating that expenditures to date are outrunning 1974 by about 7%. By contrast, they point out, national advertising in newspapers is up only 2% over 1974. Food and airline advertising are particularly brisk.

Pay prospecting

Latest evidence of gold in pay cable hills comes from Theta Cable in Los Angeles, which introduced "Channel Z" service just 60 days ago to system serving outlying communities of Ontario, Montclair, Upland and parts of San Bernadino county. Penetration is already at 51%, representing 4,200 pay subscribers who have volunteered another \$8.95 monthly on top of \$8.45 fee for basic service. Other, more mature pay areas in Theta's service have more than 60% penetration, and system over-all (78,000 subscribers) is 46% pay. After 30%, says one MSO spokesman, "it's all gravy."

In the lion's den

No-holds-barred seminar pitting pay cable entrepreneurs against traditional feature film outlets will headline annual convention of National Association of Theater Owners in New Orleans Oct. 3. Among participants are Jack Valenti of

Motion Picture Association of America; cable pioneer Irving Kahn, Gerald Levin of Home Box Office, Allen Adler of Columbia Pictures and Paul Roth, Washington theater owner and NATO president. Martin Newman is chairman of arrangements committee. Among others tentatively set is ABC's Everett H. Erlick, in forefront of pay cable opponents.

Fielder's choice

FCC staff is split over whether commission should ease up in its administration of equal-time law as it affects major party candidates. General counsel's office favors suggestion of Aspen Institute's Douglass Cater that it include debates within definition of exempt news programs and make it clear that interview programs of *Meet the Press* nature retain exempt status even if rescheduled in prime time and expanded to provide back-to-back appearances of candidates. It also would accept CBS proposal that presidential news conferences be exempt. Contrary view will be expressed by Broadcast Bureau, which feels there's too much precedent to be ignored and that change must be legislated by Congress. Going in, at least, Chairman Wiley sides with lawyers.

Loaded

Five-page questionnaire from Action for Children's Television went out to all TV stations Aug. 1—to be greeted by suspicion that ACT has something other than pure research in mind. Purpose, says covering letter, is preparation of "resource" handbooks on children's programing. By-product, feel leading broadcasters, could be report to Congress or FCC using stations' own replies against them. At least one broadcaster prominent in children's programing is recommending that colleagues sit this one out.

Where credit is due

Finger points to Robert Hartmann, presidential counselor, as White House aide who did downfield blocking for Jack Anderson in persuading President to sit for interview (later rejected by commercial and public TV networks but accepted by Bill Buckley's *Firing Line*). As for those "more than 60 TV stations which disagree with the networks [and] have offered to carry the program," as reported in Mr. Anderson's column last week, reference is to noncommercial stations. And they made no commitment. Stan Berk, who directed interview, quotes official of Southeast Educational Network as telling him its members—in some 60

markets—would be interested in carrying interview if PBS did not.

Money in the bank

Cable television industry figures to save about \$2.5 million from FCC's suspension of payment dates for 1973, 1974, 1975 annual fees. About \$1.2 million would have been due this October, with additional \$1.3 million due in April 1976 to cover 1975 fiscal year. It is doubtful that cable will rush off and spend money however, since resolution of court case to determine legality of annual cable fees is still at least year off.

Out of the ashes

NBC-TV programers are planning half-hour daytime comedy-variety-music series for slotting—probably at 12:30 p.m.—in near future. "Some form of audience participation could be the hook," says programing VP. "We don't want to do the standard studio show where a host converses with guests on a couch and then the singer gets up to do a number." No such daytime variety show is on any network now; NBC tried women-oriented Dinah Shore show from 1971 to 1974; it's now hit in syndication. CBS tried *Vin Scully Show* for two months in 1973. ABC's last such go was *Dick Cavett Show* in 1968.

Helsinki's legacy

Tucked away toward rear of 100-page document signed by 35 nations last month at Helsinki summit spotlighting U.S. and Soviet superpowers are provisions committing signatories to unprecedented degree of cooperation in international interchange of cultural programing, with emphasis on broadcast media and films. Diplomatic observers feel that validity of summit may first surface in extent to which program interchange is implemented, particularly in light of upcoming International Telecommunications Conference in Geneva in 1977, on worldwide controls of satellite service, technologically, politically and ideologically.

One passage in Helsinki agreement states signatories "will encourage the wider showing and broadcasting of a greater variety of recorded and filmed information from other participating states, illustrating the various aspects of life in their countries and received on the basis of such agreements or arrangements as may be necessary between the organizations and firms directly concerned."

The Week in Brief

PATH OF LEAST RESISTANCE? □ *There were indications at last week's prehearing conference on the Washington Star transfer that a new deal may be in the works—one that would eliminate the need for lengthy hearing.* **PAGE 22.**

MONOLITHIC? □ *Nick Johnson wants Senator Pastore to ask why the FCC commissioners seem to be so much of the same mind in voting.* **PAGE 23.**

UNCLE □ *Representative John Moss, one of the architects of Freedom of Information, tries to put a lid on information in questionnaires to regulatory agencies, but heavy criticism, suits force him to open up.* **PAGE 23.**

FCC FALL REGIONAL □ *Added attraction in commission's three meetings with public and broadcasters this fall will be televised call-in show broadcast by KTVU(TV) San Francisco. Other stops, in conjunction with NAB and RAB, are scheduled for Boston and Denver.* **PAGE 24.**

PROMOS UNLEASHED □ *Summer is the selling season for upcoming attractions on the networks. Advertising and promotion executives have launched the blitz for autumn.* **PAGE 25.**

FTC HITS BENEFICIAL □ *Advertisements using "instant tax refund" theme for Beneficial Corp.'s loan service are labeled misleading, ordered halted by Federal Trade Commission.* **PAGE 25.**

HOT IN JUNE □ *Figures compiled by Broadcast Advertisers Reports released in a Television Bureau of Advertising report show the first half of 1975 to be 9.1% ahead of the year-earlier figure, at \$1.18 billion.* **PAGE 26.**

EEO SCRUTINY □ *Eight Richmond, Va.-area stations will come under FCC surveillance on their employment practices. Action is latest in proceedings begun nearly three years ago with petition against 16 stations by Black Coalition.* **PAGE 26.**

COMMITTEE LINE-UPS □ *National Association of Broadcasters' board members have been named to committees, including CATV radio committee, board manual, radio redistricting and Standard Rate and Data Service committees, all new this year.* **PAGE 27.**

TWO-TIME LOSER ON LOTTERIES □ *FCC loses again on lottery ruling, remanded by Supreme Court to Philadelphia Appeals Court, where WCMC-AM-FM-TV Wildwood, N.J., decision is again reversed. Issue is not moot; "hot news" First Amendment protection holds.* **PAGE 27.**

STAGGERS FOR TECHNOLOGY □ *Bureau of*

Telecommunications within the Commerce Department would be established under bill introduced by House Commerce Committee Chairman Harley Staggers. Bureau's purpose: boost U.S. efforts in technology area. **PAGE 27.**

SATELLITE-TO-HOME TV? □ *Comments to FCC oppose broadcasting-satellite services on grounds it will undercut local programming and pose Big Brother threat. Data is being compiled for presentation of U.S. position at 1977 World Administrative Radio Conference.* **PAGE 28.**

SIXTY-MINUTE SOAPS □ *NBC's innovation in daytime programming, lengthening Another World and Days of Our Lives to full-hour dramas, has been a ratings success that may signal an important trend in network daytime TV.* **PAGE 31.**

MDS AND PAY TV □ *Rival, complement or "just another carrier"—cable operators have conflicting views on the potential of multipoint distribution service.* **PAGE 35.**

COX GOES OUTSIDE □ *Eight of the smaller Cox Cable systems will join Home Box Office Inc.'s pay-TV network, an unorthodox move for Cox, which usually provides its own package.* **PAGE 36.**

FROM SOUTH OF THE BORDER □ *Retransmission of Mexican television signals by numerous cable systems in the West carries with it alleged violations of federal law: cigarette and liquor advertising.* **PAGE 36.**

NO SUBSTITUTIONS, PLEASE □ *NAB opposes sales rep's plan to substitute local spots on retransmitted signals carried by cable. Local radio stands to lose, NAB says.* **PAGE 37.**

INDIA VIA SATELLITE □ *NASA's Satellite Instructional TV Experiment will mean introduction of health, agricultural, news and educational programming to 2,400 villages in India.* **PAGE 38.**

ITALY GOES PAL □ *Decision to bring color TV to Italian viewers should boost sales of U.S. film abroad.* **PAGE 39.**

TELEPROMPTER'S FIRST HALF □ *Financial report for Teleprompter shows revenues up 18%, net loss down 5% from year ago.* **PAGE 42.**

NOMINEE WASHBURN □ *The FCC commissioner will be backed up by his 35-year business and government career next month in hearings before the Senate Commerce Committee on his renomination to the commission. A believer of Herbert Hoover's philosophy in matters of regulation and with a paternal interest in what goes on the air, his easy confirmation is expected.* **PAGE 59.**



**KIRO-AM and KSEA Stereo, Seattle-
Bonneville Stations' #1 radio
combination in the
Northwest—have just
announced they're joining
the nation's #1
radio sales representative.**

CBS Radio Spot Sales

Representing America's Most Influential Radio Stations

WEEI Boston, WCBS New York, WCAU Philadelphia, WTOP Washington, D.C.,
WGBS Miami, WJW Cleveland, WSPD Toledo, WBBM Chicago,
WCCO Minneapolis-St. Paul, KMOX St. Louis, KRLD Dallas, KPRC Houston,
KCBS San Francisco, KNX Los Angeles, KSDO San Diego.

Source: All figures based on April-May '75 Seattle-Everett-Tacoma ARB radio estimates (Adults 18+). Subject to qualifications which CBS Radio will supply on request.

Top of the Week

New deal for Albritton on WMAL, 'Star' et al

Indications are aspiring publisher will settle for Lynchburg and Charleston, give up Washington stations but stick with newspaper; parties go through motions as first step toward hearing if new negotiations eventually fall apart

The Washington Star Communications Inc. transfer case began in a prehearing conference before an FCC administrative law judge on Friday, but with strong indications it would not reach the hearing stage.

Joe L. Allbritton, the Texas banker whose plans for acquiring the *Washington Star* and WSCI's broadcast properties that the commission said it could not approve without a hearing, and representatives of the three families who own the company are anxious to avoid a hearing but at the same time want to salvage something from their original agreement.

And their attorneys—W. Theodore Pierson Jr., for Mr. Allbritton, and Howard Roycroft, for the WSCI—said talks were underway in an effort to develop "alternative proposals" that could, Mr. Pierson said, "moot all the issues in the case."

Within hours of the statement, Mr. Allbritton and members of the WSCI board of directors were nearing agreement on such a proposal—one that envisioned a far more modest transfer than that presented to the FCC for approval last November. Essentially, Mr. Allbritton would acquire the *Star* but not the Washington stations whose profits he had said were essential to the life of the newspaper. He would also acquire one of two WSCI stations in Lynchburg, Va.—WLVA-AM-TV—and WCIV(TV) Charleston, S.C. The parties broke from their meeting about 5 p.m. Friday, apparently with the substantive decision behind them and only relatively minor details to be worked out.

But at the prehearing conference, the attorneys for Mr. Allbritton and WSCI and those for the other parties involved—Michigan newspaper publisher John McGoff and four citizen groups, and the

commission's Broadcast Bureau—and ALJ John Conlin proceeded on the assumption a hearing will be held.

However, hopes for conducting it on an "expedited" basis, as directed by the commission, received a slight setback when the hearing date was moved from Sept. 8 to Sept. 16. Judge Conlin suggested a week's delay, since he would be unavailable for three days in the week of Sept. 8. And Jay Shrinky, counsel for Mr. McGoff, pointed out that the Jewish high holiday of Yom Kippur falls on Sept. 15.

But other than that, tight deadlines were set, with Messrs. Pierson and Roycroft particularly indicating a sense of urgency. Mr. Roycroft said he will submit documents in response to issues specified in the hearing order by Aug. 15. Mr. Pierson, whose client faces a financial qualification issue, said he would present "a binding bank commitment" to Mr. Allbritton by Sept. 2.

Nevertheless, the lawyers in the case have a burden in meeting the Sept. 16 starting date. Discovery—the process by which lawyers learn in advance of a hearing the evidence to be presented—can be a time-consuming process. And Mr. Shrinky as well as his colleague Jay Baraff, who represents a citizen group allied with Mr. McGoff, did not indicate the same enthusiasm for the speed being called for as did the lawyers for Mr. Allbritton and Washington Star.

Mr. Baraff said he would be out of Washington for an entire week this month and that Mr. McGoff is in South Africa, where he owns a printing plant in Pretoria, until the end of the month. "There is a substantial amount of work to do. We don't want to be hasty. We want to be thorough," he said.

But after Mr. Pierson's opening statement regarding the search for "alternatives," much of what was said seemed to have an ephemeral quality, as though it would be blown away soon by announcements from the parties. Mr. Pierson said a statement was expected "within the next week."

The problem the parties face is the commission's unwillingness to waive the crossownership rules—those barring the transfer intact of newspaper-broadcast combinations and television-radio combinations in the same market.

Mr. Allbritton, who acquired 10% of WSCI stock for \$5 million and who is now publisher of the *Star*, would acquire 28% more of the company and de facto control for an outlay of an additional \$20.5 million. He has also loaned the company \$5 million.

The alternative on which the parties appear to be settling is probably not Mr. Allbritton's first choice. He would have preferred acquiring sufficient control of the company (66 2/3%) to enable him to sell off the broadcast properties over a period of time. This might have satisfied the FCC and yet provided him with needed broadcast revenues. It was an option less attractive to the WSCI owners.

There was still another option: Mr. Allbritton could simply pack up and go home to Texas. The odds in Washington last Friday, however, were that he'd be around for awhile.

Assent and dissent: the Robinson and Lee opinions on Star decision

"We share the public's concern for the health of the news media in the city of Washington. But we will not sacrifice the minimum elements of fairness just so we could proclaim to the public that—whatever we had not been—at least we had been swift."

FCC Commissioner Glen O. Robinson expressed that view in concluding a statement issued as a public defense of the commission against the "stringent" criticism it has taken—including that from Treasury Secretary William Simon—for its decision in the controversial *Washington Star* case.

A contrasting position was staked out by Commissioner Robert E. Lee, the lone dissenter in the case, in a statement issued last week. The title of the statement reflected his concern: "Au Revoir L'Etoile" ("Goodbye, Star"). (Mr. Lee has been studying French in preparation for participation in international conference.)

Secretary Simon and the *Washington Post*, in an editorial, criticized the decision on the ground that the *Star*, in what its owners and Mr. Allbritton say is a severely weakened financial condition, could not survive it. Secretary Simon said the commission had taken "the coward's way out" while the *Post* accused the commission of "regulatory lethargy at its worst" (BROADCASTING, Aug. 4).

Commissioner Robinson, who took the unusual course of issuing a public rebuttal out of a belief within the agency that the criticism should not go unanswered, called the comments an "ungair assessment" of the commission's action. He said that the commission lacked the information on which a decision could be based. As a result, he said, the agency was required by law to hold a hearing.

Nor could he agree, he said, that the

commission treated the case routinely, "flying in the face of what everyone knows," as the *Post* had charged. He said the commission is accustomed to hear "prophesies of impending ruin from businessmen in all the industries we regulate." Without doubting the stories in the *Star* about the paper's financial plight, he added, "I must emphasize that the FCC has to know a little bit more than the *Star* has reported in its news columns"—what efforts, for instance, were made to sell the newspaper separately, what assurances there are that Mr. Allbritton would continue to publish the newspaper regardless of its losses, and the extent of cross-subsidy between the newspaper and the broadcast stations.

Furthermore, he said, he could not see the wisdom in what he described as the suggestion of Mr. Simon that it would be preferable for the commission simply to have denied the waiver requests and transfer applications without a hearing. "This suggestion might have come from the Queen of Hearts," Commissioner Robinson said: "'Sentence first—verdict afterwards.' And the only proper response to it is the one Alice made to the Queen: 'Stuff and Nonsense.'"

Commissioner Lee, on the other hand, argued that the commission was unreasonable in ordering a hearing. He said it could and should have approved the waiver requests without one. The newspaper is "in serious financial trouble" and "the record shows that, while the broadcast properties are making profits," they are not enough to sustain the newspaper, he said. Commissioner Lee also said that the *Star* company, in its search for financing, attempted to comply with the cross-ownership rule by seeking alternative offers for the newspaper. But the two other offers that were received were not acceptable, he said, adding that the commission's rules "were not intended to require" the company to "give away" the newspaper while retaining the liabilities.

And as for whether Mr. Allbritton is committed to continuing to publish the newspaper, Commissioner Lee said Mr. Allbritton's expenditure of time and money in the venture thus far indicates the sincerity of his purpose. Furthermore, he said, "We do not ask applicants to commit themselves to continued operations of unprofitable broadcast stations, and we cannot condition the waiver requested here upon continued indefinite operation of the newspaper which we do not license."

One for all and all for one at the FCC?

NCCB publication cites statistics on commission votes showing little dissent by commissioners

The present members of the FCC, when they vote on commission matters, are a congenial lot. The commissioner who most often turned away from the majority is Benjamin L. Hooks; yet the voted with

majority 96.3% of the time. The commissioner who most often voted with the majority was Glen O. Robinson, whose 99.1% record topped even Chairman Richard E. Wiley's, 98.9%. Commissioner Abbott Washburn's record was also 98.9%, while Commissioner Robert E. Lee's was 98.8%; Commissioner Charlotte Reid's, 97.9%; and Commissioner James Quello's, 98.5%.

The statistics appear in the Aug. 11 issue of *Access* magazine, published by the National Citizens Committee for Broadcasting. And ex-FCC Commissioner Nicholas Johnson, who heads NCCB, sent a copy of the report to Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, with the suggestion that he raise the question of FCC like-mindedness at the hearing next month on President Ford's renomination of Commissioner Washburn.

Mr. Johnson noted that Senator Pastore last month, at the confirmation hearing of seven persons named to the Corporation of Public Broadcasting board of directors said, "The moment you reach unanimity on every subject and issue, I think you are a failure." By that standard, said Mr. Johnson, who in his time as a commissioner had dissented often and vigorously, "the Federal Communications Commission is a failure."



Headlines and headends. Robert Schmidt, new president of the National Cable Television Association, has been getting his feet wet in both sides of the cable industry—the Washington political scene and the nuts and bolts operational arena at the local level. Last week in Washington, Mr. Schmidt outlined his three basic goals as NCTA president, which include a pledge to bring the industry together, establish cable as a separate medium from broadcasting that would be free of ancillary and supplemental obligations to over-the-air television, and make the "merits" of cable well known. No staff or policy changes were announced. Mr. Schmidt is at left in the top picture, taken at a reception that followed the news conference. With him (l to r): Burt Harris, Harris Cable Corp.; Rex Bradley, NCTA chairman, and Mrs. Schmidt, the former Patricia Ann Godfrey, daughter of broadcast personality Arthur Godfrey. In the bottom picture, Bill Turner of Welch (W. Va.) Antenna Co. meets Mr. Schmidt to take him on a tour of the Welch system, emphasizing the technical and financial realities of CATV operation.

Moss gathers stones for stance on his questionnaire to agencies

Criticism for attempts to suppress information gathered from regulatory bodies ends in his relenting to release the material to the public

The FCC and seven other regulatory agencies that had compiled an enormous amount of information to respond to a questionnaire from Representative John E. Moss (D-Calif.), were freed last week to make much of that material public. Pressure from the press, the Justice Department, a court and two Republican members of the House Commerce Committee proved too much for Representative Moss, who had been determined to keep the material confidential, at least until his staff had reviewed it, to guard against release of "defamatory" material.

The eight agencies, which are the subject of an inquiry by his House Subcommittee on Oversight and Investigations,

completed the lengthy questionnaire—the FCC's answer ran 18,000 pages—three weeks ago, and were promptly told by Representative Moss not to make any of the material public.

His directive came in the wake of inquiries to the agencies by some members of the press. Then, two weeks ago, the *Washington Star* filed a formal request with the FCC under the Freedom of Information Act, and Chairman Richard E. Wiley wrote to Representative Moss expressing the view that, under the act, the commission had no choice but to "consider" the request.

One of the ironies of the episode is that Representative Moss is one of the authors of the Freedom of Information Act.

On the same day that the letter was written, Aug. 1, Representative Moss's subcommittee sent subpoenas to the eight agencies involved, directing them to provide the subcommittee with all of their copies of the material they had sent in response to the questionnaire, as well as all working papers. The purpose was to make it impossible for the agencies to comply with Freedom of Information Act

requests. (A ninth agency, the Consumer Product Safety Commission, had already supplied copies of its questionnaire answers to reporters.)

But that action prompted a number of counter actions. Representative James M. Collins (R-Tex.), a member of the subcommittee, and Representative James T. Broyhill (R-N.C.), of the parent Commerce Committee, charged that Representative Moss had obtained subcommittee approval of the subpoenas through an "irregular" telephone poll of the members. They said the full committee should reconsider the action.

Then, the Justice Department told the three executive branch agencies on the list of eight—the Environmental Protection Agency, the Food and Drug Administration and the National Highway Traffic Safety Administration—not to comply with the subpoenas. The department said they were "unlawful."

Finally, on Tuesday, *Television Digest* and Washington Business Information Inc., publisher of the *Product Safety Letter*, went to U.S. District Court in Washington for an order prohibiting the agen-

cies from complying with the subpoenas. And on Wednesday, Judge William B. Bryant issued a temporary restraining order blocking the agencies both from surrendering material to Representative Moss or from complying with any Freedom of Information request for 10 days. A hearing on a preliminary injunction barring compliance with the subpoenas was to have been held on Aug. 15.

But by that time, Representative Moss, who had returned to his home in Sacramento for the congressional recess, had had enough. Through his office in Washington, he issued a statement accusing Judge Bryant of a "judicial intrusion into the constitutional prerogatives of Congress," and the Justice Department of "an improper interference with a valid congressional inquiry."

But, he said, even though he was confident the subcommittee would "prevail" in any further proceeding, he would not "subject the subcommittee's actions to the unwarranted assumption of jurisdiction by the courts." He said he was notifying the agencies they are released from any obligation to comply with the subpoenas, and was "urging them to respond positively to all requests for nonsensitive material under the Freedom of Information Act consistent with statutory law."

Representative Moss said he had always intended to have the agencies' replies to the questionnaire made public after the subcommittee had reviewed it and separated out "harmful or possibly defamatory material." FCC officials said they believed the material being requested would be ready for release late this week. It is being reviewed to select out that which is not covered by the Freedom of Information Act.

In Brief

NBC News has broken off negotiations with **Richard Nixon's** agent for documentary telecasts constructed around former President's memoirs. Sticking points were money (agent Irving Lazar reportedly was asking \$700,000) and editorial control. Asked if talks might be reopened, NBC's Richard Wald said "No ... We don't want to go down that path again." □ **Metromedia** will stick with, **Taft Broadcasting** will rejoin National Association of Broadcasters. MM had threatened to pull out unless NAB modified TV code to accept Association of Independent TV Stations' commercial standards. (It did.) Taft stations have been code subscribers but company has refused to be NAB member unless association made code subscription mandatory. (It did.) □ House Communications Subcommittee Chairman **Torbert Macdonald** told RKO General station executives in Boston Friday he supports experiment with radio de-regulation "in the major cities where marketplace forces have the best chance to work," added he hopes experiment would suggest ways to make TV regulation "less burdensome." Of radio license renewal he said: "The time and money spent on renewing radio broadcasting licenses every three years is enormous ... I suspect that the benefits of renewal aren't worth the expense." □ FCC has institutionalized procedure it adopted under court order in prime-time access rule III to **notify citizen groups** of rulemakings and other proceedings in which they may want to participate. It has compiled mailing list of 270 groups, invites other to request place on it. Weekly mailings begin next month. □ **Sandy Frank Productions** has lost in last-gasp effort to delay Sept. 8 effective date of PTAR III. U.S. Court of Appeals in New York last week denied Frank's request that it rehear argument on effective date of rule or, if unable to act in time, to stay that date. □ **Drake-Chenault Enterprises** has filed \$5.1 million lawsuit against **RKO General** on charges that RKO violated 1974 contract by airing *History of Rock and Roll* on KRTH(FM) Los Angeles, market where D-C owns KIQ(FM). □ FCC has denied nine petitions for reconsideration of revised **pay cable rules**, action that clears way for court resolution of various appeals filed by both broadcasters and cable operators. □ **Elmer W. Lower**, vice president for corporate affairs for ABC Inc. and for 11 years president of ABC News, will receive Paul White Memorial Award of Radio Television News Directors Association at annual convention in Dallas Sept. 19. □ **Thomas M. Battista**, VP-general manager of CBS-owned KMOX-TV St. Louis, named VP-station services, CBS Television Stations Division, New York, with supervision over national sales, market development, program development, labor and community relations, information services and Washington news bureau. **Christopher P. Desmond**, who has been VP for operations and marketing for division, succeeds Mr. Battista in St. Louis post. □ **Peter G. Levathes**, former 20th Century Fox TV executive, joins Corporation for Public Broadcasting Sept. 1 as director of corporate relations, responsible for raising nonfederal funds for programming.

FCC road show moves out again

The FCC will hold three regional meetings with members of the public and broadcasters this fall, but one in San Francisco will involve something new—a televised call-in show broadcast by KTVU(TV).

The three regionals will be held in conjunction with National Association of Broadcasters-Radio Advertising Bureau fall conferences—Boston, Oct. 18; Denver, Nov. 18 and San Francisco, Nov. 20 for the televised call-in meeting and Nov. 21 for the meetings with the broadcasters.

The meetings with the public, including the televised session in San Francisco, will be held in the evening. The meetings with the broadcasters, which involve commissioners and staff members participating in panel discussions, will be held in the afternoon.

Chairman Richard E. Wiley's office said the televised call-in was suggested by officials of Cox Broadcasting, licensee of KTVU. The chairman thought it a good idea—a way "to use the medium to reach the people interested in the medium," the aide said.

Superlatives fly thick and fast when networks blow own horns for new season

Three major networks start barrage of promotion for fall programs

Spots for new and unknown products have begun to pop up on network television screens as ABC-TV, CBS-TV and NBC-TV tease viewers with glimpses of some of the prime-time programing attractions to be introduced for the fall season.

A promotion executive of one of the TV networks quipped: "We're going to be the biggest advertiser on the network for the next five weeks." Summer is the season for selling—to the viewers—the new and returning programs for autumn. And the network's own facilities are the primary vehicle for whetting the viewer's interest in the series, motion pictures and specials that will flash across the screen throughout the season.

The networks' promotional and advertising cadres started to create eye and ear catching themes as long as six months ago. Their array of promotional announcements for this fall are centered on a single concept designed to lure viewers to sample their program offerings. For 1975-76 the battle cries are: "Welcome to the bright new world of ABC"; "Catch the brightest stars on CBS"; "Superseason on NBC—you're gonna like it a lot!"

As if preparing for a naval assault, the networks' promotional and advertising commanders unleash their TV spots in "waves," starting slowly in the first month with announcements on new series. In mid-August the assault becomes more pronounced, including a mixture of new and returning programs. About 10 days before premiere week (Sept. 8), the strategy calls for promotional salvos directed to programing for each night of the week.

The ballyhoo will reach Barnum proportions this year, principally because of the large number of new series to be launched (nine for each of the three TV networks). Officials were reluctant to project the total number of spots they would telecast by premiere week but one ventured that as many as 500 program blurbs will have been directed toward viewers by Sept. 8 by his network alone.

Affiliates are being supplied spot announcements to be used at their discretion. Radio time is being bought for broadcast several weeks before the debut of the new season.

And two ingredients that are considered a sine qua non in "the selling of the season" are schedules in newspapers and *TV Guide*. Advertisements in newspa-

pers, usually in from 300 to 400 newspapers, are inserted on the play date of the program. They are placed on a co-op basis with the local TV affiliate.

Masterminding the new season blitz have been Simon B. Cowles, vice president, creative services, and John T. Curry Jr., vice president, advertising, ABC Television; Louis Dorfsman, vice president, advertising and design, CBS/Broadcast Group, and Gerald Rowe, vice president, advertising, NBC-TV.

Mr. Cowles said that ABC-TV's "Welcome to the bright new world of ABC" conveys a sense of warmth, an invitation to visit with some of the network's programs. ABC-TV's approach, he said, is to be pleasant as well as persuasive.

One facet of ABC-TV's over-all effort that is being kept under wraps is the tune-in advertising in newspapers. Mr. Cowles and Mr. Curry said their department has devoted considerable time to developing the concept for the newspaper advertising and believe their approach is validated by in-depth research they conducted.

Mr. Dorfsman said that CBS-TV's direction was to capitalize on the star value of programs that have kept the network in a leadership position for 19 straight years. He noted that CBS can be described as "an acronym of sorts" for "catch the brightest stars."

He ventured this year CBS-TV took extra precaution in producing spots for ac-

tion series. He explained that with the preoccupation with violence, he decided it would be prudent to tone down the promotional announcements even for action series on the possibility that some of them may be carried in time periods during which children may be watching.

Mr. Rowe thinks that NBC-TV has achieved an eye-catching introduction and closing for its spots through inventive use of animation to hammer home the theme, "Superseason on NBC, you're gonna like it a lot!" He is convinced that heavy pre-season advertising on TV is valuable in preparing viewers for programing that is to start or return. Mr. Rowe added that newspaper advertising also is critical; he recalled one year the amount of co-op advertising fell off and said there also was a decline in ratings for the first few weeks.

He echoed the views of colleagues at the other networks when he gave this observation on new season advertising-promotion: "It has an effect for the first four or five weeks. After that, viewers have made up their minds which programs to tune in."

FTC puts a halt to Beneficial loan ads

'Instant tax refund' branded misleading by commission

The Federal Trade Commission has ordered Beneficial Corp., Wilmington, Del., and its subsidiary, Beneficial Management Corp., Morristown, N.J., to halt misrepresentations in advertisements for its lending business. The loan company's annual billings for advertising in 1974 were \$1.3 million for network television and \$538,900 for spot TV, according to the Television Bureau of Advertising's figures, and \$1.8 million for spot radio, according to the Radio Advertising Bureau.

"We conclude that the instant tax refund advertisements, in both their plain and adorned forms, had a capacity and tendency to mislead the public about the truth of Beneficial's loan offer and thus violated Section 5 (of the FTC Act)," the opinion written by FTC Chairman Lewis A. Engman stated.

The "plain and adorned" version referred to are advertisements, first broadcast in late 1969 using the "instant tax refund" theme, which were later altered in response to public misunderstanding of the slogan. Since February 1970, broadcast advertisements have referred to the "instant tax refund plan" or "instant tax refund loans" and have included as explanations phrases like "lend you the equivalent of your refund in cash" or "qualify for a loan."

"In truth," the commission said, "it is admitted, what Beneficial is offering is its everyday loan service. The size of the loan Beneficial wishes to sell is not related to any tax refund, but the customers credit limit," the order states. The opinion upholds an initial decision by Administra-



Now eight Va. stations face EEO actions

Richmond-area stations will get closer look by FCC as to their employment practices and efforts

A petition alleging discrimination in employment that was filed against most of the stations in the Richmond, Va., area has led to the FCC finding fault with the employment practices of eight of them.

All told, 16 stations were involved in the proceeding that began almost three years ago, when the Reverend Dwight Jones, chairman of the Black Coalition, filed a "petition to prevent continuing violations of commission's equal employment opportunity rules."

The commission said the employment data and affirmative action programs of eight of the stations indicate they are in full compliance with the commission's equal employment rules and policies. Accordingly, their renewal applications were granted. The stations are WIKI(AM) and WDYL(FM), both Chester, Va., WXEX-TV Petersburg, Va., and WRXL(FM), WLEE(AM), WRVA(AM), WWBT(TV) and WTVR-TV, all Richmond.

However, it granted only conditional renewals to WTVR-AM-FM, WRNL(AM), WRVQ(FM) and WEZS(AM) all Richmond. And it deferred renewal of the licenses of WIVE-AM-FM Ashland, Va., and WXGI(AM) Richmond.

The commission said the failure of those eight to employ minorities in sufficient numbers or to implement an affirmative action program exhibiting more than a "passive attempt to recruit and employ minorities" warranted further attention. "With each station, there is a significant disparity between the percentages of minorities in the station's employ."

The five stations whose licenses were renewed conditionally were directed to file, as an amendment to their 1975 license renewal applications, a detailed statement of affirmative action undertaken to encourage minority applicants for each job opening filled during the 21-month period covered by the filing of the 1976 and 1977 annual employment reports with a list of minority persons designated to fill those jobs.

The commission noted that the three stations whose renewals remain deferred employ no full-time minority employees. It directed them to file within 60 days a job-structure analysis, copies of job-requisition, application and performance-evaluation forms and positions descriptions for at least three full-time and two part-time positions. WIVE-AM-FM was also directed to submit a list of all persons hired and promoted during the past 12 months, indicating job title, date of employment and sex.

The stations were further instructed to

five Law Judge Montgomery K. Hyun, issued October 21, 1974, finding the advertising deceptive and affirms the initial conclusion that Beneficial misused confidential information gathered in the preparation of taxes, by using it to solicit loans without consent. The firms were additionally ordered to halt use of tax return information for other purposes unless the customer gives prior consent.

Edgar Higgins, chairman of the board of Beneficial Corp., immediately issued a statement denouncing the FTC opinion and terming "unreasonable" the sanctions imposed by the commission's order.

More HEW pressure on cigarettes, liquor

Report recommendations include two measures to curb advertising

The Department of Health, Education and Welfare, in a report on health problems, has raised the possibility of banning all cigarette and liquor advertising. It also suggested disallowing money used for the advertisement for cigarettes and liquor as tax deductions.

These are two items in a broad ranging "second annual forward plan" for health, prepared by the various agencies of HEW, to offer direction to the government's regulatory and legislative efforts to improve health in the nation. The document was being studied by HEW Secretary Casper Weinberger last week, and will not be made available to the public until this week or next.

The study focuses on the need for a program of disease prevention, not just of disease cure, and identifies several underlying causes of disease which should be attacked. Smoking, alcohol abuse, poor diet, environmental pollution occupa-

tional hazards and genetics are listed as major causes of disease and illness.

The report describes smoking as causing a number of cancers, bronchitis, emphysema and heart disease. Excessive use of alcohol, it says, is responsible for homicides, automobile accidents and suicides and has been connected with increases in cancer death rates.

In that context the report raises the possibility of banning cigarette and liquor advertising, restricting the sale of cigarettes with high tar-and-nicotine content, discontinuing federal price supports for tobacco, and reducing the alcoholic content in some beverages.

Report on ad taxes

Three of five proposals definitely squelched

The advertising taxes proposed in four state legislatures (BROADCASTING, March 10) have been voted down in three cases and left hanging in one. Meanwhile, a similar proposal has been freshly introduced in Massachusetts.

The Rhode Island bill (S-311), designed to apply the state's 2% sales tax to the purchase of advertising space and time, has remained dormant in the state finance committee. The Maine, Maryland and Vermont ad tax proposals have been rejected, thanks in part to activity by advertising industry factions (notably the American Advertising Federation's local chapters) in convincing legislators that the taxes are discriminatory.

The Massachusetts Ways and Means Committee is now considering an ad-tax proposal which would extend the state's 5% sales tax to services rendered in selling advertising space and time and in the preparation of literature by advertising agencies or public relations firms.

Up 9.1% at half-way mark. Network TV billings in June rose 6.8% above the June 1974 total, reaching \$169.4 million, according to a Television Bureau of Advertising report based on estimates compiled by Broadcast Advertisers Reports. June's figures put the 1975 first-half total at \$1.18 billion, 9.1% ahead of the comparable 1974 period. All day parts showed gains for the half, led by weekday daytime with a 16.2% increase. Six-month totals by networks: CBS-TV \$427,821,100; NBC-TV \$399,354,300; ABC-TV \$352,472,700. The full report:

	June		January-June			
	1974	1975	% chg.	1974	1975	% chg.
Daytime	\$ 50,186.9	\$ 53,630.9	+ 6.9	\$ 349,601.6	\$ 399,623.3	+14.3
Mon.-Fri.	36,036.4	40,475.2	+12.3	241,060.9	280,163.5	+16.2
Sat.-Sun.	14,150.5	13,155.7	- 7.0	108,540.7	119,459.8	+10.1
Nighttime	108,424.0	115,735.5	+ 6.7	731,614.0	780,024.8	+ 6.6
Total	\$158,610.9	\$169,366.4	+ 6.8	\$1,081,215.6	\$1,179,648.1	+ 9.1

	ABC	CBS	NBC	Total
January	\$ 59,183.6	\$ 70,017.4	\$ 71,642.3	\$ 200,843.3
February	58,915.3	67,291.2	62,353.2	188,559.7
March	65,313.5	77,795.9	68,459.7	211,569.1
April	59,488.5	75,237.7	67,688.7	202,414.9
May*	59,183.3	78,195.3	69,516.1	206,894.7
June	50,388.5	59,283.6	59,694.3	169,366.4
Year-to-date	\$352,472.7	\$427,821.1	\$399,354.3	\$1,179,648.1

* Revised

provide a detailed description of their efforts to broaden the pool of applicants in a manner that would assure women and minority group members an equal chance to be considered for employment and promotion. Action on the renewal applications will be deferred until the commission receives and approves the requested material.

Meanwhile, in two separate actions, the commission renewed the licenses of WVOR(FM) and WBFB(FM), both Rochester, N.Y. Their renewals had been opposed by Action for a Better Community Inc. and the Metro-Act of Rochester. The commission found no cause for action in allegations that the stations had failed to ascertain the needs of the area's minorities, had presented programming that was not responsive to needs of the community and had been guilty of discrimination in their employment practices. The successor organization to Action, Rochester Black Media Coalition, had asked that the petitions be withdrawn and the renewals granted.

NAB board members slotted for committees

The make-up of the National Association of Broadcasters' board committees for 1975 was cemented last week. Ten board members were named to the convention committee, which is planning next year's annual meeting in Chicago. Some of the other committees are new this year such as the CATV radio committee, established to deal with cable problems unique to radio; the board manual committee, which is refining a handbook for freshman board members; the radio redistricting committee, which will recommend new boundaries for the existing 17 radio districts. Another new committee is the SRDS committee, established to try to persuade the Standard Rate and Data Service to continue publishing radio station rate cards. The service has said it wants to discontinue the practice unless radio stations indicate they are in the market for national business. Under the SRDS plan, a station would have to purchase at least \$125 in advertising or other services from SRDS to have its rate card published.

The new committee line-ups are as follows.

Convention: V. Kay Melia, general manager of KLOE(AM) Goodland, Kan., and Robert D. Gordon, vice president and general manager, WCPO-TV Cincinnati. (Mr. Melia and Mr. Gordon are vice chairmen, respectively, of the NAB radio and television boards); co-chairmen, John R. Anderson, president and general manager, WCCW-AM-FM Traverse City, Mich.; Donald G. Jones, president, PSB Radio Group, Fond du Lac, Wis.; Frank W. McLaurin, vice president and general manager, KSRO(AM) Santa Rosa, Calif.; Paul E. Reid, president and general manager, WBHB(AM) Fitzgerald, Ga.; Virginia Pate Wetter, president and general manager, WASA(AM)-WHDG(FM) Havre de

Grace, Md. Thomas E. Bolger, president, WMTV(TV) Madison, Wis.; Kathryn F. Broman, vice president, Springfield (Mass.) Television, and Daniel T. Pecaro, president, WGN Continental Broadcasting, Chicago.

By-Laws: Donald A. Thurston, president, Berkshire Broadcasting Co., North Adams, Mass., chairman; George L. Brooks, president and general manager, KCUE-AM-FM Red Wing, Minn.; Ray Johnson, executive vice president and general manager, KMED(AM)-KTMT(FM) Medford, Ore.; Ben A. Laird, president, Green Bay (Wis.) Broadcasting Co., and Wally N. Nelskog, president, KIXI-AM-FM Seattle.

Membership: Robert B. McConnell, vice president and general manager, WISHTV, Indianapolis, chairman; Stan Wilson, vice president, KFJZ(AM) Fort Worth; Victor C. Diehm, chairman, Hazleton (Pa.) Broadcasting Co.; Eugene B. Dodson, president, WKY Television, Oklahoma City, and general manager, WTVT(TV) Tampa, Fla.; Mr. Laird; William A. O'Shaughnessy, president, WVOX-AM-FM New Rochelle, N.Y.; Robert E. Thomas, vice president, Beef Empire Radio Stations, Norfolk, Neb., and Jack S. Younts, president and general manager, WEEB(AM) Southern Pines, N.C.

CATV radio: Bill Sims, president, Wycon Corp., Laramie, Wyo., chairman; Jack B. Chapman, president, KGAK(AM) Gallup, N.M., and Mr. Thurston.

Board meeting site locations: V. Kay Melia, general manager, KLOE(AM) Goodland, Kan., chairman; Len Hensel, vice president and general manager, WSM-AM-FM Nashville; Mike Shapiro, president, Belo Broadcasting, Dallas, and Mr. Thomas.

Board meeting site locations: Mr. Edward Allen Jr., president and general manager, WDOR-AM-FM Sturgeon Bay, Wis.; Mr. Dodson, and Mr. McConnell.

SRDS: Thad M. Sandstrom, vice president for broadcasting, Stauffer Publications, Topeka, Kan., chairman; Joseph C. Drilling, president, Retlaw Broadcasting, San Diego, and Mr. O'Shaughnessy.

Radio redistricting: Mr. Dilling, chairman; Mr. Hensel; Robert R. Hilker, president, Suburban Radio, Belmont, N.C., and Harold R. Krelstein, board chairman, Plough Broadcasting Co., Memphis.

FCC two-time loser in lottery ruling

Court reverses commission again on N.J. decision; 'hot news' first amendment protection still holds even in light of new law

The FCC has been reversed a second time on its ruling that WCMC-AM-FM-TV Wildwood, N.J., would violate the federal lottery law by broadcasting in a news program the winning state lottery number.

The commission originally lost on the issue in the U.S. Court of Appeals in Phil-

adelphia on January 1974, when the court said such announcements were "hot news" that were protected by the First Amendment.

It lost again in the same court after the Supreme Court, which had agreed to review the case, remanded it to the court to decide whether a law enacted last year permitting broadcasters to carry news of state-run lotteries had mooted the issue.

The court, in a per curiam decision, said the case was not moot, since the ruling involved national policy and affected broadcasters in states that do not conduct lotteries and whose signals reach states that do conduct them. Under the law, those broadcasters in a non-lottery state—like Vermont whose signals reach New Hampshire, which does conduct a lottery—would not be permitted to broadcast the winning New Hampshire lottery numbers.

And since the issue was not moot, the court said it was reversing the commission's decision for the reasons it expressed in the first opinion.

Harley Staggers, technology booster

He introduces bill to establish Bureau of Telecommunications within Commerce Department to upgrade efforts in that area

A bill to establish a Bureau of Telecommunications within the Commerce Department to coordinate and promote progress in telecommunication technology has been introduced in the House by Commerce Committee Chairman Harley Staggers (D-W.Va.).

In an address to the House at its last session before taking a five-week recess, Mr. Staggers said the government's "effort in the field of telecommunication technology utilization" has been "fragmented and largely ineffective." He said telecommunication technology has the potential to help the nation conserve energy, increase productivity and provide new jobs, improve efforts to protect the environment and improve the balance of trade.

He shared a letter he wrote to the President in May in which he said that as with biomedical research and space exploration, the potential of telecommunications technology cannot be tapped if the nation relies on private capital. And he pointed out that the U.S. has become a net importer of telecommunications equipment.

In the letter, he painted a utopian picture of life as it might be with two-way communications using cable and satellites.

"What is needed, in my view," he said, "is a specific entity within the government whose mission it would be to promote this technology in the interests of our domestic and international economic life."

Mr. Staggers's proposed bureau would seek out and remove obstacles to development and use of new technologies, subsidize research demonstrations and provide

technical assistance and training to state and local governments in the use of information and products.

The bill (H.R. 9289) provides that the secretary of commerce will plan and perform a comprehensive and integrated telecommunications program and report to the Congress yearly. The bill would establish a Telecommunications Technology Advisory Council of 12 people with three-year, staggered terms to review the program.

The director and deputy director of the proposed bureau would be appointed by the President and confirmed by the Senate.

Mr. Staggers said in his speech to the House, "I do not expect to solve all of our problems all at once. I do propose to move quickly and forcefully to correct the principal deficiencies of our present organization."

Keep it down

The FCC again is reminding broadcasters that they have an "affirmative obligation" to insure against objectionably loud commercials. The current warning comes 10 years after the FCC first put broadcasters on notice of that obligation in a 1965 policy statement.

In that policy statement the commission warned against excessive modulation through inadequate control-room procedures, excessive volume compression

resulting from the use of automatic gain control, excessive use of filters, attenuators and reverberation units, or the use of pre-recorded commercials that had been subjected to such electrical processing devices. Additionally, the commission alerted broadcasters to avoid voice commercials presented in a "rapid-fire, loud and strident manner."

The commission felt the reminder was necessary since listener complaints regarding loud commercials still persist.

Broadcasters see ruin of local service by satellite-to-home

Network affiliate groups, AMST, NAB oppose it in FCC comments; others supply data and technical recommendations

Satellite-to-home television service "could bear the seeds of destruction for the tried and true local system we have now." That's a possible result the National Association of Broadcasters foresees if broadcasting-satellite service for regular programming is permitted.

The FCC solicited comments on this service last June (BROADCASTING, June 2)

in hopes of compiling data to help shape the U.S. position at the 1977 World Administrative Radio Conference. The international conference will plan the use of broadcasting-satellite service in the 11.7-12.2 ghz band.

What the FCC received last week was impassioned pleas from broadcasting organizations not to act in favor of the service. Other comments provided the commission with technical data should the service be implemented.

The NAB urged the commission not to jeopardize our present system by allowing a broadcasting satellite service "incapable of serving the local needs of the myriad communities."

ABC, CBS and NBC affiliate associations jointly charged that satellite-to-home service runs counter to the U.S. tradition of broadcasting. Since the time of the Radio Act of 1912, local service to individual communities has been encouraged, and "this is still the national plan," the affiliates said.

Those who claim that regular programming on broadcasting-satellite service will merely supplement the system misunderstand the economics which permit local programming, they said.

The affiliates explained that such a service could undercut the economic base of local programming since stations must rely on programming by nonlocal sources to build their audience and provide the money for local programming.

They said that the service would also

The Incredible Time Machine

Meet the Schafer 903 . . .

The 903 schedules and plays your spots and PSA's by time, just like you do now in your manual operation.

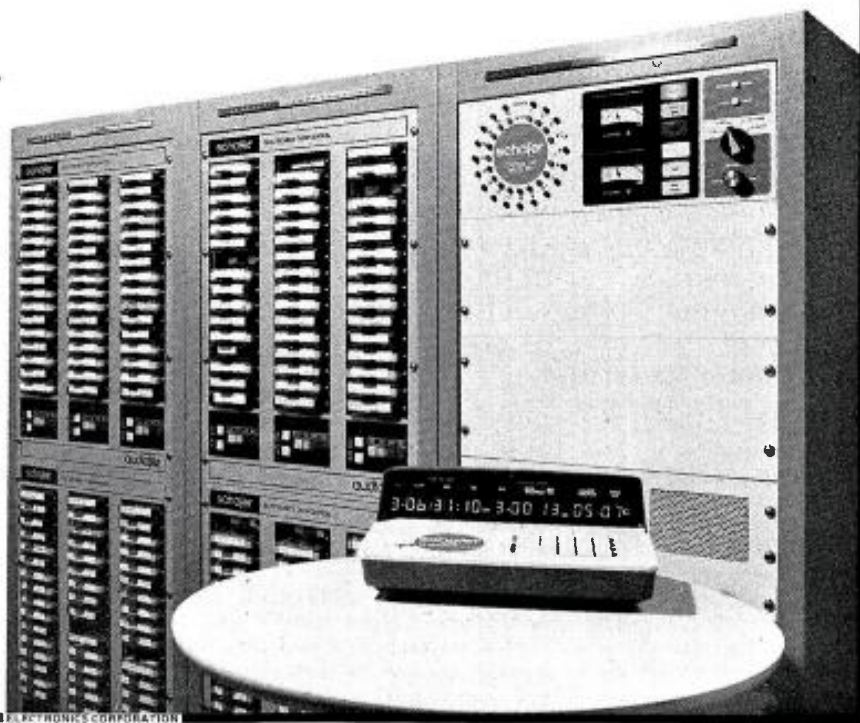
The 903 keeps your Program Director's format clock and music rotation separated from your spots and PSA's, which makes daily commercial entries virtually goof-proof.

The 903 is so simple to program that in the majority of stations, the traffic director does the daily schedule changes.

The 903 is totally expandable too, so you won't outgrow it. Schafer also guarantees the memory module itself for FIVE YEARS. Try to top that.

There's a lot more you should know about the Schafer 903. Give a call now, or write for details today. Find out why the Schafer 903 is the one-and-only Incredible Time Machine.

**another
exclusive
from
schafer**



75 Castilian Drive • Goleta, California 93017 • (805) 968-0755

have an enormous social and economic impact because it would discriminate against the poor (who couldn't pay for the service) and couldn't provide the depth and diversity in local programming.

And if those criticisms were not enough, the affiliates added the danger of "Big Brotherism" and government thought control from a national service blanketing the country.

The Association of Maximum Service Telecasters characterized the service as "the antithesis of our present system of local service. It said that the U.S. should be careful to avoid use of the service before the issue has been resolved by Congress and the American public.

ABC Inc. agreed that the service was incompatible with the present system and urged the commission not to get the U.S. involved in international rules which would prohibit other uses of the band.

The others commenting — CML Satellite Corp., Corporation for Public Broadcasting, Joint Council on Educational Telecommunications, Comsat General Corp. and AT&T—chose to deal with technical recommendations to be considered in planning the service.

As did the broadcasters commenting, they urged the commission to strive for maximum flexibility in the use of the band which would be shared by broadcasting-satellite and fixed-satellite services.

CML, which says it has the only pending application proposing use of the 12 ghz band, said it is premature for the commission or the International Communications Union to limit band services. The corporation explained that while the basic technology may be available, the detailed characteristics of prospective systems are not well known.

It also claimed that if sharing is to be done, it should be by orbit-division and not spectrum division. Several others commenting agreed.

JCET expressed a common technical concern when it said that power flux density limits should not be imposed until system characteristics are better understood.

AT&T claimed that the use of 11.7-12.2 ghz would preclude extensive use of the band for terrestrial fixed and mobile services and that substitute mobile allocations will have to be developed.

Media Briefs

Border trouble. FCC has reprimanded Border Broadcasters Inc., licensee of KVOZ(AM)-KOYE(FM) Laredo, Tex., for deliberately falsifying survey results to mislead potential advertisers about stations' audience size. Commission called action "a most blatant violation of (it's) policies regarding unfair business practices and deceptive advertising" and said matter had been made part of stations' records and will be "seriously" considered when stations' next license-renewal applications are filed.

EEO hang-up. Malrite Of New York Inc.'s WNYR(AM) and WEZO(FM) Rochester, N.Y., have been granted short-term

Our Broadcasters Libel Insurance policy is nearly as crisp and concise as your evening news.

The language is that plain, the provisions that clear, the coverage that complete. It isn't what you would call great writing, but it sure is understandable.

That's what experience will do for you. Forty years ago, the ERC Broadcasters Libel Insurance policy had more exclusions than it did coverage. Today, there are no exclusions. If you have trouble, you're covered, even for punitive damages.

Here are the facts of life, about libel suits, as ERC has developed them in more than 40 years of underwriting Libel Insurance policies:

1. In any given month or year, it's probably not going to happen to you.
2. If you broadcast enough times, over enough years, it's bound to happen.
3. When you wind up in front of a jury, that group is going to try to sock it to you. They won't want to miss the opportunity to get even for your bad taste in programming.

These same facts of life make Libel Insurance one of the best buys in the insurance marketplace. It's an ideal setup for economical coverage: low incidence of claims, but very stiff expenses when you have to go to court... even if you win.

Much like Major Medical. You'll probably only need it once or twice, but it's curtains if you're without it when the time comes. If you (or your insurance representative) will fill out and mail the coupon, we'll respond by mail with full details.

Please do it soon. Some malcontent may have you in his sights right now.

**Broadcasters Libel, Department C-8
Employers Reinsurance Corporation
21 West 10th Street
Kansas City, Missouri 64105**

Please tell me more about your Broadcasters Libel coverage.

NAME _____

TITLE _____

BUSINESS _____

ADDRESS _____

CITY, STATE, ZIP _____

TELEPHONE _____

license renewals until June 1, 1976, because of employment record which shows no full-time minority employees at either station in last five years. Commission also conditioned renewal on licensee's filing as part of its 1976 renewal application detailed statement of affirmative action program to encourage minority and woman job applicants and effect of that program in terms of employment, hiring and promotion of identified minority group members.

Walton under study. FCC Review Board has enlarged issues against Walton Broadcasting Inc., which seeks license renewal of its KIKX(AM) Tucson, Ariz., to determine whether Walton made misrepresentations to commission and violated equal-employment-opportunity rules. Basis is letter from Martin Ross, Walton vice president, admitting lack of affirmative action program, although Walton earlier said it would implement EEO program.

More time in Ala. FCC has granted second extensions of deadline for filing applications for noncommercial channels in Birmingham Montgomery and Demopolis, all Alabama, formerly licensed to Alabama Educational Television Commission. Deadline was extended to Aug. 29, at request of Alabama Citizens for Responsive Television, which is preparing applications for those channels. Commission in January stripped AETC of its licenses for those three channels and six others after concluding that AETC had discriminated in its programing against

blacks. Commission's original extension of deadline, from April 1 to Aug. 1, has been appealed to U.S. Court of Appeals in Washington by AETC.

Changing Hands

Announced

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

■ **WSVA-TV Harrisonburg, Va.:** Sold by Gilmore Broadcasting Corp. to Worrell Newspapers Inc. for price understood to be in neighborhood of \$3 million. James S. Gilmore Jr. is principal in seller, licensee of WREX-TV Rockford, Ill.; KODE-AM-TV Joplin, Mo.; WSVA(AM)-WQPO(FM) Harrisonburg, and WEHT(TV) Evansville, Ind. Charlottesville, Va.-based Worrell publishes 34 newspapers and has no other broadcast interests. WSVA-TV is ABC and NBC affiliate on channel 3 with 8.32 kw visual, 1.7 kw aural and antenna 2,130 feet above average terrain. Broker: R.C. Crisler & Co.

■ **KEST(AM) San Francisco:** Sold by KEST Inc. (John F. and Georgiene A. Malloy, Delmor A. Courtney and Alan P. Schultz) to KEST Radio Inc. for \$1,187,252. Sellers have no other broadcast interests. Principals in buyer are Marvin Kosofsky, Howard and Miriam Warshaw and Lawrence and Carol Brandon who together own WYLO(AM) Jackson, Wis.; WTBE(AM) Mineola, N.Y.; WARO(AM) Canonsburg, Pa., and KUXL(AM) Golden Valley, Minn.

Mr. Kosofsky and Mr. and Mrs. Warshaw own KPPC(AM) Pasadena and KMAX(FM) Arcadia, both California. Mrs. Brandon also has interest in WYAM(AM) Bessemer, Ala. KEST is on 1450 khz with 1 kw day and 250 w night. Broker: Hogan-Feldmann Inc.

■ **WCFL-TV Chicago:** Sold by Chicago Federation of Labor and Industrial Union Council to Christian Communications of Chicagoland Inc. for \$850,000 plus assumption of remaining equipment obligations of about \$150,000. Station is not on air. Seller, federation of about 90 labor organizations, also owns WCFL(AM) Chicago. Buyer is nonprofit, nonstock corporation with no other broadcast interests. WCFL-TV is assigned to channel 38 with 1,260 kw visual, 25.1 kw aural and antenna 1,210 feet above average terrain.

■ **KTMC(AM) McAlester, Okla.:** Sold by Indian Nations Radio Co. to Montray Broadcasting Inc. for \$260,000. Principals in seller are Louis L. Holderby and Lewis W. Coleman who have no other broadcast interests. Principal in buyer is Edward Montray, former manager of KWEN(FM) Tulsa, Okla. KTMC is on 1400 khz with 1 kw day and 250 w night. Broker: George Moore & Associates.

■ **WVOT-AM-FM Wilson, N.C.:** Sold by Wilson Radio Co. Inc. to Century Communications Inc. for \$185,000 plus \$50,000 covenant not to compete. Sellers, H.W. Anderson, P.O. Barnes and Harry Severance, have no other broadcast interests. Buyers, Wade Hargrove, Wade Smith, Roger Smith and Harold Tharrington, are Raleigh, N.C., law partners. Mr. Hargrove also is counsel for the North Carolina Association of Broadcasters. WVOT is on 1420 khz with 1 kw day and 500 w night. WVOT-FM is on 106.1 mhz with 23 kw and antenna 185 feet above average terrain.

■ **WTXL(AM) West Springfield, Mass.:** Sold by Communications Industries Inc. to U.S. Broadcasting Corp. for \$219,000. Seller, Howard S. Shulman, has no other broadcast interests. Principals in buyer are Gerald Williams and Jeffrey P. Levitan. Mr. Williams is talk-show host on WBZ(AM) Boston, and Mr. Levitan has real estate interests in New England and Florida. WTXL is on 1490 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

■ **WNWY-FM Norway, Me.:** Sold by Oxford Hills Radio Communications Inc. to Richard D. Gleason for \$120,000. Sellers are Arlene and Raymond D. Knight who have no other broadcast interests. Mr. Gleason is general manager of WSKW(AM)-WTOS(FM) Skowhegan, Me. WNWY-FM is on 92.7 mhz with 2 kw and antenna 360 feet above average terrain. Broker: Keith W. Horton Co.

■ Other sales reported at the FCC last week include: KNEU(FM) El Centro, Calif., and WMSO(AM) Collierville, Tenn. (see page 47).

Approved

The following transfers of station owner-

**FEATURED BY
AMERICA'S OUTSTANDING
MEDIA BROKER**

MAJOR MARKET FM's

Several successful facilities available
in top 25 markets, ranging in price
from \$800,000 to \$3,500,000.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS • NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 331-9270

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30361
400 Colony Square
Suite 510
(404) 892-4655

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

75-28

ship were approved last week by FCC:

■ **WBAY-AM-FM** Green Bay, Wis.: Sold by Norbertine Fathers of the Roman Catholic Church to Midwest Communications Inc. for \$700,000 plus \$300,000 covenant to compete. Norbertine Fathers run St. Norbert College and, with WBAY-AM-FM sale, have completed divestiture of broadcast properties (BROADCASTING, April 28). Buyer has also received FCC approval to sell **WROE(FM)** Neenah-Menasha, Wis. (see below). Principal in buyer is Duey E. Wright (92%) who also owns **WRIG(AM)**-**WDEZ(FM)** Wausau, Wis. WBAY operates full time on 1360 khz with 5 kw. **BBAY-FM** is on 101.1 mhz with 100 kw and antenna 1,080 above average terrain.

■ **WROE(FM)** Neenah-Menasha, Wis.: Sold by Midwest Communications Inc. to RN-M Inc. for \$245,000. Midwest sold **WROE** to avoid violation of FCC duopoly rules with purchase of nearby **WBAY-FM** Green Bay, Wis. (see above). Principals in buyer are William Hansen and Harry D. Jacobs Jr. Mr. Hansen, manager of **WJOL(AM)**-**WLLI(FM)** Joliet, Ill., has interests in **KBUR-AM-FM** Burlington, Iowa, and **KFKA(AM)** Greeley, Colo. Mr. Jacobs is Chicago investment banker. Ex-FCC Commissioner Robert Wells also had been principal but withdrew, in view of impending nomination to directorship of Office of Telecommunications Policy (BROADCASTING, July 7). **WROE** operates on 94.3 mhz with 2.6 kw and antenna 320 feet above average terrain.

■ **WVOX-AM-FM** New Rochelle along with **WGHQ(AM)**-**WBPM(FM)** Kingston, both New York: Family interests in Hudson-Westchester Radio Inc. reorganized and redistributed by Walter N. Thayer, Harry M. Thayer and William F. O'Shaughnessy. Walter Thayer relinquishes interest in all four stations for payment by Mr. O'Shaughnessy of \$25,600. Mr. O'Shaughnessy will pay Harry Thayer \$132,000 to give up his interest in **WVOX-AM-FM** and Harry Thayer will assume 100% ownership of **WGHQ(AM)**-**WBPM(FM)** through new corporation, Historic Hudson Valley Radio Inc. Mr. O'Shaughnessy will be left with 100% of **WVOX-AM-FM**. Walter Thayer is director of publication of the *International Herald Tribune*, president of Whitcomb Investment Corp. which has broadcasting and publishing interests; director of Dun & Bradstreet, Booth Newspapers, Banker's Trust and senior director of Kraftco. Harry Thayer is general manager of **WQHK-WBPM**. Mr. O'Shaughnessy manages **WVOX-AM-FM** is member of National Association of Broadcasters radio board. **WVOX** is daytimer on 1460 khz with 500 w. **WVOX-FM** is on 93.5 mhz with 3 kw and antenna 145 feet above average terrain. **WGHQ** is daytimer on 920 khz with 5 kw. **WBPM** is on 94.3 mhz with 860 w and antenna 540 feet above average terrain.

■ Other sales approved by the FCC last week include: **WMGZ(FM)** Montgomery, Ala.; **WMTU-TV** Memphis; and **KPEP(AM)** San Angelo, Tex. (see page 48).

Programing

60-minute soaps help NBC in fight for daytime ratings

Other networks study feasibility of lengthening own dramas; program chiefs discuss over-all strategy in morning-afternoon

The 60-minute soap opera, which NBC-TV introduced in January, is pulling down ratings that stamp it as probably the most important new trend in daytime in recent years.

Since network daytime television consists almost exclusively of soap operas and game shows (the only exception on the current schedules is an off-network sitcom on ABC), innovation has to be looked for in program length, and, Lin Bolen, NBC's vice president for daytime programs, said the other day, "I had to take almost a full year to prepare for the stretching of *Another World* to 60 minutes. We needed to add new producers, directors, writers, even technicians. There were new actors to be cast, new plots to be motivated, and where before *Another World* used only half of a studio, it now takes up a full studio. In one hour's taping, we can use

anywhere from five to 10 sets."

Both Bud Grant, the vice president for daytime programs at CBS, and Michael Brockman, ABC's daytime vice president, acknowledged NBC's rating success with the 60-minute versions of *Another World*, at 3 p.m., NYT, and of *Days of Our Lives*, at 1:30 p.m., and both said they're looking into the feasibility of extending one of their existing soaps. "My turning one of our dramas into an hour," Mr. Grant said, "would be mainly contingent on the strengthening of that adjacent half-hour I'd be moving into. That's where NBC has been successful, particularly with *Another World*'s moving into their formerly weak 3:30 to 4 p.m. time period."

Mr. Brockman said he agrees with that assessment, adding that an ABC decision to flesh out one of its serials to an hour wouldn't be entered into lightly after the "painful" experience of cranking out a special week's worth of 60-minute *All My Children* episodes. (*Children* is a regularly scheduled half-hour ABC soap that shifted time periods last month.) "It took us eight-and-a-half to nine days to get those five hours on tape," he recalled with a frown.

NBC's monopoly of 60-minute soap operas has helped that network competitively in recent months, to the point where it finishes in first place in six of the nine time periods in which all three networks are competitive (with two first-place finishes for CBS and one for ABC).

In terms of revenues, though, CBS,

EXCLUSIVE — NORTHEAST FIRST TIME OFFERING

Profitable Daytimer
\$75,000 Cash Flow

Price: \$500,000

29% Down (\$145,000) Negotiable Terms
Real Estate

Contact: H. Roger Gardner, Washington Office

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1730 K Street, N.W., 20006 (202) 393-3456

CHICAGO: 1429 Tribune Tower 60611 (312) 337-2754

DALLAS: 6060 No. Central Expressway, 75206 (214) 691-2345

SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties



Officers of the day. These are, l-r, the heads of daytime programming at each of the three networks: Lin Bolen, of NBC, Bud Grant of CBS and Mike Brockman of ABC. So far this year, the programs they control have brought in \$277.5 million.

with its generally higher rate-card prices (mainly the result of five serials with longevity records ranging from 19 to 24 years of unbroken continuity), has raked in \$109.7 million in daytime sales from Jan. 1, 1975, through July 13, 1975 (compared to \$90.1 million for the same period last year). NBC's 1975 sales revenues so far add up to \$90.2 million (compared to \$83.9 million for the first six-and-a-half months of 1974), and ABC brings up the rear with \$77.6 million (up from last year's \$70.5 million).

Reflecting these revenue figures, CBS's hottest soap opera, *Search for Tomorrow*, is priced at \$12,400 for a 30-second spot, whereas NBC gets \$9,900 for 30 seconds of *Another World* and ABC \$8,600 for 30 seconds of *All My Children*. Other 30-second spot prices include, on CBS, \$11,400 for *As the World Turns* and \$11,100 for *The Young and the Restless*; on NBC, \$9,000 for *The Doctors* and \$8,500 for *Days of Our Lives*; and on ABC, \$7,500 for *General Hospital* and \$7,500 for *Ryan's Hope*.

CBS's most profitable game show, *Tattletales*, fetches \$8,700 for a 30-second spot, compared to \$5,700 for 30 seconds on ABC's 12-year-old *Let's Make a Deal* and \$4,700 for 30 seconds on *Hollywood Squares*, NBC's most successful game.

If revenues and rate-card prices are higher than they've ever been before, so are production costs. NBC forks over an estimated \$130,000 for a week's worth of 60-minute episodes of *Days of Our Lives* and *Another World*. Although refusing to disclose an exact figure, Lin Bolen said that while NBC doubled the amount of network time these series take up, "we ended up more than doubling the cost of producing them. We had to reopen every single contract with the actors and producers and directors and writers on these series, and they're getting a lot more money than they used to."

The average 30-minute soap opera is costing a record \$75,000 a week, according to Bud Grant, and Mike Brockman added that the tariff gets higher as the program gets older due to the more lucrative compensation doled out to the series' veteran actors and behind-the-camera people.

Game shows are running in the \$55,000-\$65,000-a-week category, with

the elaborate set constructed for NBC's *The Magnificent Marble Machine* (which features a giant pinball machine) or the huge prize budgets involved in a show like *The Price Is Right* (which needs complicated staging for the tons of merchandise the producers give away) probably pushing the figure even higher.

The bottom line in all this, however, at least as the networks' daytime VP's see it, is the ratings, and a year ago at this time CBS was beating NBC fairly handily in each of the three time periods from 10 to 11:30 a.m. NBC was getting killed particularly at 10, Lin Bolen said, and that situation got NBC's day off to a flying stop, causing poor audience flow to the 10:30 and 11 o'clock shows. "So last January," Miss Bolen said, "we moved *Celebrity Sweepstakes*, which was delivering a solid audience of young women and kids at 12:30, up to 10 o'clock, and that's when we began to turn things around in our favor."

Celebrity Sweepstakes quickly climbed over CBS's *The Joker's Wild*, which was cancelled two months ago. CBS has also announced this week that *Spin-Off*, which replaced *Joker* at 10, will be pinkslipped because its 4.4 rating and 24 share weren't making a dent in *Celebrity Sweepstakes*'s season-to-date (i.e., 125 telecasts through July 13) 5.3 national Nielsen rating and 28 share (up to a 31 share in recent weeks). (Unless otherwise noted, all subsequent ratings-and-share figures will be based on the season-to-date Niensens through July 13.) *Spin-Off*'s host, Jim Lange, will be recycled to *Give and Take*, CBS's new 10 o'clock game show, which kicks off Sept. 8.

At 10:30, the success of NBC's *Wheel of Fortune* (6.5 rating and 33 share to date, with a 36-share average early this summer) has forced Bud Grant to move CBS's fairly solid *The Price Is Right* game from 3 p.m. where it's getting an 8.9 rating and 29 share) to 10:30, beginning today (Aug. 11). That move pushes CBS's long-running *Gambit* game (a 6.3 rating and 32 share at 10:30 a.m., but off almost 10 share points in recent weeks) to 11, where it will have to square off against NBC's *High Rollers* game (6.8 rating and 33 share).

Soap operas are not considered for use

in the 10-to-11:30 a.m. time periods because, according to CBS's Bud Grant, the total audience for TV at that time is made up of too many children, particularly in the Midwest, where the shows run from 9 to 10:30.

ABC continues to return the 10-to-11:30 block to its affiliates because, as Mike Brockman put it, "I'm not sure we could muster the station support" for three network game shows. He also cited the low sets-in-use figures and ABC's expensive overhaul of its entire daytime schedule over the last two months as other factors in keeping the network out of 10 to 11:30, "although I wouldn't preclude our eventually programming in that time."

At 11:30, when all three networks begin competing directly with each other for the daytime audience, NBC's *Hollywood Squares*, now heading into its ninth year, continues to lead the time period (8.4 rating, 26 share), although CBS's Bud Grant said he's eminently satisfied with *Love of Life*'s 7.0 rating and 28 share because a much larger percentage of that audience falls into the key demographic category of women 18 to 49, the daytime grouping advertisers are most eager to reach. ABC rushed in the off-network reruns of *The Brady Bunch* as summer filler when its *Blankety Blanks* game failed to get off the ground. *Brady* has scored a very satisfactory 7.2 rating and 30 share, although this figure is considerably swollen by children under the age of 11 with time on their hands during the summer months.

ABC will have to reluctantly drop *Brady Bunch* on Aug. 29 when the show starts its syndication run (via Paramount Pictures Television). Mr. Brockman said ABC explored the possibility of running off-network reruns of *The Mary Tyler Moore Show* in that time period but didn't get very far with CBS, which was concerned that a competing network's stripping the show five days a week would have an adverse effect on the ratings of CBS's Saturday-night originals (9-9:30 p.m.). So, on Sept. 1, ABC will begin stripping off-network reruns of Paramount Television's *Happy Days* (which starts its second full season in prime-time on Tuesday, Sept. 9, 8-8:30 p.m., on ABC). Mr. Brockman said he hopes the sitcom's fairly solid prime-time popularity among women 18 to 40

will carry over into daytime and provide a good lead-in to ABC's new 12 noon *Showoffs* game, which in the second week of July hit a 6.4 rating and 25 share, better than the show it replaced (*Password*) but still third in the time period, behind CBS's highly successful contemporary serial, *The Young and the Restless* (8.5 rating, 33 share), and NBC's new *Magnificent Marble Machine* game (which hit a 7.7 rating and 30 share its first week on the air).

From a third-place position at noon, though, ABC may be in the process of moving into first place at 12:30, the new time period of its most popular show, the serial *All My Children*. In its first week as a 12:30 show (July 7-11; previously, it ran at 1 p.m.), *All My Children* burst out with a 10.3 rating and 38 share, beating the 24-year-old CBS serial *Search for Tomorrow* (which has a season-to-date 9.4 rating and 35 share) and a tired NBC game show called *Jackpot* (a 6.7 rating and 25 share, and only a 90% clearance in its first week at 12:30 after more than a year's duty as the network's noontime game show).

"We're taking a risk in moving our most successful show," Mr. Brockman said, referring to *All My Children*, but the reasoning behind the shift is to provide the best possible lead-in to *Ryan's Hope*, the first serial to be introduced by any of the networks in a couple of years. So far, *Ryan's Hope* is averaging a 25 share for its first three weeks, and Mr. Brockman considers that average remarkable for a brand-new serial, which he says often takes a year or more to reach mid-20s share levels.

Ryan's Hope has almost no competition in the time period, although a few CBS stations carry that network's 4 o'clock show *Musical Chairs* at 1 (to the annoyance of Bud Grant, who says that putting a game show between two soaps results in "lousy audience flow") and even more NBC stations carry *Somerset*, the network's 4 o'clock drama, at 1 (to the delight of Lin Bolen, who runs a separate feed at 1 to improve the show's clearance rate, which is a poor 90% at 4 p.m.).

At 1:30, CBS comes out on top with its 19-year-old serial, *As the World Turns* (10.6 rating, 37 share), which beats out the first half-hour of NBC's *Days of Our Lives* soap (8.2 rating, 31 share for the entire 60 minutes) and ABC's *Let's Make a Deal* (7.9 rating, 28 share).

The rest of the day, from 2 to 4:30 p.m., belongs to NBC, from the second half of *Days of Our Lives* at 2, through *The Doctors* at 2:30 (8.7 rating, 32 share) and *Another World* at 3 (9.7 rating and 31 share for the entire hour), to *Somerset* at four (6.2 rating, 19 share).

CBS's long-running Procter & Gamble soap operas from 2 to 3, *Guiding Light* (8.3 rating, 29 share) and *Edge of Night* (7.4 rating, 27 share), are below the levels Bud Grant would like to see them at, and he said new characters and new ideas are in the works, particularly for *Edge of Night*, which has declined badly in the demographics.

ABC's two most successful game shows are lodged in the 2 to 3 p.m. time periods:

The \$10,000 Pyramid (7.9 rating, 28 share) and *Rhyme and Reason*, which, in its first three weeks on the air, is averaging a solid 31 share.

With the two soap operas it runs from 3 to 4, *General Hospital* (8.2 rating, 26 share) and *One Life to Live* (7.1 rating, 22 share), ABC is suffering an even more aggravated form of what's happening to the CBS soaps from 2 to 3: declining ratings and unusually poor demographics. But Mike Brockman is not about to panic. "The beauty of a soap opera," he said, "is that you can always regenerate it with new stories and new faces. *General Hospital*, for example, is in a state of transformation right now, and it's a struggle."

As of today (Aug. 11), CBS is moving its most lucrative panel show, *Match Game '75*, from 3:30 (where it was averaging an 11.3 rating and 35 share) up to 3 and following it with *Tattletales* (which had been averaging a 6.2 rating and 30 share in its 11 a.m. time period).

Since daytime audiences are "creatures of habit," in Bud Grant's words, the three networks tend to go easy on interruptions for specials. For example, ABC, which produced four original 90-minute *Afternoon Playbreak* specials during the 1974-75 season, probably won't do any *Playbreaks* in 1976, according to Mr. Brockman. ABC has sunk so much time, effort and money into its recent daytime-schedule overhaul, he continued, that it doesn't want to divert any further energies away from the daily battle to keep regularly scheduled shows in top shape.

"The 90-minute anthology format has limited audience appeal," Bud Grant declared, referring to the main reason for the CBS scrapping of its *Daytime 90* project, which "cost a fortune, but simply didn't work."

The CBS news department, though, he says, will produce "half a dozen" editions of *Magazine*, a sort of a *60 Minutes* aimed at women. In Mr. Grant's view, the network was satisfied with the results of the six daytime *Magazines* that were telecast during the 1974-75 season, which covered such topics as "Sex After Sixty," European and Japanese tourists in America and "The Private Life of Masters and Johnson."

In addition, Mr. Grant said, CBS will do at least two more 60-minute Rona Barrett specials, featuring Miss Barrett's interviews with well-known show-biz people. Burt Reynolds and James Caan are set as upcoming interviewees, and negotiations are under way with Warren Beatty and Jack Nicholson. For the previously aired special, CBS lined up Liza Minelli, Cher, Ann-Margret and Raquel Welch to answer Miss Barrett's questions.

NBC is planning a series of 90-minute *First Ladies' Diaries* for daytime, the first one, telecast last season, on Andrew Jackson's wife, Rachel, and the next one, focusing on Martha Washington, coming up in two months. Also in October, NBC will air "Barbara Walters Visits the Royal Lovers," a 90-minute European travelogue that will be heavy on "castles and royal yachts," according to Lin Bolen.

Spanish-language outlets hook-up for live programming

The first interconnection of Spanish-language television stations was scheduled for last Saturday (Aug. 10) when four TV stations in California were to be joined in live-time as affiliates of the Spanish International Network.

The four stations, including one that began broadcasting that same day, are KMEX-TV Los Angeles, flagship of the mini-network; KDTV(TV) San Francisco, the new one; KLOC-TV Modesto-Sacramento-Stockton, and KFTV(TV) Hanford-Fresno. All are owned in whole or in part by SIN principals.

Also taking the air that day was another SIN affiliate: Spanish-language KMXX-TV Albuquerque, among whose owners also are some SIN principals.

Other Spanish-language stations that affiliated with SIN, and which number SIN principals in ownerships, are WXTV(TV) Paterson, N.J. (New York), KWEX-TV San Antonio, WLTv(TV) Miami, WCIU(TV) Chicago, and four Mexican stations: XEWT(TV) Tijuana (San Diego), WHBC-TV Mexicali (El Centro, Calif.-Yuma, Ariz.), XEJ-TV Juarez (El Paso), and XEFE(TV) Nuevo Laredo (Laredo).

The four Mexican stations are VHF's; the others are UHF's.

EBS 760
EMERGENCY BROADCASTING SYSTEM
READY WHEN IT COUNTS!
Write or call for full facts on the most important investment you'll ever make.
TFT TIME & FREQUENCY TECHNOLOGY INC
3000 Olcott St., Santa Clara, CA.
95051 (408) 246-6365

PENNSYLVANIA ONLY ONE WAY TO THE BIG MIDDLE



**JOHNSTOWN-ALTOONA ADI
WITH MORE THAN
2.59 BILLION DOLLARS***

**AND IN THE JOHNSTOWN - ALTOONA
MARKET WJAC-TV IS No. 1** IN**

TOTAL TV HOMES
TOTAL WOMEN
TOTAL WOMEN 18-34
TOTAL WOMEN 18-49
TOTAL MEN



*SRDS 4/74 Consumer Spendable Income
**Johnstown-Altoona, F/M 1974 ARB & NSI,
Sunday -- Saturday 9 A.M. -- Midnight
Data Subject To Qualifications In Reports
Represented Nationally by
HARRINGTON, RIGTER and PARSONS

Program briefs

Vinton country. Market count on *Bobby Vinton Show*, new variety half-hour aimed for access periods, is now at 72, with distributor Sandy Frank's Station Program Sales Inc. claiming 10 of top 10 markets, 23 of top 25 and 42 of top 50. Among latest sales: WJBK(TV) Detroit, WSB-TV Atlanta, KRON-TV San Francisco, KPRC-TV Houston, WBRC-TV Birmingham and KDFW-TV Dallas.

Rush rushed. Agreement between Herman Rush and 20th Century-Fox Television to develop TV programs has been announced. Mr. Rush, associated with Irwin Allen and Fox in ABC *Swiss Family Robinson* series being produced at Fox, that debuts this fall, is also executive producer in Wolper Organization's bicentennial *The American Spirit* for ABC as well as involved in several other Wolper pilots and prospective series. Mr. Rush is also preparing series of children's specials for CBS involving Salzburg Marionette Theater.

Simultaneous OK. Communications Properties Inc., owner of radio networks in Texas—Continental News Service and Texas State Network—has been granted waiver of FCC rule banning simultaneous network radio programming. CPI asked for waiver in connection with CNS agricultural program which is transmitted to CNS affiliates at 6 a.m. daily. CPI also sought waiver to permit stations in same market to carry 20 Dallas Cowboy football games at same time as other affiliates carry delayed CNS broadcasts.

Bay city business. Bay Film Associates, San Francisco, producer of TV news, public service, industrial, documentary and educational films, has been organized, with Roy Heatley, former news director of

Buckley bites. Public Broadcasting's Southern Educational Communications Association, Columbia, S.C., the regional network that regularly produces *Firing Line* with William F. Buckley, taped a special segment last Wednesday (Aug. 6) to be titled, "Did Jack Anderson Con the President?" The tape, flown to the Public Broadcasting Service's New York office Thursday for clearance before fed to member stations, was tentatively scheduled to pre-empt the original Aug. 9 show on "Who Killed Bobby Kennedy?" PBS spokesmen were uncertain whether pre-feed would be arranged to give stations option for that time slot.

Mr. Buckley's guest, Mr. Anderson, discusses the commercial, networks' refusals to air his interview with the President, and gives his view of what he contended was a network monopoly of broadcasting. Show-within-the-show is controversial Anderson-Ford conversation itself.

KRON-TV there, as president. 635 Potrero Avenue, San Francisco 94110. Telephone: (415) 826-5250.

All over. American International Television, Los Angeles, has announced it is distributing series of six, one-hour musical specials beginning this fall. Series, *International Entertainment Festival*, was produced in Paris, Vienna, Amsterdam, Munich, Tel Aviv and Madrid, with such guides as Senta Berger and Juliette Greco.

More with Paramount. New Hope Productions, headed by Lorraine Gary Sheinberg, wife of MCA President Sidney Sheinberg, has set joint venture with Paramount Television to do prime-time series for ABC. Firm is also down for two-hour documentary on Golda Meier, former prime minister of Israel, for CBS, and 90-minute "Fat Farm" movie of week for NBC.

Signs with H-B. Harry S. Ackerman, veteran TV producer, has signed agreement with Hanna-Barbera Productions to work on development of nighttime and Saturday morning network TV and movies for theatrical release.

Bonanza market. National Telefilm Associates, Los Angeles, announces five new sales of *Bonanza*, bringing total to 143 markets. New stations are KATC(TV) Lafayette, La.; KTSB(TV) Topeka, Kan.; WTWO(TV) Terre Haute, Ind., and KTVV-TV Austin, Tex.

Mouths of babes. O'Connor Creative Services, Hollywood-based producer and syndicator of radio program features, has acquired exclusive rights to Art Linkletter's *Link's Little Ones* five-minute distillation of best and most humorous moments from *House Party* TV and radio shows with youngsters between 4 and 6 years of age. O'Connor is offering 260 episodes for five-days-a-week program, with second 260 to be produced later.

No shock. Twenty-five Florida television stations report favorable response to airing of breast cancer TV spot produced by Doug Duperrault, program director, WFLA-TV Tampa, in cooperation with Florida division of American Cancer Society. Sixty-second message uses live model who exposes breast to demonstrate self-examination procedure. Some stations play spot in late evening times, others during daytime programs with predominantly adult female audience.

Bicentennial series. Garden State Radio News offers *American Almanac '76*, series of 366 five-minute historical radio features, at \$732 for unlimited use in 1976. First six months of *Almanac* will be shipped by Dec. 1. Inquiries to: Alexander Raue, GSRN, Box 1326 Newark, N.J.

'Bicentennial Seniors' program. American Revolution Bicentennial Administration has recognized national competition for high school students in conjunction with CBS-TV in which two applicants from each state and District of Columbia will attend Williamsburg, Va., symposium and write copy to be broadcast on CBS's *Bicentennial Minutes* feature.

NFL Films expands, names syndicator

NFL Films, New York, is broadening its services this football season to three television networks and local stations. The organization has contracted with B. R. Syndication, New York, to sell and distribute NFL Films' three chief syndicated programs: *NFL Game of the Week* (now sold to 120 stations) and *NFL Action '75* (110 stations), both half-hour series, and *This is the NFL* (a retitled *This Week in the NFL*), hour-long program sold to 110 stations.

NFL Films will distribute directly to stations a series of humorous short subjects entitled *Football Follies*, patterned on the shorts occasionally featured on *The Tonight Show*. Subscribing stations will receive 18 weeks of *Follies*; already lined up are the five ABC-owned television stations and KMOX-TV St. Louis.

NFL Films will continue to produce weekly Monday night highlights of the previous day's National Football League contests for ABC, and will once again handle pregame and half-time features for CBS. NBC has planned a new half-hour pregame series for its NFL coverage, to be entitled *Grandstand*, for which NFL Films will provide a number of news and feature services, including several nostalgia pieces.

The organization will also supply special footage to local stations representing

roughly half of the league's teams, to be used as part of coaches' or quarterbacks shows in those cities (such as Chuck Knox's show for the Los Angeles Rams). Local teams will also receive weekly promotional film footage for distribution to local stations or organizations.

Working with the league and various service organizations, NFL Films will again provide footage for public service announcements to run during NFL games. Among the spots aired last season were campaigns for the United Way and for the Council on Drug Abuse.

Two series, *NFL Game of the Week* and *This is the NFL*, will be distributed worldwide by NFL Films, to U.S. military bases, overseas corporations, and for regular broadcast on stations in two Japanese cities.

Mutual waiver for football

The FCC will allow stations in the same market to carry this fall simultaneous broadcasts by Mutual Broadcasting of separate football games and news reports by the Mutual network or its black-oriented *Mutual Reports*. Mutual had sought the waiver for its carriage of black college football games and Notre Dame and other National Collegiate Athletic Association games and its news reports. The commission last year had granted a similar Mutual request only for the football broadcasts. The commission said there was little danger of abuse of the dual network rules.

Cablecasting®

MDS and pay TV: complement or competitor to the cables?

A junior service begins to be felt in subscription-TV distribution

Multipoint distribution service now figures in the delivery systems by which one of every six pay television subscribers gets subscription programming. Sometimes MDS provides the direct link-up to individual subscriber homes, and sometimes it is used to distribute programming from the program source to cable head-ends. Either way it accounts for some 40,000-to-50,000 subscribers, about a fifth of them hooked into master antenna TV systems.

The MDS incursion into pay TV has come in the two-and-a-half years since MDS stations were first licensed by the FCC, generally on the premise of providing business communication services.

Whether MDS is a rival or complement to regular cable operations depends on how an operator views MDS's technical ability to transmit a multidirectional line-of-sight signal that can be received up to 25-30 miles away by a parabolic antenna

Profitable programming begins with Automated Systems from SMC

Make the most profit possible. Automate with a complete system from SMC—world's largest maker of broadcast automation equipment.

Choose from digital or sequential systems, or a customized system built and designed to meet your specific needs to help you realize more profit plus greater format control.

SMC can help you plan and finance an automated system that fits your budget and operation. SMC also has information on every major music format. Phone us today—or return the coupon below.



Systems Marketing Corporation

1019 West Washington Street
Bloomington, Illinois 61701
(309) 829-6373

Broadcast Automation—our only business



YES! I want to profit through automation.

Send complete information
and have your Representative call me.

Name _____

Station _____

Address _____

Zip _____

Phone (area code) _____

mounted on a hotel or apartment rooftop or cable headend.

MDS is "just another carrier," said John Barrington of Home Box Office Inc. It fits in with phone lines, satellites and the community antenna relay service. The real significance of MDS, said Mr. Barrington, is that it can feed programming to large cities without the extensive cost of underground cabling and presents a "clever way to inch into a cable franchise" by starting a pay service and later building out to include a total cable system.

Other cable operators are not so sure. Some see MDS with the potential of skimming the cream away from cable in major markets. If pay movies are the real selling point for cable operations in the large cities, these operators suggested, once MDS keeps a program supplier to penetrate such a market there will be no audience left for a potential cable operator.

Mark Foster, president of Microband National Systems Inc., doesn't see MDS as a competitor to pay cable. The "main thrust of MDS is in areas where there is likely to be no cable," he suggested. MDS is instead a "complement" to extend pay TV operations into the large markets that have been too expensive to wire, explained Mr. Foster. Additionally, MDS is useful outside the large cities where it might provide interconnection between multiple numbers of headends, Mr. Foster pointed out. In short, MDS can make pay television work in cities that were not viable before, concluded Mr. Foster.

Chicago, which is the only major U.S. city that bans cable television, could be a case in point. William P. Rosensohn, president of Video Entertainment Inc., has announced plans to begin broadcasting, via MDS, the Channel Xtra pay movie format to high-density apartments, condominiums and hotels. Premiere service is scheduled for later this month at a "fully rented" 1,150-unit apartment complex. "Our nondependence on the cable will make Channel Xtra more economical to operate," Mr. Rosensohn announced, noting the Chicago monthly subscriber fee will be \$10.

Marsh Carpenter, director of business development at American Cable TV, Phoenix, said his company plans to initiate pay TV service in the fourth quarter of this year with Microband National's product distributed via MDS to Central Arizona cable systems. American Cable, explained Mr. Carpenter, believes that MDS is a means to provide quality programming from a central point to various headends and reach "aggregate households" that are not connected to cable.

Among cable outfits that are using MDS distribution are Theta Cable of California, which has a joint venture with Microband Corp. to carry its pay channel "Z" into noncabled areas (BROADCASTING, July 7), and Cox Cable which just announced plans to enter 12 cities with its own pay service distributed by Microband (BROADCASTING, Aug. 4). Home Box Office Inc. relies on MDS to distribute its programming in the Philadelphia and neighboring New

Jersey, Delaware and Maryland areas. (BROADCASTING, July 14).

There are currently 14 licensed MDS stations with 60 more under construction and approximately 460 applications still pending. Many of those applications are mutually exclusive as there are only two available MDS channels in the top-50 markets.

Microband Corp. has the largest number of markets at present with licenses for Milwaukee, Washington, New York, St. Louis, Miami, Pittsburgh and Minneapolis. Construction permits have been issued and applications are on file for joint ventures with other companies in Indianapolis; Norfolk, Va.; Denver; Seattle; Portland, Ore.; Hartford, Conn.; Atlanta; Phoenix; Cleveland, and Dayton and Akron, Ohio.

Micro-TV Inc. operates an MDS station in the Philadelphia area. Multi-Point Communications will provide service to Video Entertainment in Chicago; Taft Broadcasting has licenses for Houston, Dallas and Fort Worth; Tekkom Corp. has an MDS facility in Las Vegas, and Chicago Communications Service operates a video-only MDS service at Urbana, Ill.

Smaller Cox systems to use HBO for pay

Harris says limited size makes outside programming more feasible

Cox Cable Communications has announced plans to affiliate eight of its cable TV systems with Home Box Office Inc.'s pay-TV network. The move is a departure from Cox's established practice of providing its own pay-cable package rather than relying on an outside program supplier.

According to Cox Cable President Henry Harris, the decision to go with HBO in the eight cases made sense because of location and size. Six of the eight—Burlington and Rutland, both Vermont; North Adams, Mass.; Hartford, Conn., and Lewistown and Lock Haven, both Pennsylvania—will receive HBO programming via microwave routes already set up to serve the Northeast, thus resulting in a savings over the costs for a Cox-initiated pay service. The other two systems concerned—Saginaw, Mich., and Lubbock, Tex.—involve under 12,000 subscribers. Assuming "equal sales" between marketing the Cox pay service or the HBO package, said Mr. Harris, it is more profitable to utilize an outside programming package.

The New England systems involved in the HBO arrangement are expected to begin providing subscription TV this fall, while the Pennsylvania systems will start next spring. Also next spring, the Saginaw and Lubbock systems are to begin HBO service, which will be sent via HBO's satellite network to an earth station located at the two sites.

Cox's pay programming format is entirely movies, unlike HBO's mixed movie-

sports and special events package. Cox now has pay cable operations on its systems in San Diego and Santa Barbara, Calif., and Davenport, Bettendorf, Moline, East Moline and Silvis; all Iowa.

The eight Cox cable systems that will be receiving HBO programming account for approximately 64,500 subscribers total. HBO currently reaches about 150,000 subscribers.

Cigarette ban comes back to haunt border cable systems

SI accuses Western systems of carrying illegal cigarette ads by retransmission of over-border signals; problem arises from SI's opposition to cable applications

Cable television systems throughout large areas of the West are said to be violating federal law daily, and the FCC last week was called on to take immediate corrective action. The alleged violation: retransmission of signals of Mexican television stations that carry cigarette advertising.

Spanish International Communications Corp., licensee of three Spanish language UHF stations in California and Texas and owner of a company with a construction permit for a UHF in Corpus Christi, Tex., made the charge and requested the action in a letter to FCC General Counsel Ashton Hardy.

Spanish International says the 1969 law banning cigarette advertising on broadcast stations applies to any medium of electronic communication subject to FCC jurisdiction, including cable systems. Yet, it says, "many U.S. cable television systems—however unwittingly are carrying cigarette commercials in contravention of federal statute" in relaying signals from Mexican stations which are free to carry cigarette commercials.

Accordingly Spanish International says the commission should issue an inquiry to determine which cable systems are carrying cigarette advertising on the Mexican signals they import, and then issue an order banning the carriage of such advertising "pending a hearing to determine whether the carriage of such signals violates federal law."

The letter to the FCC general counsel is an outgrowth of Spanish International's opposition to the applications by three cable systems in the California area and three in the Corpus Christi area for certificates of compliance. Spanish International claimed the systems would import Mexican signals carrying program material that federal law denies to U.S. stations, including cigarette advertising.

However, five of the systems have now received their certificates. One, in the Corpus Christi area, is still awaiting commission action on its application. The com-

mission, rejecting Spanish International's opposition to a system in Riverside, Calif., said that no proof of violation of law had been offered.

In its letter last week, Spanish International provided three affidavits by persons who say they are fluent in Spanish, including one who is an employe of Spanish International, asserting that Valley Cable TV System in Brownsville, Tex., relays signals of Mexican stations carrying cigarette commercials.

Spanish International in its letter to the commission said that "all recently granted, pending and future proposals by U.S. cable systems to carry Mexican signals," should be withheld or, "where necessary," voided by the commission pending a hearing to determine what procedures cable systems should adopt "to insure that Mexican programming inconsistent with U.S. laws and commission policies is not carried."

Spanish International mentioned specifically the systems whose CAC applications it has opposed—Athena Cablevision, Corpus Christi; Kingsville Cable Television Corp., in Kingsville and Bishop, both Texas; Riverside Cable TV Inc., Riverside, Calif.; United Cablevision Inc., Loma Linda, Calif.; International Cable TV Corp., Rialto, Calif. Athena's application is still pending. The commission has affirmed Cable Television Bureau actions granting certificates to the California systems, while bureau grants to the remaining systems in Kingston and Bishop are still on appeal to the commission.

Spanish International's stations are KMEX-TV Los Angeles and KFTV(TV) Hanford, both California, and KWEX-TV San Antonio. Its Telecorpus Inc. is the permittee of KORO-TV Corpus Christi, which is not yet on the air.

It hasn't ended in Naples

Community Cable Corp., CATV operator in Naples, N.Y., has been given a two week reprieve from the New York State Cable Commission's order to cease operations by Aug. 1 (BROADCASTING, Aug. 4). The Naples village board has requested that the state commission allow Community Cable to continue operations for nine months, while the village seeks a new franchisee.

The commission instead extended the cut-off date to Aug. 14 under a provision of its rules that allows a 20-day period in which petitions for reconsideration can be filed. As yet, no such request has been filed by the cable system and the commission has not acted on the longer nine-month extension sought by the village.

Out of the trenches

Pacific Gas & Electric Co. has decided to go along with the California Cable Television Association's formula for determining joint trenching rates. The change came about after private negotiations between cable operators and PG&E, and state

senate hearings that are addressed to the twin issues of pole attachment rates and joint trenching charges.

PG&E previously had allocated trenching charges on the basis of the number of parties using a trench. Cable operators, however, felt that formula was unfair, since it did not reflect the proportional needs of each party. Cable needs only a six-inch-by-20-inch trench, said Spencer Kaitz, associate general counsel for the California Cable Association, while PG&E digs a more costly 18-inch-by-44-inch trench to accommodate its needs. The new joint trenching formula agreed to by PG&E will be based on an analysis identifying each party's proportionate use of the trench.

NAB raises danger signal over cable ad substitution

Competition would be unfair to radio, says association in filing at FCC opposing waiver request

Small market radio would be the ultimate loser, warned the National Association of Broadcasters, if the FCC allows cable operators to substitute local advertisements for those originally in retransmitted television programming.

That warning was issued to the FCC in

yes, Virginia Knauer,



I want HELP

Send my radio station your weekly 4-minute public service features about consumer information. I'll expect your next package of 13 programs to arrive by October 1.

Mail to: HELP,

Office of Consumer Affairs
Washington, DC 20201

Name _____

Station _____ Telephone () _____

Address _____

_____ Zip _____

A Consumer Network service of the
Office of Consumer Affairs
Department of Health, Education, and Welfare

From India to Alaska TV via satellites helps to make world brighter

**NASA's instructional satellite
make health and educational
programs available to remote
areas and does research as well**

Television via U.S. satellite has been introduced to some 2,400 villages in India—a country that is served by conventional TV facilities in only four cities. The expansion of television service is the result of the National Aeronautics and Space Administration's "Satellite Instructional Television Experiment" carried out via NASA's ATS-6 satellite, now positioned some 23,000 miles above the equator at the eastern edge of Lake Victoria in East Africa. The Indian government is providing the ground receive equipment and the programming which centers on health, agricultural, news and educational offerings. The project began Aug. 1 and will run for a year, using four hours of satellite time a day.

Next summer, the satellite will return to an orbit in the Western Hemisphere for experimental service projects directed to areas in the United States. NASA is currently receiving proposals on what kind of project to undertake, with most proposals similar to the year-long project completed last May where educational TV was provided to schools in remote sections of the Rocky Mountains and Appalachian areas. Medical services via television had also been provided to clinics in Alaska as part of the 1974-75 experimental project. Both projects were joint efforts by NASA and the Department of Health, Education and Welfare.

Since NASA's role in providing these services is "experimental", whatever new project that evolves will be somewhat different than the program just completed. If the Rocky Mountain or Appalachian areas finds an ongoing need for the type of service that has been provided, explained a NASA spokesman, then a private domestic satellite firm will have to be contracted.

The ATS-6 satellite was launched in May 1974 and has an expected life of 5-6 years. The \$200 million satellite is operated from NASA's Goddard Space Flight Center, Greenbelt, Md., and is geared for pioneering various educational and public service applications for television.

While the satellite is serving India, it is also being used for nearly 20 other research tasks including ship and aircraft navigation and studying the effects of weather on radio and TV signals.

Technical briefs

S-A growth. Scientific-Atlanta Inc., Atlanta-based telecommunications and satellite equipment manufacturer, plans to expand

the form of an opposition to KTV Spot Sales Inc.'s request for waiver to permit an agreement with several Los Angeles independent TV stations for KTV to substitute local commercials in programs relayed by cable to Eagle Mountain, Calif., in place of those broadcast by the Los Angeles stations. Involved are American Pacific Co., Eagle Mountain CATV operator, and KTLA(TV), KHJ-TV, KTTV(TV) and KCOP(TV).

KTV's plan called for the proceeds from the inserted local advertisements to be shared by KTV, the cable system and the respective television stations.

NAB submitted that the competition for local revenues resulting in the KTV proposal would have a "disastrous impact" on the ability of local radio by "impinging upon radio's ability to obtain necessary financial support. A community that cannot support both radio and TV in the first place, said NAB, can no better afford the fragmentation of potential advertisers caused under the KTV proposal. Local radio stations would be forced into "direct competition" with the imported major market television stations for "already scarce" advertising revenues, said NAB.

At the "very least", the FCC should embark on a "full-fledged inquiry" into the broader effects of such a proposal, contended the NAB, if it will not dismiss the waiver request outright.

FCC wants room to maneuver on nonduplication

**Some 'significantly viewed'
distant signals may not be
blocked out under new proposal**

The FCC has issued a notice of proposed rulemaking aimed at affording itself some flexibility in the administration of rules requiring cable systems to delete network programs from distant stations that duplicate programming of local stations. The notice suggests that significantly viewed signals, as determined by audience surveys, be exempt.

The commission, in April, adopted rules assuring stations nonduplication within a 35-mile zone in major markets, and within a 55-mile zone in smaller markets. But at the same time, the commission said there could be situations in which significantly viewed signals should not be blocked out.

The further notice of rulemaking issued last week suggested that the nonduplication rule not apply to a station that was significantly viewed in the cable community and had a share of total viewing hours in noncable homes that was at least equal to the share of the station being protected.

Specifically, the commission said it felt the more distant signal should have a viewing share of at least 3% share in the cable community to be exempt. The commission said it did not believe a station with less than 3% share should be exempt

even if the local station were also lightly viewed.

However, the commission asked for comments on what other audience-viewing standards might be used in determining which stations should be exempt from the nonduplication rule.

The commission said it favored the viewing share method because it felt it would be easy to administer and would give clear-cut results. But it said it recognized that engineering measurements of television signals might also be used as a standard for determining whether a distant station should be exempt. The standards would determine whether the distant station provided a signal that exceeded or was comparable in quality to that of the local station.

Accordingly, the commission invited comments on that method as well as the viewing share proposal. Comments are due Sept. 22; replies by Oct. 7.

Cable briefs

Measure for measure. FCC has decided to ask for comments on proposed rule that would establish audience measurement as standard for determining when cable system need not black out signal of distant station. Under proposal, system would be able to carry distant station if its share of audience was as large as that of local station carrying same program. As alternative, commission is asking for comment on whether viewability should be determined on basis of signal strength measurements ("Closed Circuit," July 28).

Earth station to go. Scientific-Atlanta has received firm order from American Television & Communications for earth stations to be installed at Jackson, Miss. and Orlando, Fla. AT&C has not yet received FCC approval for site, but commission ruling (BROADCASTING, Aug. 4) allows equipment procurement before application approval at cable company's risk. Order is second to be placed at S-A from cable operator—UA-Columbia Cablevision was first.

Becker loan. Becker Communications Associates has closed \$600,000 senior secured loan, due 1985, to Saratoga Cable TV Company Inc. Proceeds from loan will be used to construct and operate CATV system in Saratoga Springs, N.Y.

Satellite prospects. Talk continues about Telemation Program Services Inc. and Optical Systems Inc. entering pay cable satellite networking operations. Specifics have not yet been worked out, as both companies are engaged in tariff negotiations with RCA and Western Union. Both companies are looking at alternative programming, along with movies and sports for possible distribution.

Stripper. Blonder-Tongue Laboratories Inc., Old Bridge, N.J., has made available series of coaxial cable stripping tools for preparing cables for connectors in less than 15 seconds. Cut dimensions are accurate within 20/1000ths of inch, according to B-T.

Tracking the 'Playlists'

'Listen to What the Man Said' moves up to number one in top-40; Twitty and Lynn's 'Feelings' tops in country

its facilities by lease of 20,000 square-foot building in Norcross, Ga., for housing of office, laboratory and manufacturing space for electronics portion of its satellite communications business. S-A also announced formation of subsidiary companies in France (SARL, in Paris) and Canada (Scientific-Atlanta Ltd., in Toronto). S-A already has subsidiaries in England and Scotland.

Carry it. SE Labs Ltd., British manufacturer, will introduce SE7000 portable tape recorder in U.S. at Wescon in San Francisco Civic Auditorium, Sept. 16-19. Unit is said to be comparable with performance and facilities of fixed installation systems but is portable, weighing 95 pounds. Recorder can record and reproduce on 14 channels with seven speeds. FM calibrator is built in.

Cambridge Products Corp., Somerville, Mass., has introduced two-piece connector for coaxial cable. Connection is completely visible, providing check that cable is properly inserted. Unit features 40 db minimum return loss.

Italy chooses PAL

Decision brings color TV closer to that country; could boom sales of U.S. film

The Italian government last week chose the West German PAL color television system over the French SECAM, ending years of deliberation and clearing the way to bring color television to Italian viewers for the first time. The impact of the choice on American networks and program distributors is expected to be minimal, since a major factor in the PAL selection was its closeness to the American system (NTSC).

A government spokesperson said the choice was based on technical factors, with PAL's adaptability to Italy's varied geography an important consideration. The government will decide by Sept. 25 when to implement the system, with color broadcasts by Jan. 1, 1976, a likelihood.

The advent of color television in Italy should boost sales of American film programs abroad, since the Italians are reportedly several years away from being able to meet their own demands for color programming. Additionally, the closeness of PAL to the American system should enable U.S. equipment manufacturers to sell compatible materials, such as signal-processing equipment, to the Italians.

The choice of PAL over SECAM will make little difference in any interchange of tape programs between American and Italy, according to several network engineering executives. Both the West German and French systems contain more lines in their color pictures than does the American system, but translation between them is a relatively inexpensive chore, and network staffs that have made tape adaptations for Olympic coverage and other international news are already experienced in the process.

Paul McCartney & Wings' *Listen to What the Man Said* takes over the first position on this week's pop 'Playlist', ending a five week run by the Captain & Tennille, although a Spanish version of *Love Will Keep Us Together* has revived sales and airplay on that single. Ten CC's *I'm Not in Love* creeps upward to the second spot. The Bee Gee's appear to have established their biggest pop hit in a career that goes back almost a decade, and *Jive Talkin'*, now at 6, seems even more remarkable in that it marks a radical style change for the group. Hottest among the balance of the top 20 are K.C. & the Sunshine Band with *Get Down Tonight* (16), and Gwen McCrae's *Rockin' Chair*. The principal hook in Janis Ian's *At Seventeen* may be its light samba sound, a rarity in today's pop, which has brought that single to just below top 20 status. ZZ Top's *Tush*, at 26, is their first national breakout. Paul Anka's *There's Nothing Stronger Than Our Love* is one of the most active records of the week, climbing to 31, while the Osmonds appear to be breaking their biggest hit of 1975 in *The Proud One*, now at 37. Neil Sedaka, who wrote *Love Will Keep Us Together* and his own *That's When the Music Takes Me*, also gets writing credit for *Solitaire*, debuting at 40 in a version by the Carpenters.

Conway Twitty and Loretta Lynn narrowly edge out Glen Campbell in the top spot on the country "Playlist." Emmylou Harris's *If I Could Only Win Your Love*, which has hovered near the bottom of the chart for several weeks, and Ronnie Milsap's new *Daydreams About Night Things* are the biggest airplay gainers of the week, along with Gene Watson's *Love in the Hot Afternoon*. Willie Nelson returns to the charts with a new record label, Columbia, and a new single, *Blue Eyes Crying in the Rain*, at 17.

Breaking In

Games People Play—Spinners (Atlantic) ■ The Spinners' collaboration with Dionne Warwick last summer on *Then Came You* seemed to recharge a group that faded after a long string of R&B and pop hits. Since that single, the Spinners have performed as nominees at the Grammy awards and shown signs of reaching a success plateau they have just missed in the past. *Games People Play* is not the Ray Stevens hit, but a medium tempo original composition with several vocal leads. It will have to demonstrate more strength at R&B stations before it can make substantial pop inroads, but the familiarity of the group's name has brought several early

pop additions, including WERC(AM) Newark, Del.

What You've Got—Duke and the Drivers (ABC) ■ Record companies have been wary of the Boston music scene ever since the "Bosstown Sound" promotional disaster in the late sixties. The few groups to break out of the city, notably the J. Geils Band and Aerosmith, have sold well, but have been unable to open the way for many newcomers. Duke and the Drivers have been popular for some time with local concert and FM audiences, and their landing a contract with new-talent-hungry ABC Records is both a coup and an experiment. The group rocks unabashedly, and thus bucks the downtempo trend in pop radio, but program directors looking for balance in their airsound may find the single useful. New England stations, including WBZ-FM Boston and WPRO(AM) Providence, R.I., have been the first to try it.

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).
- *Blue Bird*, Helen Reddy (Capitol).
- *Daisy Jane*, America (Warner Bros.).
- *Dance With Me*, Orleans (Asylum).
- *Disco Queen*, Hot Chocolate (Big Tree).

Selling television stations with special problems has always been our specialty.

the young team produces

Television Station Representatives

adam young inc

3 East 54th Street
New York, N.Y. 10022
(212) 828-8900

The Broadcasting Playlist™ Aug 11

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 (▲) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

Contemporary

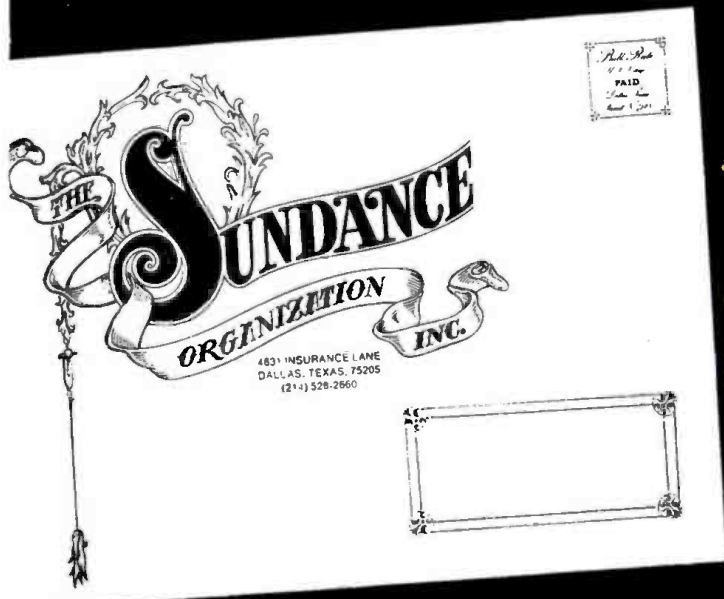
Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
2	1	Listen to What the Men Said (3:53) Paul McCartney—Apple	1	1	1	1
4	2	I'm Not in Love (3:40) 10 C.C.—Mercury	2	3	2	3
1	3	Love Will Keep Us Together (3:15) Captain & Tennille—A&M	3	2	3	7
3	4	Hustle (3:27) Van McCoy—Avco	5	5	4	2
5	5	One of These Nights (3:29) Eagles—Asylum	4	6	5	4
9	6	Jive Talkin' (3:45) Bee Gee's—RSO	7	7	7	5
6	7	Someone Saved My Life (6:45) Elton John—MCA	6	4	6	12
8	8	Magic (3:30) Pilot—EMI	10	8	8	6
7	9	Please Mr. Please (3:24) Olivia Newton-John—MCA	8	9	10	15
14	10	Swearing to God (3:58) Frankie Valli—Private Stock	9	15	9	10
12	11	Why Can't We Be Friends (3:45) War—United Artists	11	11	11	11
10	12	Rockin' Chair (3:15) Gwen McCrae—Cat	13	12	12	8
11	13	Wildfire (4:47) Michael Murphy—Epic	14	10	14	9
13	14	Midnight Blue (3:25) Melissa Manchester—Arista	12	13	13	16
15	15	The Way We Were/Try To Remember (4:48) Gladys Knight & the Pips—Buddah	15	14	15	14
24	16	Get Down Tonight (3:06) K.C. & Sunshine Band—TK Records	18	16	16	13
19	17	Fallin' in Love (3:13) Hamilton, Joe Frank & Reynolds—Playboy	16	18	17	17
16	18	Rockford Files (3:06) Mike Post—MGM	17	17	18	18
17	19	How Sweet It Is (to Be Loved by You) (3:33) James Taylor—Warner Bros.	19	19	20	31
21	20	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	20	21	24	20
27	21	At Seventeen (3:56) Janis Ian—Columbia	21	20	23	37
20	22	Love Won't Let Me Wait (3:18) Major Harris—Atlantic	22	24	27	19
22	23	Morning Beautiful (3:03) Tony Orlando & Dawn—Elektra	25	25	19	28
18	24	Dynamite (3:30) Tony Camillo's Bazuka—A&M	26	23	22	27
25	25	Fame (3:30) David Bowie—RCA	24	22	25	21
35	26	Tush (2:14) Z.Z. Top—London	27	27	26	22
28	27	Could It Be Magic (3:37) Barry Manilow—Arista	28	28	21	35
31	28	Fight the Power (5:05) Isley Bros.—T—Neck	23	32	29	24
33	29	Rendezvous (3:30) Hudson Bros.—MCA	30	31	28	25
36	30	Pinball Wizard (3:48) Elton John—Polydor	32	35	30	23
41	31	There's Nothing Stronger Than Our Love (2:52) Paul Anka—United Artists	29	26	32	41
29	32	Sister Golden Hair (3:16) America—Warner Bros.	35	39	34	26
26	33	Black Superman All (3:32) Johnnie Wakelin—Pye	34	30	31	39
23	34	When Will I Be Loved (2:52) Linda Ronstadt—Capitol	31	29	33	40
48	35	Philadelphia Freedom (5:38) Elton John Band—MCA	37	*	35	34
38	36	I'm on Fire (3:03) Dwight Twilley Band—Shelter	41	44	40	30

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
46	37	Proud One (3:02) The Osmonds—MGM	47	*	46	32
47	38	Holding on to Yesterday (3:18) Ambrosia—20th Century	36	37	39	42
40	39	Help Me Rhonda (2:48) Johnny Rivers—Epic	38	36	37	50
—	40	Solitaire (4:40) The Carpenters—A&M	50	45	49	33
—	41	Take Me in Your Arms (Rock Me) (3:39) Doobie Brothers—Warner Brothers	*	40	*	29
49	42	Wasted Days & Wasted Nights (2:41) Freddie Fender—ABC	33	34	42	49
39	43	Thank God I'm a Country Boy (2:47) John Denver—RCA	39	46	36	*
—	44	That's the Way of the World (3:08) Earth, Wind & Fire—Columbia	42	41	38	48
42	45	'Til the World Ends (3:30) Three Dog Night—ABC	40	38	44	45
34	46	Misty (2:53) Ray Stevens—Barnaby	49	*	*	36
32	47	Only Women (3:29) Alice Cooper—Atlantic	*	33	45	43
44	48	That's When the Music Takes me (3:35) Neil Sedaka—MCA	44	43	47	44
43	49	Third Rate Romance (3:22) Amazing Rhythm Aces—ABC	43	42	48	*
—	50	Feel Like Making Love (3:30) Bad Co.—Swan Song	45	48	43	47

Country

2	1	Feelins' (3:00) Conway Twitty & Loretta Lynn—MCA	1	2	1	1
1	2	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	2	1	2	2
—	3	If I Could Only Win your Love (2:36) Emmylou Harris—Reprise	6	4	3	8
—	4	Daydreams about Night Things (2:21) Ronnie Milsap—RCA	4	5	4	5
4	5	The First Time (3:04) Freddie Hart—Capitol	3	6	5	6
20	6	Love in the Hot Afternoon (3:20) Gene Watson—Capitol	9	3	9	7
7	7	Bouquet of Roses (2:24) Mickey Gilley—Playboy	5	8	7	11
5	8	The Seeker (2:59) Dolly Parton—RCA	7	10	6	12
12	9	Randy the Rodeo Clown (2:54) Moe Bandy—GRT	8	9	8	13
9	10	I've Never Loved Anyone More (2:42) Lynn Anderson—Columbia	13	7	14	10
17	11	Say Forever You'll Be Mine (2:45) Dolly Parton & Porter Wagoner—RCA	10	13	11	22
11	12	Deal (2:30) Tom T. Hall—Mercury	14	11	10	23
10	13	Woman in the Back of My Mind (2:48) Mel Tillis—MGM	11	15	13	19
15	14	I'll Go to My Grave (Loving You) (2:46) Stattler Bros.—Mercury	12	16	15	25
18	15	Even If I Have to Steal (2:50) Mel Street—GRT	15	17	12	24
13	16	Dear Woman (3:03) Joe Stampley—Epic	16	14	16	20
—	17	Blue Eyes Crying in the Rain (2:17) Willie Nelson—Columbia	18	12	21	9
21	18	Memories of Us (3:11) George Jones—Epic	19	22	17	*
19	19	Stay Away from the Apple Tree (2:46) Billy Jo Spears—United Artists	21	18	18	*
—	20	Home (2:10) Loretta Lynn—MCA	17	20	22	16
—	21	Falling () Lefty Frizzell—ABC	22	21	19	*
—	22	You're Not the Woman You Used to Be (2:48) G. Stewart—MCA	24	19	20	*
23	23	Wasted Days & Wasted Nights (2:41) Freddie Fender—Dot	20	23	*	3
—	24	I Hope You're Feelin' Me (2:59) Charlie Pride—RCA	*	24	23	*
—	25	A Poor Man's Woman (3:32) Jeannie Pruitt—MCA	25	25	25	*

The Sundance Kit.



A revolutionary new idea in the marketing of total broadcast production services.

- * One-time low cost.
- * Yours to use forever...
Exclusively... in your market.
- * The Best of Everything...

Station ID's, Multi-Media Campaigns, Concepts, Production Music Service, MOOG effects.

If you haven't received yours, write or call... just ask for "The Sundance Kit."

4631 INSURANCE LANE

DALLAS, TEXAS, 75205

(214) 528-2660

- *Feelings*, Morris Alpert (RCA).
- *Gone at Last*, Paul Simon & Phoebe Snow (Columbia).
- *I Believe I'm Going to Love You*, Frank Sinatra (Reprise).
- *I'm Sorry*, John Denver (RCA).
- *Keep Our Love Alive*, Paul Davis (Bang).
- *Look at Me*, Moments (Stang).
- *Love Being Your Fool*, Travis Wammack (Capricorn).
- *Rocky*, Austin Roberts (Private Stock).
- *Run Joey, Run*, David Geddes (Big Tree).

Finance

Teleprompter decline stemmed in first half

Revenues are up 18%; rate of loss drops 5% from last year

Teleprompter Corp., New York, has reported that its revenues for the first six months of 1975 increased 18% to \$46,010,000, while its net loss declined 5% from year-ago levels to \$2,911,000. Earnings before depreciation, amortiza-

via satellite will be filed shortly with the FCC, and that when the stations are in place, which it expects in 1976, Teleprompter will be able to offer pay-cable service to 800,000 more of its subscribers.

Financial Briefs

Fox TV revenues jump. Revenues from its TV programs and its TV station continued up for six-month period that ended June 28, 20th Century-fox announced, in reporting total revenues of \$168,185,000 and net earnings of \$12,381,000 (\$1.52

Ray L. Beindorf, executive VP of CBS Television Stations division, New York, leaves post to head his own production company, Ray Beindorf Productions Inc., Studio Center, 4024 Radford Avenue, North Hollywood, Calif.

Alan Fields, associate director, business affairs, Paramount Television, Hollywood, Calif., named director, program administration. **Sid Kalcheim**, member, business affairs department, International Creative Management, Los Angeles, named director of business affairs, Paramount Television.

Diane S. Dreiman, executive, NBC World Premiere Movies, named manager, motion pictures for television, NBC Television Network, Los Angeles.

Roberta Getzier, production assistant, appointed executive story editor of Hanna-Barbera Productions, Hollywood. **Daniel B. Rosenthal**, member of Los Angeles law firm, named director of business affairs, Hanna-Barbera Productions.

Matt Pouls, VP-general manager, Tomorrow Entertainment syndication division, New York, named Midwest division sales manager, Columbia Pictures Television, New York.

Hal DeWindt, assistant to Paramount Television chief Bud Austin and associate producer of ABC-TV's *Barbary Coast*, produced by Paramount, Los Angeles, named independent producer to develop studio's new pilots and TV movies.

Thomas D. Tannenbaum, VP of Universal Television, Universal City, Calif., named senior VP.

Michael O'Shea, operations manager, WFTL(AM) Ft. Lauderdale, Fla., named program director, WLW(AM) Cincinnati.

Suzanne Gordon, publicist with Paramount Television, has been named assistant to director of publicity for Spelling-Goldberg Productions, Los Angeles.

Larry Miller, program and music director, WQIV(FM) New York, named program director, WKTU(FM) New York.

James M. Rising, program director, WCFR-AM-FM Springfield, Vt., and WLNH-AM-FM Laconia, N.H., named director of programming for parent Scionix Group Broadcasting Inc., Laconia, which also owns WCVR(AM) Randolph, Vt.

Chuck Wintner, independent documentary producer, Washington, named producer-director Post-Newsweek Productions *The American Documents*, 13 films with bicentennial themes.

Paul Sullivan, program director, WWW(FM) Detroit, named to same post, KNAC(FM) Long Beach, Calif.

Marilyn Davis, in sales, The Vidronics Co.,

educational, TV news and public service film production firm.

Broadcast Journalism

Tom McCall, former governor of Oregon, named analyst and commentator, KATU(TV) Portland, Ore., beginning in mid-September. Mr. McCall was radio and TV newscaster before entering state politics in 1964. He currently does three-time-a-week radio commentary carried on 14 stations in state, as well as weekly Sunday column for *Portland Oregonian* newspaper.

Norm Woodruff, news editor, KPX(TV) San Francisco, named director, news and programming operations, KIRO-TV Seattle.

Fred Francis, reporter, WTVJ(TV) Miami, named correspondent, NBC News, Miami, to head new NBC News sub-bureau in that city.

Darryl C. Rehr, general news producer, WJZ-TV Baltimore, named senior news producer.

Tom Crosby, assistant news director and anchorman, WSPA-TV Spartanburg, S.C., named news director.

Dennis Shreefer, announcer, WDBQ(AM) Dubuque, Iowa, named anchorman, WSPA-TV Spartanburg, S.C.

John Meyer, Washington correspondent, CBS Network News, named newscaster, Mutual Broadcasting System, Washington.

Randy Wiltgen, special news events reporter, KSPO(AM) Spokane, Wash., named news director.

Ianthe Hall, news writer, KRON-TV San Francisco, has been appointed producer of that station's *Newswatch* program.

George Putnam, partner with Mort Sahl on commentary program, *Both Sides*; on KCOP(TV) Los Angeles, will join KHJ-TV Los Angeles Sept. 1 in half-hour report during *Channel 9 News*.

Roger Wolfe, reporter, WICS-TV Springfield, Ill., named reporter, WKYC-TV Cleveland, and NBC News Bureau, Akron, Ohio.

Radio and Television News Directors Association newly elected regional directors are: **Pat Stevens**, KGUN-TV Tucson, Ariz., and **Sherman Bazell**, KTVU-TV Oakland, Calif., West region; **Harry Kevorkian**, WNDU-AM-FM South Bend, Ind., Midwest; **Paul Kuntz**, WTIC-AM-FM Hartford, Conn., Northeast; **Walter Hawver**, KTRK-TV Houston, Southeast; and **Karl Sepkowski**, CJIC-AM-FM Sault Ste. Marie, Ont., for Canadian region.

Kenneth Tiven, news director, WSB-TV Atlanta, joins KYW-TV Philadelphia in same capacity.

Cable



Landon

Sieber

James A. Landon, VP-planning and research, Cox Broadcasting Corp., Atlanta, elected executive VP of Cox Data Systems, Atlanta, wholly owned subsidiary. **Robert P. Sieber**, in research department, CBC, named director of research. **Tommy W. Drum**, director of management information systems, National Service Industries Inc., Atlanta, named VP of CATV and general services, Cox Data Systems.

Equipment & Engineering

William Kraemer, head of State of Florida Video Tape Duplicating Center, Tallahassee, named chief engineer, WXEX-TV Petersburg, Va.

William H. Nott, development engineer, GTE Sylvania, New York, named project engineer, Conrac Video Products, Covina, Calif.

Lee Young, chief engineer, WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla., named chief engineer, noncommercial WJCT-FM Jacksonville, Fla.

Allied Fields

Chester Naumowicz and **Lenore C. Ehrig**, FCC administrative law judges, named chief and assistant chief administrative law judges, respectively. They succeed retired **Arthur Gladstone** and **Jay Kyle** (BROADCASTING, July 21). **Thomas P. Campbell**, budget analyst, financial management division, FCC named acting chief of division and chief of division's budget branch, succeeding **Richard F. Solan**, retired.

Malcolm C. Klein, president of American Song Festival, has resigned to re-establish his management consultancy firm, Malcolm C. Klein and Associates, Los Angeles.

James L. Loper, president and general manager of noncommercial KCET(TV) Los Angeles, named chairman, board of visitors, Annenberg School of Communications, University of Southern California, Los Angeles.

John J. McMahon, VP of television program-

Stock symbol	Exch.	Closing Wed. Aug. 6	Closing Wed. July 30	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
COMBINED COMM.	CCA	N	10	11 3/8	- 1 3/8	- 12.0%	14 1/8	5 1/8	6	4,568	45,680
COWLES	CWL	N	7 1/8	7 3/4	- 5/8	- 8.06	8 7/8	3 7/8	6	3,969	28,279
DINN & BRADSTREET	DNR	N	24 1/4	25 1/2	- 1 1/4	- 4.90	35	14 5/8	16	26,514	642,964
FAIRCHILD IND.	FEN	N	7 3/8	7 7/8	- 1/2	- 6.34	8 3/4	3 3/4	6	4,550	33,556
FUQUA	FOA	N	5 1/8	5 7/8	- 3/4	- 12.76	10 3/4	3 1/8	9	8,671	44,438
GANNETT CO.	GCI	N	32 1/2	34 3/8	- 1 7/8	- 5.45	38 1/2	20 1/2	20	21,089	685,392
GENERAL TIRE	GY	N	15 1/8	16	- 7/8	- 5.46	18 1/4	10 1/4	5	21,523	325,535
GLORETROTTER	GLBTA	D	1 5/8	1 7/8	- 1/4	- 13.33	4 3/4	7/8	8	2,731	4,437
GRAY COMMUN.	D	D	7	7		.00	8 1/2	5	5	475	3,325
HARTE-HANKS	HHN	N	16 3/4	17 1/2	- 3/4	- 4.28	19 3/8	6	11	4,369	73,180
JEFFERSON-PILOT	JP	N	31 3/4	31 3/4		.00	38 1/4	20 1/2	13	24,064	764,032
KAISER INDUSTRIES	KI	A	8 3/4	10	- 1 1/4	- 12.50	11 3/8	4 1/4	5	27,487	240,511
KANSAS STATE NET.	KSN	D	3 1/4	3 1/2	- 1/4	- 7.14	4 1/8	2 3/4	6	1,815	5,898
KINGSTIP	KTP	A	6	6		.00	6 3/4	1 1/2	11	1,154	6,924
KNIGHT-RIDDER	KRN	N	28 3/8	30	- 1 5/8	- 5.41	32 3/4	9 1/4	18	8,305	235,654
LAMB COMMUN.*	P	P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	19 1/4	18 3/4	+ 1/2	+ 2.66	19 3/8	10 3/4	11	3,352	64,526
LIBERTY	LC	N	10 1/4	10 1/8	+ 1/8	+ 1.23	15 5/8	7 1/8	5	6,762	69,310
MCGRAW-HILL	MHP	N	9 3/4	10 1/4	- 1/2	- 4.87	13 1/2	5 1/2	8	24,569	239,547
MEDIA GENERAL	MEG	A	31 5/8	31 1/2	+ 1/8	+ .39	32 3/4	15 1/2	11	3,604	113,976
MEREDITH	MDP	N	10 1/4	11 1/4	- 1	- 8.88	13 3/8	8	4	2,995	30,698
METROMEDIA	MET	N	12 3/4	13 1/2	- 3/4	- 5.55	15	4 1/2	10	6,553	83,550
MULTIMEDIA	MMED	D	13 1/4	13 1/2	- 1/4	- 1.85	14 1/4	8 3/4	9	4,389	58,154
NEW YORK TIMES CO.	NYKA	A	13	13 3/8	- 3/8	- 2.80	14 1/2	6 7/8	8	10,231	133,003
OUTLET CO.	OTIJ	N	13 3/4	14 1/2	- 3/4	- 5.17	62	7	5	1,381	18,988
POST CORP.	POST	O	7	7 1/2	- 1/2	- 6.66	16 1/2	4 3/4	28	870	6,090
PSA	PSA	N	4 3/8	4 1/2	- 1/8	- 2.77	10	1 1/2	9	3,181	13,916
REEVES TELECOM	RRT	A	1 3/4	1 7/8	- 1/8	- 6.66	2 1/4	5/8	7	2,376	4,158
ROLLINS	ROL	N	18 1/4	18 1/4		.00	22	6 1/2	13	13,341	243,473
RUST CRAFT	RUS	A	7 1/4	7 1/2	- 1/4	- 3.33	10 1/4	5 1/8	5	2,328	16,878
SAN JUAN RACING	SJR	N	9 3/4	10 3/8	- 5/8	- 6.02	13 3/8	5 1/2	7	2,509	24,462
SCHERING-PLOUGH	SGP	N	48 3/4	50 3/4	- 2	- 3.94	74 3/8	44 3/4	21	53,938	2,629,477
SONDERLING	SDR	A	7 1/4	6 1/2	+ 3/4	+ 11.53	10	3 1/2	5	727	5,270
TECHNICAL OPERATIONS	TO	A	4 1/2	4 1/2		.00	6 3/4	2 3/8	5	1,344	6,048
TIMES MIRROR CO.	TMC	N	16 3/4	17 3/8	- 5/8	- 3.59	19 1/2	9 1/4	10	31,385	525,698
WASHINGTON POST CO.	WPD	A	26 3/4	27 3/8	- 5/8	- 2.28	28 3/4	14 3/4	9	4,751	127,089
WOMETCO	WDM	N	13 7/8	14 5/8	- 3/4	- 5.12	16 7/8	6 1/4	9	5,775	80,128

TOTAL 370,828 7,733,606

Cablecasting

AMECO** *	ACD	O	3/8	3/8		.00	1 7/8	1/8		1,200	450
AMER. ELECT. LABS	AELBA	O	1 1/2	1 7/8	- 3/8	- 20.00	2 1/8	1/2	12	1,672	2,508
AMERICAN TV & COMM.	AMTV	O	10 3/4	12 3/4	- 2	- 15.68	19 1/4	5 1/2	19	3,304	35,518
ATHENA COMM.** *	O	O	1/4	1/4		.00	3 1/2	1/8		2,125	531
BURNUP & SIMS	BSIM	O	6 1/8	6 1/8		.00	24 1/8	2 1/2	12	8,268	50,641
CABLECOM-GENERAL	CCG	A	6	6 5/8	- 5/8	- 9.43	7 1/4	1 1/2	11	2,560	15,360
CABLE FUNDING	CFUN	O	5 3/4	6	- 1/4	- 4.16	7 3/8	3 7/8	144	1,121	6,445
CABLE INFO.	O	O	1/2	1/2		.00	1 1/4	1/8	1	663	331
COMCAST	O	O	3 1/4	3 1/4		.00	3 1/4	3/4	14	1,708	5,551
COMMUNICATIONS PROP.	COMU	O	2 1/8	2 1/8		.00	3 1/2	1	13	4,761	10,117
COX CABLE	CXC	A	11 1/8	12	- 7/8	- 7.29	15 7/8	3 3/4	18	3,560	39,605
ENTRON	ENT	O	1	1 1/2	- 1/2	- 33.33	1 1/2	3/8	7	1,358	1,358
GENERAL INSTRUMENT	GRL	N	10 1/8	11	- 7/8	- 7.95	17 1/8	5/8	7	7,201	72,910
GENERAL TV	O	O	5/8	5/8		.00	1 1/2	1/4	31	1,000	625
SCIENTIFIC-ATLANTA	SFA	A	13 3/4	13 7/8	- 1/8	- .90	17 3/8	4	12	963	13,241
TELE-COMMUNICATION	TCOM	O	3 3/8	4	- 5/8	- 15.62	5 3/4	7/8	2	5,181	17,485
TELEPROMPTER	TP	N	5 5/8	7	- 1 3/8	- 19.64	9	1 3/8	12	16,604	93,397
TIME INC.	TL	N	55	54 3/4	+ 1/4	+ .45	59 1/4	24 7/8	11	9,960	547,800
TOCOM	TOCM	D	2 1/8	2 1/4	- 1/8	- 5.55	4 7/8	1 3/4	5	634	1,347
UA-COLUMBIA CABLE	UACC	O	8 1/2	9 1/4	- 3/4	- 8.10	12 3/4	3 3/4	12	1,695	14,407
UNITED CABLE TV	UCTV	O	2 5/8	2 3/4	- 1/8	- 4.54	4 5/8	1/4	5	1,879	4,932
VIACOM	VIA	N	6 5/8	8	- 1 3/8	- 17.18	9 1/4	2 5/8	9	3,665	24,280
VIKOA**	VIK	A	1 1/2	2	- 1/2	- 25.00	4	1/2	1	2,534	3,801

TOTAL 83,616 962,640

Programming

COLUMBIA PICTURES	CPS	N	6 7/8	7	- 1/8	- 1.78	9 1/2	1 5/8	26	6,748	46,392
DISNEY	DIS	N	43 3/8	46 5/8	- 3 1/4	- 6.97	54 3/4	18 3/4	24	29,755	1,200,623
FILMWAYS	FWY	A	4 5/8	4 3/4	- 1/8	- 2.63	6	2 1/8	6	1,792	8,288
FDUR STAR	O	O	3/8	3/8		.00	1 3/8	1/8	1	666	249
GULF + WESTERN	GW	N	40 3/4	41 5/8	- 7/8	- 2.10	42 1/2	18 3/8	6	14,470	589,652
MCA	MCA	N	70 1/8	73 3/8	- 3 1/4	- 4.42	81	19 1/4	10	8,477	594,440
MGM	MGM	N	15 1/8	16 3/8	- 1 1/4	- 7.63	32 1/2	9 1/4	6	12,180	184,222
TELE-TAPE** *	O	O	1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.	O	O	4	4 1/8	- 1/8	- 3.03	5	1 1/4	8	943	3,772
TRANSAMERICA	TA	N	8 3/4	8 7/8	- 1/8	- 1.40	10 3/8	5 1/2	13	64,945	568,268
20TH CENTURY-FOX	TF	N	12 3/8	13 1/8	- 3/4	- 5.71	14 7/8	4 1/2	12	7,547	93,394
WALTER READE**	WALT	O	1/4	3/8	- 1/8	- 33.33	1/2	1/8		4,467	1,116
WARNER	WCI	N	17	18 1/4	- 1 1/4	- 6.84	20 7/8	6 7/8	7	16,718	284,206
WRATHER	WCO	A	3 5/8	3 3/4	- 1/8	- 3.33	8 1/8	1 1/4	7	2,229	8,080

TOTAL 173,127 3,673,258

Service

BBD INC.	BRDD	O	15 3/4	16 3/4	- 1	- 5.97	17 1/2	9 7/8	7	2,513	39,579
COMSAT	CO	N	35 3/4	38 3/8	- 2 5/8	- 6.84	45	23 3/4	8	10,000	357,500
DOYLE DANE BERNAACH	DOYL	O	10	11 1/8	- 1 1/8	- 10.11	11 7/8	5 5/8	6	1,816	18,160
ELKINS INSTITUTE** *	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	9	8 3/4	+ 1/4	+ 2.85	11 1/4	5 3/8	6	2,009	18,081
GREY ADVERTISING	GREY	O	7	7 1/4	- 1/4	- 3.44	8 3/8	5 5/8	4	1,213	8,491
INTERPUBLIC GROUP	IPG	N	15 1/2	16 1/2	- 1	- 6.06	19	8 1/8	5	2,249	34,859

Stock symbol	Exch.	Closing Wed. Aug. 6	Closing Wed. July 30	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
MARVIN JOSEPHSON	MRVN	D	6 5/8	7 7/8	- 1 1/4	- 15.87	9 3/4	3 1/4	5	1,800	11,925
MCI COMMUNICATIONS	MCIC	O	2 3/4	3 1/8	- 3/8	- 12.00	6 1/2	1		13,339	36,682
MOVIELAB	MOV	A	1 3/8	1 1/2	- 1/8	- 8.33	1 3/4	1 1/2	7	1,407	1,934
MPO VIDEOTECHNICS	MPN	A	3 1/4	3 3/4	- 1/2	- 13.33	4	1	18	537	1,745
NEEDHAM, HARPER	NHMA	O	5 1/8	5 1/4	- 1/8	- 2.38	7 1/2	3 5/8	7	892	4,571
A. C. NIELSEN	NIELR	O	19 1/8	19 1/4	- 1/8	- .64	28	7 3/8	18	10,598	202,686
OGILVY & MATHER	OGIL	O	18	19	- 1	- 5.26	23 1/2	10	6	1,805	32,490
J. WALTER THOMPSON	JWT	N	7	6 7/8	+ 1/8	+ 1.81	12	4 1/4	9	2,649	18,543
UNIVERSAL COMM.*		O	1/4	1/4		.00	3/4	1/8		715	178
									TOTAL	55,439	787,661
Electronics/Manufacturing											
AMPEX	APX	N	5 5/8	6 3/8	- 3/4	- 11.76	8 3/8	2 1/4	6	10,885	61,228
CCA ELECTRONICS*	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 3/4	1 7/8	- 1/8	- 6.66	2 1/8	1	8	2,319	4,058
COHU, INC.	COH	A	2 5/8	2 3/4	- 1/8	- 4.54	3 7/8	1 1/4	29	1,617	4,244
CONRAC	CAX	N	18 1/2	18 3/4	- 1/4	- 1.33	21 3/4	10	8	1,271	23,513
EASTMAN KODAK	EASKD	N	91 1/2	96 3/8	- 4 7/8	- 5.05	108 3/4	63	23	161,347	14,763,250
GENERAL ELECTRIC	GE	N	45	47 1/4	- 2 1/4	- 4.76	65	30	15	182,885	8,229,825
HARRIS CORP.	HRS	N	23 3/4	24 3/8	- 5/8	- 2.56	33 1/2	13 1/8	339	6,152	146,110
HARVEL INDUSTRIES*	HARV	O	5 3/8	5 3/8		.00	9	2 1/2	34	480	2,580
INTERNATIONAL VIDEO	IVCP	O	2 1/2	2 1/2		.00	7 1/2	1 1/4	5	2,730	6,825
MAGNAVOX	MAG	N	8 7/8	8 7/8		.00	9 7/8	3 3/4	8	17,799	157,966
MICROWAVE ASSOC. INC	MAI	N	17 1/4	18 3/4	- 1 1/2	- 8.00	26 7/8	9 3/4	9	1,320	22,770
3M	MMM	N	54 1/2	57	- 1/2	- .87	80 1/2	7 5/8	28	114,240	6,454,560
MOTOROLA	MDT	N	46 1/4	47 7/8	- 1 5/8	- 3.39	61 7/8	34 1/8	21	28,198	1,304,157
OAK INDUSTRIES	OEN	N	8 1/8	8 1/4	- 1/8	- 1.51	12 7/8	5 1/4	3	1,639	13,316
RCA	RCA	N	18 1/8	19 1/8	- 1	- 5.22	21 1/2	9 7/8	14	74,484	1,350,022
ROCKWELL INTL.	RQK	N	24 1/2	24	+ 1/2	+ 2.08	28 3/8	18 3/8	8	30,913	757,368
RSC INDUSTRIES	RSC	A	2	2		.00	2 1/4	1/2	7	3,440	6,880
SDNY CORP.	SNE	N	10 7/8	11 1/4	- 3/8	- 3.33	29 7/8	4 3/4	29	172,500	1,875,937
TEKTRONIX	TEK	N	34	35	- 1	- 2.85	47 3/4	18 1/2	12	8,671	294,814
TELEMATION	TMT	O	1	1		.00	2 3/4	1	6	1,050	1,050
VARIAN ASSOCIATES	VAR	N	13 5/8	15 1/4	- 1 5/8	- 10.65	17 3/4	6	13	6,838	93,167
WESTINGHOUSE	WX	N	16 1/8	17 7/8	- 1 3/4	- 9.79	26	8 1/2	45	86,989	1,402,697
ZENITH	ZF	N	25 3/8	26 1/4	- 7/8	- 3.33	31 5/8	10	106	18,797	476,973
									TOTAL	937,445	37,453,420
									GRAND TOTAL	1,698,542	52,898,157

Standard & Poor's Industrial Average 96.9 99.7 -2.8

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, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

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

*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.

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

Company	Period Ended	CURRENT AND CHANGE				YEAR EARLIER			
		Revenues	Change	Net Income	Change	Revenues	Net Income	Per Share	
ABC.....	6 mo. 6/28	508,239,000	+10.0%	20,665,000	-24.8%	481,791,000	27,474,000	1.83	
American TV & Communications.....	year 6/30	33,710,000	+26.0%	2,470,000	+30.0%	26,731,723	1,902,145	.46	
Cablecom-General.....	6 mo 5/31	10,911,856	+ 7.2%	1,071,097	-49.8	10,177,739	351,217	.14	
Capital Cities Communications.....	6 mo. 6/30	84,504,000	+29.0%	12,218,000 ¹	+14.0%	65,511,000	10,733,000	1.39	
Cohu Inc.....	6 mo. 6/30	7,371,888	-11.5%	171,882	-29.2%	8,234,077	282,268	.17	
Conrac Corp.....	6 mo. 6/30	42,963,000	+ 4.4%	1,610,000	+ 3.4%	41,143,000	1,556,000	1.17	
Cox Broadcasting.....	6 mo. 6/30	53,117,000	+ 7.0%	6,752,000	+ 4.0%	49,559,000	6,473,000	1.11	
Interpublic Group.....	6 mo. 6/30	83,802,000	+13.8%	4,012,000	+21.7%	73,646,000	3,297,000	1.39	
Media General.....	6 mo. 6/30	83,508,000	+19.0%	6,708,000	+52.0%	70,199,000	4,411,000	1.23	
3M Co.....	6 mo. 6/30	1,529,000,000	+ 6.8%	124,100,000	-19.8%	1,431,000,000	154,800,000	1.37	
Motorola.....	6 mo. 6/30	648,725,007	- 6.5%	19,359,672	-54.5%	693,380,700	42,476,024	1.51	
Oak Industries.....	6 mo. 6/30	53,189,828	-32.3%	443,635	-55.4%	68,438,296	3,062,359	1.76	
Reeves Telecom.....	6 mo. 6/30	3,376,541	- 7.8%	172,376	-39.2%	3,661,974	291,038	.12	
Rockwell International.....	9 mo. 6/30	3,648,000,000	+17.0%	70,700,000	-13.8%	3,116,000,000	100,800,000	3.27	
Rollins Inc.....	year 6/30	213,343,000	+10.0%	19,089,000	+14.6%	193,297,147	16,650,394	1.20	
Schering-Plough Corp.....	6 mo. 6/30	402,189,000	+14.2%	70,903,000	+10.5%	351,989,000	64,142,000	1.19	
Storer Broadcasting.....	6 mo. 6/30	54,352,000	+ 4.7%	6,827,000	+ 5.5%	51,889,000	6,470,000	1.36	
Teleprompter Corp.....	6 mo. 6/30	46,010,000	+18.2%	(2,911,000)	*	38,893,000	(3,051,000)	(.18)	
Twentieth Century-Fox.....	6 mo. 6/28	168,185,000	+36.8%	12,381,000	+62.8%	122,901,000	3,325,000	.40	
Warner Communications.....	6 mo. 6/30	325,968,000	- 7.6%	27,572,000	- 5.1%	352,864,000	29,048,000	1.52	
Washington Post Co.....	26 wks. 6/29	151,587,000	+13.0%	5,433,000	-22.0%	134,105,000	6,960,000	1.46	

¹After deduction of \$205,000 in second quarter and \$410,000 in the six months for amortization of intangibles.

²Per-share earnings this year higher than year ago because number of shares outstanding declined significantly, due to company's stock purchase program.

*Change too great to be meaningful.

Fates & Fortunes®

Media

Stephen T. Lindberg, manager, affiliate relations, NBC Radio Network, New York, named director, affiliate relations, in expanded department. **Ludwig Simmel**, manager, sales services, NBC Radio Network, named manager, affiliate relations and services. **Robert Wogan**, executive producer, special programs, NBC Radio Network, named regional manager, affiliate relations and contracts. **George E. Davies**, manager, station relations, ABC Radio Networks, named manager, affiliate relations, NBC Radio Network. **Lance W. Sherman**, audience analyst, NBC Radio Network, named manager, clearance operations for affiliate relations, reporting to Mr. Simmel.

Jay E. Gerber, assistant general attorney, NBC, New York, named assistant general counsel. **Earl J. McHugh**, partner in New York law firm, Reid and Priest, named assistant general counsel, NBC.

H. Stewart Corbett Jr., VP-subsidary operations, Cox Broadcasting Corp., Atlanta, elected VP-corporate development in series of executive changes previously announced (BROADCASTING, Aug. 4).

Mary-Jane Raphael, account executive in Eastern sales division of ABC Television Network, named to new post of director of communications/administration of network, responsible for administrative functions and for coordination of communications among network departments and outside organizations.

William E. Wuerch, VP-general manager, WLWT(TV) Cincinnati, named to same post, WJRT-TV Flint, Mich.

David Rapaport, national sales manager, SJR Communications Inc., New York, named general manager, SJR's WKTU(FM) New York.

C. B. (Rik) Rogers, sales manager, WPLO-AM-FM Atlanta, named general manager.

John Perrin, administrator, operating budgets, program business office, Burbank, Calif., named manager, business affairs, network administration for West Coast, NBC Television Network.

Leonard M. Roos, program attorney, ABC Entertainment, Los Angeles, named associate director of contracts, ABC-TV, Los Angeles.

Kathleen Brown, office manager, WKLO(AM) Louisville, Ky., division of Great Trails Broadcasting Corp., elected VP.

Charles Westbrook, general manager, WTOB(AM) Winston-Salem, N.C., named to same post, WBIA(AM) Augusta, Ga. **J. Mitchell Russell**, general manager, WSSB(AM) Durham, N.C., named operations manager, WBIA.

Hugh Del Regno, controller and general executive, KHJ-TV Los Angeles, named director of business affairs, KTTV(TV) Los Angeles.

Bob Pittman, assistant program director and music coordinator, WMAQ(AM) Chicago, named operations manager.

Clayton C. Steffensen, manager, accounting, NBC-TV Los Angeles, appointed manager, pro-

gram budgets and financial administration.

Sandra Sieman, news staff, WKYC-TV Cleveland, named coordinator of press information.

Mike Gable, promotion manager, WIOD(AM) Miami, named to same post, WINZ(AM) Miami.

Terry Milligan, programming assistant, WMYQ(FM) Miami, named to additional duties as promotion director.

Susan M. Eckert, editor of *Brockport* (N.Y.) *Post*, named promotion coordinator, WXXI-FM-TV Rochester, N.Y.

Brooks Henderson, announcer for 41 years, KSIP-AM-FM-TV Minneapolis, retires to freelance in broadcasting.

F. Lynn Markel, principal financial and accounting officer, Kansas State Network, Wichita, elected VP of finance and secretary-treasurer.

Broadcast Advertising

Raymond E. Janz, national sales coordinator, KSAT-TV San Antonio, Tex., named general sales manager, WJAR-TV Providence, R.I. Both are Outlet Broadcasting stations.

James R. Kelly, VP-account executive, Blair Television's ABC Station sales, New York, named VP and manager, Blair's newly formed Spot Development division there. He will be succeeded by **Frank DeMarco**, formerly with Katz Television.

Gary Popkins, VP-sales, WDIA(AM) Memphis, VP-sales, named general sales manager, WIFE(AM) Indianapolis.

Mark Davison, account executive, WWJ-AM-FM Detroit, named national sales manager.

Noel Berke, VP and creative director, Cunningham & Walsh, New York, named VP/associate creative director of D'Arcy-MacManus & Masius, New York.

Richard A. Garvey, executive creative director and senior VP, Post-Keyes-Gardner Chicago, named executive VP and director of creative services division, Hoffman, York, Baker & Johnson, Milwaukee.

John Cole, VP and director of media buying and communications, Needham, Harper & Steers, Chicago, named associate media director and operations manager, Post-Keyes-Gardner, Chicago.

Cal Arnold, sales representative, KARN(AM) Little Rock, Ark., named local sales manager of affiliated KKYK(FM) there.

G. Allen Lumeyer, sales consultant, WGAR(AM) Cleveland, named local sales manager.

John Mackin Ade, account executive, Katz Radio, New York, named general sales manager, WKTU(FM) New York.

Robert Reitzfeld, VP and creative group head, Scali, McCabe & Sloves, New York, appointed VP and creative director of Frankfurt Communications Inc., New York.

Sanford S. Lapp, network TV supervisor at Ketchum, MacLeod & Grove, New York,

named senior television program supervisor at McCann-Erickson, New York.

Robert Craig, sales manager, WEYI-TV Saginaw, Mich., named general sales manager, WJKS-TV Jacksonville, Fla. Both are Rust Craft stations.

Ronald E. Gray, in sales, KNUS(FM) Dallas, named sales manager.

Frank C. Sobocienski, executive art director, Ketchum, MacLeod & Grove, Pittsburgh, elected VP.

Phyllis Ross, assistant media director, Rosenfeld, Sirowitz & Lawson, New York, elected VP-media manager.

Pamela Steward, media director, Fessel, Siegfried & Moeller Advertising, New Orleans, elected to board of directors.

Richard M. Earle, formerly VP-director of creative services, Marsteller Inc., New York, named associate creative director, Rumrill-Hoyt, New York.

Melody Bursett, public relations coordinator, Sterling Recreation Organization, Bellevue, Wash., named public relations-promotion director, Stanford & Taft, Seattle agency.

Anthony Fedele, senior writer, and **John Davis**, creative group head, Tracy-Locke Advertising, Dallas, named associate creative directors. **Louis Tischler** and **Yvonne Smith**, art directors, and **Harold Schwartz**, copywriter, Tracy-Locke, named creative supervisors.

Mary Durkin, group supervisor of media, Grey Advertising, Los Angeles, named senior broadcast buyer, Gumpertz/Bentley/Fried/Scott, Los Angeles.

Patricia H. Clemency, creative associate, Television Bureau of Advertising, New York, named associate marketing-promotion director, Avery-Knodel, New York.

Richard Felix, formerly president, Gilbert, Felix & Sharf Inc., New York, named chairman of board, newly formed Jarman, Spitzer & Felix Inc., New York. **John Spitzer**, president of Jarman & Spitzer Associates, continues in that post and is chief operating officer of new agency. **J. Peter Jarman**, VP-creative director, Jarman & Spitzer, named executive VP of new agency.

George Cinfo, VP and co-creative director, Keenan & McLaughlin, New York, elected senior VP and creative director.

Dan Donovan, graduate of Broadcast Centers of America, St. Louis, named sales manager, KFMZ(FM) Columbia, Mo.

Programming

Michael Donohew, former VP-general manager, Carson-Paramount Productions, Los Angeles, who produced syndicated half-hour series, *George*, for Winters-Rosen Productions, has signed with MGM Television to develop and produce projects for network placement.

Ron Beckman, VP-business affairs, named executive VP, 20th Century-Fox Television, Los Angeles.

Ray L. Beindorf, executive VP of CBS Television Stations division, New York, leaves post to head his own production company, Ray Beindorf Productions Inc., Studio Center, 4024 Radford Avenue, North Hollywood, Calif.

Alan Fields, associate director, business affairs, Paramount Television, Hollywood, Calif., named director, program administration. **Sid Kalcheim**, member, business affairs department, International Creative Management, Los Angeles, named director of business affairs, Paramount Television.

Diane S. Dreiman, executive, NBC World Premiere Movies, named manager, motion pictures for television, NBC Television Network, Los Angeles.

Roberta Getzier, production assistant, appointed executive story editor of Hanna-Barbera Productions, Hollywood. **Daniel B. Rosenthal**, member of Los Angeles law firm, named director of business affairs, Hanna-Barbera Productions.

Matt Poulos, VP-general manager, Tomorrow Entertainment syndication division, New York, named Midwest division sales manager, Columbia Pictures Television, New York.

Hal DeWindt, assistant to Paramount Television chief Bud Austin and associate producer of ABC-TV's *Barbary Coast*, produced by Paramount, Los Angeles, named independent producer to develop studio's new pilots and TV movies.

Thomas D. Tannenbaum, VP of Universal Television, Universal City, Calif., named senior VP.

Michael O'Shea, operations manager, WFTL(AM) Ft. Lauderdale, Fla., named program director, WLW(AM) Cincinnati.

Suzanne Gordon, publicist with Paramount Television, has been named assistant to director of publicity for Spelling-Goldberg Productions, Los Angeles.

Larry Miller, program and music director, WQIV(FM) New York, named program director, WKTU(FM) New York.

James M. Rising, program director, WCFR-AM-FM Springfield, Vt., and WLNH-AM-FM Laconia, N.H., named director of programming for parent Scopnix Group Broadcasting Inc., Laconia, which also owns WCVR(AM) Randolph, Vt.

Chuck Wintner, independent documentary producer, Washington, named producer-director Post-Newsweek Productions *The American Documents*, 13 films with bicentennial themes.

Paul Sullivan, program director, WWWW(FM) Detroit, named to same post, KNAC(FM) Long Beach, Calif.

Marilyn Davis, in sales, The Vidronics Co., Hollywood, Calif., named to newly created post of supervisor, videotape syndication.

Jayne Barbera, assistant production manager, Hanna-Barbera Productions Inc., Hollywood, Calif., named studio production manager in charge of animation production for TV specials and series.

Michael Grass, news photographer, WOTV(TV) Grand Rapids, Mich., named chief production photographer.

Roy Heatly, former news director, KRON-TV San Francisco, elected president of Bay Film Associates, San Francisco, newly formed industrial,

educational, TV news and public service film production firm.

Broadcast Journalism

Tom McCall, former governor of Oregon, named analyst and commentator, KATU(TV) Portland, Ore., beginning in mid-September. Mr. McCall was radio and TV newscaster before entering state politics in 1964. He currently does three-time-a-week radio commentary carried on 14 stations in state, as well as weekly Sunday column for *Portland Oregonian* newspaper.

Norm Woodruff, news editor, KPIX(TV) San Francisco, named director, news and programming operations, KIRO-TV Seattle.

Fred Francis, reporter, WTVJ(TV) Miami, named correspondent, NBC News, Miami, to head new NBC News sub-bureau in that city.

Darryl C. Rehr, general news producer, WJZ-TV Baltimore, named senior news producer.

Tom Crosby, assistant news director and anchorman, WSPA-TV Spartanburg, S.C., named news director.

Dennis Shreefer, announcer, WDBQ(AM) Dubuque, Iowa, named anchorman, WSPA-TV Spartanburg, S.C.

John Meyer, Washington correspondent, CBS Network News, named newscaster, Mutual Broadcasting System, Washington.

Randy Wiltgen, special news events reporter, KSPO(AM) Spokane, Wash., named news director.

Ianthia Hall, news writer, KRON-TV San Francisco, has been appointed producer of that station's *NewsWatch* program.

George Putnam, partner with Mort Sahl on commentary program, *Both Sides*; on KCOP(TV) Los Angeles, will join KHJ-TV Los Angeles Sept. 1 in half-hour report during *Channel 9 News*.

Roger Wolfe, reporter, WICS-TV Springfield, Ill., named reporter, WKYC-TV Cleveland, and NBC News Bureau, Akron, Ohio.

Radio and Television News Directors Association newly elected regional directors are: **Pat Stevens**, KGUN-TV Tucson, Ariz., and **Sherman Bazell**, KTVU-TV Oakland, Calif., West region; **Harry Kevorkian**, WNDU-AM-FM South Bend, Ind., Midwest; **Paul Kuntz**, WTIC-AM-FM Hartford, Conn., Northeast; **Walter Hawver**, KTRK-TV Houston, Southeast; and **Karl Sepkowski**, CJIC-AM-FM Sault Ste. Marie, Ont., for Canadian region.

Kenneth Tiven, news director, WSB-TV Atlanta, joins KYW-TV Philadelphia in same capacity.

Jay Scott, co-anchor, KBTU(TV) Denver, named to same post, WNAC-TV Boston. **Lovell Dyett**, with WBZ-AM-FM-TV Boston, named anchor of weekly *Black News*, WNAC-TV.

Irene Rodriguez, weather reporter, WPRI-TV Providence, R.I., named to same post, WBBM-TV Chicago.

Geoffrey Brown, free-lance film producer, Washington, named director of photography, Capital Hill News Service, Washington.

Alma Newsom, community affairs director, KHOU-TV Houston, named general assignment reporter.

Cable



Landon



Sieber

James A. Landon, VP-planning and research, Cox Broadcasting Corp., Atlanta, elected executive VP of Cox Data Systems, Atlanta, wholly owned subsidiary. **Robert P. Sieber**, in research department, CBC, named director of research. **Tommy W. Drum**, director of management information systems, National Service Industries Inc., Atlanta, named VP of CATV and general services, Cox Data Systems.

Equipment & Engineering

William Kraemer, head of State of Florida Video Tape Duplicating Center, Tallahassee, named chief engineer, WXEX-TV Petersburg, Va.

William H. Nott, development engineer, GTE Sylvania, New York, named project engineer, Conrac Video Products, Covina, Calif.

Lee Young, chief engineer, WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla., named chief engineer, noncommercial WJCT-FM Jacksonville, Fla.

Allied Fields

Chester Naumowicz and **Lenore C. Ehrig**, FCC administrative law judges, named chief and assistant chief administrative law judges, respectively. They succeed retired **Arthur Gladstone** and **Jay Kyle** (BROADCASTING, July 21). **Thomas P. Campbell**, budget analyst, financial management division, FCC named acting chief of division and chief of division's budget branch, succeeding **Richard F. Solan**, retired.

Malcolm C. Klein, president of American Song Festival, has resigned to re-establish his management consultancy firm, Malcolm C. Klein and Associates, Los Angeles.

James L. Loper, president and general manager of noncommercial KCET(TV) Los Angeles, named chairman, board of visitors, Annenberg School of Communications, University of Southern California, Los Angeles.

John J. McMahon, VP of television program-

FCC Commissioner Robert E. Lee, in office since Oct. 6, 1953, has become dean of federal regulatory agency members with retirement of Kenneth H. Tuggle Aug. 1 from Interstate Commerce Commission on which he had served since Sept. 8, 1953. Also retiring from ICC was **Willard Deason**, co-founder of KVET(AM) Austin, Tex. Late President Lyndon B. Johnson appointed Mr. Deason to ICC instead of FCC, which had vacancy at time, to avoid criticism that broadcaster was naming broadcaster to FCC. Mr. Johnson's family owned stations in Texas.

ing, West Coast, NBC, named chairman of 1976 fund-raising drive of Permanent Charities Committee of the Entertainment Industries, Los Angeles. Mr. McMahon succeeds **Billy H. Hunt**, executive VP, Association of Motion Picture & Television Producers.

James C. Vernon, president of Vernon Broadcasting Co. (WYGO-AM-FM Corbin, Ky.), named commissioner, Kentucky Department of Public Information, Frankfort.

Deaths

James E. Jewell, 69, radio producer and crea-

tor of adventure programs as head of James Jewell Productions Chicago, and in radio's early days associated with *The Lone Ranger*, *The Green Hornet* and *Jack Armstrong, The All-American Boy* among others, died Aug. 5 of heart attack after being hospitalized for chronic lung ailment. Survivors include his wife, Marion, who is president of successor Jewell TV-Radio-Film Productions, daughter Judith, and son Pat.

John F. Williams, 59, Midwest sales manager for National Black Network, died on July 25 at his New York home. He is survived by his wife, Nancy, and two brothers.

Tim A. LeBlanc Jr., 45, sales representative, WLCS(AM)-WQXY-FM Baton Rouge, La., died July 28 in Baton Rouge of heart attack. Survivors include his wife, Annette, two daughters, three sons and three stepsons.

John T. Mackin, 49, general manager of WEX-TV Richmond, Va., died July 25 of heart attack. He is survived by his wife, Marie, and children, Christina, Antoinette and Terrance.

James Petrusky, 33, senior engineer, Tele-Measurements Inc., Clifton, N.J., died July 24 of heart attack. He is survived by his wife, Mary.

For the Record®

As compiled by BROADCASTING, July 28 through Aug. 1 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

■ Pierre, S.D.—Forum Communications Co. Broadcast Bureau granted VHF ch. 4 (66-72 mhz); ERP 100 kw vis., 20 kw aur. HAAT 1280 ft. P.O. address: c/o Jack M. Lester, Courthouse Plaza, 6th & Dakota Ave. 57102. Estimated construction cost \$232,690; first-year operating cost \$40,000; revenue not given. Legal counsel Market Professional Corp., Washington. Principals: William C. Marcil, et al. Mr. Marcil is president of Forum Publishing Co., parent co. of applicant, and has interest in WDAY-AM-FM-TV Fargo, N.D. Forum owns KSFY-TV Sioux Falls (new TV would be satellite) and KABY-TV Aberdeen, both South Dakota. Action July 30.

TV start

■ WAPB Annapolis, Md.—Authorized program operation on UHF ch. 22 (518-524 mhz); ERP 3890 kw vis., 389 kw aur. HAAT 874 ft. Action July 14.

AM applications

■ Gaithersburg, Md.—Barto Communications Inc. seeks 1150 khz, 1 kw-DA-2. P.O. address:

■ Gaithersburg, Md.—Barto Communications Inc. seeks 1150 khz, 1 kw-DA-2. P.O. address: \$331,881. Format: MOR. Principals: Robert E. Gobbins, Olin D. Hester, James T. Reeder and Richard A. Bowis (each 25%). Mr. Cobbins owns advertising sales company. Mr. Hester is employe of WPIK(AM)-WXRA(FM) Alexandria, Va.. Mr. Reeder is announcer and salesman for WDON(AM) Wheaton, Md., and Mr. Bowis is representative for stock brokerage. Ann. July 25.

■ Gaithersburg, Md.—Gaithersburg Broadcasting seeks 1150 khz, 1 kw-DA-2. P.O. address: 1200 17th St. N.W., Washington 20036. Estimated construction cost \$29,995; first-year operating cost \$150,000; revenue \$100,000. Format: contemporary. Principals: Thomas Hale Boggs Jr. and 6 other partners (14.285% each). Investors are area businessmen, lawyers, investment broker and football player. Ann. July 29.

■ Gaithersburg, Md.—Gaithersburg Community Broadcasters seeks 1150 khz, 1 kw-DA-2. P.O. address: 1920 L St., N.W., Washington 20036. Estimated construction cost \$189,195; first-year operating cost \$180,000; revenue \$120,000. Format: popular, soft

rock. Principals: Dorothy H. Marks (60%) and her two sons, Stephen A. (30%) and Robert Marks (10%). Mrs. Marks is writer for newspaper syndicate and has interest in WKKO(AM) Cocoa, Fla. Stephen Marks is vice president and assistant general manager of WKKO. Robert Marks is financial economist. Ann. July 25.

■ Gaithersburg, Md.—Montgomery County Radio Co. seeks 1150 khz, 1 kw-DA-2. P.O. address: 11105 S. Glen Rd., Potomac, Md. 20854. Estimated construction cost \$179,930; first-year operating cost \$288,670; revenue \$150,000. Format: MOR. Principals: Peter V. O'Reilly (51%) is regional manager of communications brokerage. Theodore J. Noffsinger Jr. (19%) is dentist. Herbert J. Miller, William W. Greenhaigh and David S. Croyder (each 10%) are attorney, associate dean of Georgetown University Law Center and real estate investor, respectively. Ann. July 25.

AM license

Broadcast Bureau granted following license covering new station:

■ WVUV Leone, American Samoa, Radio Samoa Ltd. (BL-13977). Action July 24.

FM applications

■ San Luis Obispo, Calif.—San Luis Obispo County Community College seeks 91.9 mhz, 10 w. P.O. address: Box J, Camp San Luis Obispo, San Luis Obispo 93406. Estimated construction cost \$18,954; first-year operating cost \$6,000. Principal: Wallace E. English, chairman, engineering and technology division. Ann. July 30.

■ Dodge City, Kan.—Cattle Country Broadcasting seeks 93.9 mhz, 59.5 kw., HAAT 313 ft. P.O. address: S. Highway 283, Dodge City 67801. Estimated construction cost \$44,664; first-year operating cost \$24,915; revenue \$80,000. Format: modern country. Principals: Charles C. and Nellie L. Babbs (50% each). The Babbs own cummun carrier, answering service and radio sales and service firm and are Western Union agents in Dodge City. Ann. July 30.

■ Brockton, Mass.—Massasoit Community College seeks 90.5 mhz, 10 w. P.O. address: 290 Thatcher St., Brockton 02402. Estimated construction cost \$3,295; first-year operating cost \$900. Principal: Roy D. Simmons Jr., dean of students. Ann. July 30.

■ Bellaire, Ohio—Board of Education of Bellaire City School District seeks 88.7 mhz, 10 w. P.O. address: 35th and Guernsey St., Bellaire 43906. Estimated construction cost \$2,200; first-year operating cost \$400-\$500. Principal: Norman R. Russell, technical director. Ann. July 29.

■ Marshall, Tex.—Wiley College seeks 91.1 mhz, 10 w. P.O. address: 711 Rosborough Springs Rd., Marshall 75670. Estimated construction cost \$2,048; first-year operating cost \$500. Principal: Robert Hayer, president. Ann. July 29.

FM action

■ Ballwin, Mo.—Application by West County Broadcasting Association for new FM on 89.9 mhz dismissed. Ann. July 28.

FM starts

■ WVNS Tuskegee, Ala.—Authorized program

operation on 95.9 mhz, ERP 245 kw. Action July 7.

■ WVLS Jackson, Miss.—Authorized program operation on 91.5 mhz, ERP 500 w, HAAT 100 ft. Action July 17.

■ WCSS-FM Amsterdam, N.Y.—Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 135 ft. Action July 18.

Ownership changes

Applications

■ KNEV(FM) El Centro, Calif. (98.5 mhz, 50 kw)—Seeks assignment of license from Schaefer-Wade Broadcasting Co. to KXO Inc. for \$62,000. Sellers: William Wade and Thomas Karl Schaefer wish to sell station due to financial losses. Buyers: Gordon Belson (34.7%), Edward Muzylowski (15%) and William J. Ewing (50.3%) own KXO(AM) El Centro. Ann. July 29.

■ KLOA(AM) Ridgecrest, Calif. (1240 khz, 250 w-D)—Seeks assignment of license from Glenn E. Shoblom to John J. and Eleanor Beth Quigley for \$150,000. Seller: Mr. Shoblom has no other broadcast interests. Buyers: Mr. and Mrs. Quigley (50% each). Mr. Quigley is director of radio-television programming for Colgate-Palmolive Co. Mrs. Quigley is advertising sales person for Westchester-Rockland Newspapers. Ann. June 17.

■ KADE(AM) Boulder, Colo. (1190 khz, 1 kw-D)—Seeks assignment of license from Brokade Broadcasting to Centennial Wireless for \$220,000. Sellers: Dona B. and Ivan M. West (99%) have no other broadcast interests. Buyers: Robert D. and Diane M. Greenlee (25.5% each) and Daniel and Marie S. Gawne (24.5% each). Mr. Greenlee has interest in advertising agency and publishing company; Mrs. Greenlee is housewife. Mr. Gawne has interest in metal fabricating company and with his wife, has interest in cemetery. Ann. July 29.

■ WCFL-TV Chicago (ch. 38)—Seeks assignment of CP from Chicago Federation of Labor and Industrial Union Council to Christian Communications of Chicagoland for \$850,000. Seller: Chicago Federation, William A. Lee, president, is licensee of WCFL(AM) Chicago. Buyer: Christian Communications is non-stock, nonprofit corporation; Owen C. Carr, chairman of the board. Ann. July 30.

■ WSMM(FM) Sault Ste. Marie, Mich. (92.7 mhz, 3 kw)—Seeks transfer of control of Chippewa Broadcasting Corp. from William H. Thorne, Harrison W. O'Connor, William Oberman, James D. Wellington and Leon B. Van Dam to D.W. Zimmerman. Consideration: arrangements not yet consummated. Principals: Messrs. Thorne, O'Connor, Oberman, Wellington and Van Dam wish to infuse more capital into corporation by issuing authorized unissued stock. Mr. Zimmerman is general manager of station and with his wife has various real estate interests in Florida and Michigan. Ann. July 31.

■ WMSO(AM) Collierville, Tenn. (1590 khz, 500 w-D)—Seeks assignment of license from Albert L. Crain

to Radio East Inc. for \$100,000. Seller: Mr. Crain is also licensee of KBSN (AM) Crane, Tex. and applicant for AM in St. George, Utah. Buyer: Leon Buck (70%) has majority interest in WXTA (FM) Greencastle and WVTL (FM) Monticello, both Indiana; WSTL (AM) Eminence, Ky. and 1/3 of shopper and TV guide in Monticello. W. Douglas McLuen (30%) also has interest in WVTL and shopper. Ann. July 31.

■ KRBE (FM) Houston (104.1 mhz. 96 kw)—Seeks transfer of control of GCC Communications of Houston from Alexander M. Tanger and General Cinema Corp. (100% before; none after) to Lake Huron Broadcasting Corp. (none before; 100% after). Consideration: \$1,300,000. Principals: Mr. Tanger and General Cinema also own WFFF (FM) Chicago. Lake Huron Broadcasting (William J. Edwards [56.7%] and Howard H. Wolfe [43.3%]) is licensee of KENR (AM) Houston and WKNX (AM) Saginaw, Mich. Ann. July 29.

■ WRDS (AM) South Charleston, W. Va. (1410 khz. 1 kw-D)—Seeks assignment of license from WRDS Radio to CLW Broadcasters for \$125,000. Seller: William D. Stone, president, wishes to divest interest due to illness. Buyer: CLW is subsidiary of AMG International, religious, nonprofit organization. Spiros Zodiatis is president. Ann. July 23.

Actions

■ WMGZ (FM) Montgomery, Ala. (103.3 mhz. 27 kw)—Broadcast Bureau granted assignment of license from Radio Montgomery to 103 Inc. for \$279,000. Sellers: Charles A. McClure (87%) and F.K. Brown (13%) also have interest in WMGY (AM) Montgomery, in process of being sold to George H. Buck Jr., WHYD (AM)-WCGQ (FM) Columbus, Ga. and WCHK-AM-FM Canton, Ga. Buyers: William O. Jones (52%) and William W. Dixon (23%) have interest in WRMA (AM) Montgomery, Ala. and WHSL (AM)-WWIL (FM) Wilmington, N.C. Martin E. Kilpatrick (13%) is account executive of advertising agency. Lee Lunsford (12%) is station manager of WRMA (BALH-2119). Action July 22.

■ KTCS-FM Fort Smith, Ark. (1410 khz. 1 kw-D)—Broadcast Bureau granted assignment of license from Little Chief Broadcasting Co. to Big Chief Broadcasting Co. (BALH-2149). Action July 24.

■ WMTU-TV (ch. 30) Memphis—FCC granted assignment of CP from Memphis Telecasters to Christian Broadcasting Network for \$28,699. Sellers: David L. Steel Sr., vice president, et al. Mr. Steel has interest in WATU-TV Augusta, Ga. Christian Broadcasting (M.G. Robertson, president; A.E. Robertson, vice president), non-profit organization, owns several stations, including WHAE-TV Atlanta, WXNE-TV Boston, and KXTX-TV Dallas. FCC said Christian Broadcasting had made compelling public interest showing in relation to FCC's top 50 policy. Action July 23.

■ KRLY (FM) Houston—Application for transfer of control of Zantanon Limited to The Starr Broadcasting Group dismissed at mutual consent of applicants. Ann. July 31.

■ KPEP (AM) San Angelo, Tex. (1420 khz. 1 kw-D)—Broadcast Bureau granted assignment of license from Western Broadcasting Co. to Simestone Broadcasting Corp. for \$163,680. Seller: David W. Pinkston owns KZIP (AM) Amarillo, Tex. and KPIK-AM-FM Colorado Springs and owns 50% of KDAV (AM) Lubbock, Tex. Buyers: Richard D. Sims (50.1%) is operations manager for KBUK (AM) Baytown, Tex. Robert Stonestreet (49.9%) is colonel in air force. Simestone Broadcasting is applicant for AM in Wharton, Tex. (BAL-8413, BALRE-2867). Action July 23.

■ WTID (AM) Newport News and WQRK (FM) Norfolk, Va. (AM: 1270 khz. 1 kw-D; FM: 104.5 mhz. 50 kw)—Broadcast Bureau granted assignment of license from Musicradio Broadcasting Corp. to Bay Cities Communications Corp. for \$700,000. Sellers: Norman Berger is general practitioner and Hymen Tash is CPA and tax attorney. They have no other broadcast interests. Buyers: Aubrey Eugene Loving Jr. (50%) has interest in theater and concert production company and advertising and promotion firm. Martha J. Davis (50%) owns investment company and has interest in land development (BAL-8398, BALH-2125). Action July 22.

■ KZUN-AM-FM Opportunity, Wash. (AM: 630 khz. 1 kw-D; FM: 96.1 mhz. 3.7 kw)—Broadcast Bureau granted transfer of control of KZUN Inc. from Robert L. Swartz, and Arthur R. MacKelvie (50% each before) to Robert L. Swartz (100% after) (BTC-7776). Action July 24.

Call letters

Applications

Call	Sought by
	New TV
WPFO-TV	Commercial Radio Institute, Pittsburgh
	New AM's
KUFE	Far East Broadcasting Co., Agaña, Guam
WQIN	Quinn Broadcasting, Lykens, Pa.
WSNH	Salem Broadcasting Co., Salem, N.H.
WJPJ	David B. Jordan, Huntingdon, Tenn.
	New FM's
WDBA	Du Bois Area Broadcasting Co., Du Bois, Pa.
WVOH-FM	Jeff Davis Broadcasters, Hazlehurst, Ga.
*KGVH	South Sanpete School District, Gunnison, Utah
*WPTG	Evangel Christian School, Lakeland, Fla.
*KFJM-FM	University of North Dakota, Grand Forks, N.D.
KYUF	Uvalde Broadcasters, Uvalde, Tex.
*WGTFM	Greater Toledo Educational Television Foundation, Toledo, Ohio
*WCSB	Cleveland State University, Cleveland, Ohio
*KRNB-FM	Makah Communications Enterprise, Neah Bay, Wash.
WBIF	Bedford Broadcasting Corp., Bedford, Ind.
KEKI	Cyril C. Larsen, Honolulu
WJZS	Amrad Corp., Tallahassee, Fla.
KEDY	Shasta Cascade Broadcasting Corp., Mount Shasta, Calif.
WDMG-FM	WDMG Inc., Douglas, Ga.
WBDC	Dubuois County Broadcasting, Huntingburg, Ind.
KTCH-FM	Theodore S. Storck, Wayne, Neb.
	Existing FM's
KFKZ	KFKA-FM Greeley, Colo.
KXTZ	KLVM Henderson, Nev.
WSRA	WJIT-FM San Juan, Puerto Rico
WJOI	WKOI Pittsburgh
WSBI-FM	WGIG-FM Brunswick, Ga.

Grants

Call	Assigned to
	New FM's
WRCC	Dr. E. Paul Eder, Cape Coral, Fla.
KCWM	Pioneer Broadcasting Co., Victoria, Tex.
WGTH	High Knob Broadcasters, Richlands, Va.
WBBC	Blackstone Broadcasting Corp., Blackstone, Va.
KIOY	Willson Broadcasting Co., Hanford, Calif.
KJDF	Bee Broadcasting, Beeville, Tex.
KIAM-FM	Bethesda Christian Temple, Wenatchee, Wash.
KRMQ	Equivox Inc. Provo, Utah
	Existing TV
*WCFE-TV	WNNE-TV Plattsburgh, N.Y.
	Existing AM's
WMBR	WPDQ Jacksonville, Fla.
WPDO	WMBR Jacksonville, Fla.
	Existing FM's
WAIV	WPDQ-FM Jacksonville, Fla.
WWID	WDUN-FM Gainesville, Ga.
KNAI-FM	KNBR-FM San Francisco
WIOK	WHLI-FM Hempsted, N.Y.
WWRN	WMIB West Palm Beach, Fla.

Facilities changes

AM applications

- KGBS Los Angeles—Seeks mod. of CP to make changes in daytime DA pattern. Ann. July 31.
- KPOP Roseville, Calif.—Seeks CP to change power to 5 kw DA-2 U, 1 kw-N and make changes in ant. system. Ann. July 31.
- KIUP Durango, Colo.—Seeks CP to make changes in monitor points. Ann. July 31.
- WNLC New London, Conn.—Seeks mod. of CP to make changes in daytime radiation pattern from six tower array to three tower operation. Ann. Aug. 1.

■ WCMQ Miami—Seeks CP to increase daytime power to 1 kw. Ann. Aug. 1.

■ WMLO Beverly, Mass.—Seeks CP to increase daytime power to 1 kw and make changes in DA system. Ann. Aug. 1.

■ WFNC Fayetteville, N.C.—Seeks CP to make changes in ant. system (increase height of tower). Ann. Aug. 1.

■ WUCR Sparta, Tenn.—Seeks CP to increase daytime power to 1 kw. Ann. Aug. 1.

■ WABH Deerfield, Va.—Seeks CP to increase daytime power to 5 kw. Ann. July 31.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KGUC Gunnison, Colo. (BP-19,908), July 18; WBBL Richmond, Va. (BP-19,681), July 18 and WLEE Richmond, Va. (BP-19,680), July 18.

FM applications

■ WVOI Tisbury, Mass.—Data filed in accordance with commission's first report and order in Doc. 20049, to change frequency to 92.7 mhz. Ann. July 30.

■ *WEVL Memphis—Seeks mod. of permit to change frequency to 89.9 mhz; change trans. location to 9200 Raleigh-La Grange Rd., Memphis; change trans.; change ant.; make change in ant. system (increase height); change TPO; ERP: 6.3 kw and HAAT: 279 ft. Ann. July 29.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KFRC-FM San Francisco (BPH-9252), July 18; KLFM-FM Ames, Iowa (BPH-8511), July 18 and WKOI Pittsburgh (BPH-9129), July 18.

In contest

Designated for hearing

■ WMAL-AM-FM-TV Washington, WCIV (TV) Charleston, S.C. and WLVA-AM-TV Lynchburg, Va., **transfer proceeding**: Washington Star Communications (Doc. 20559)—FCC has set for hearing applications of Washington Star Communications seeking approval of transfer of control to Perpetual Corp. of Delaware. Chief Administrative Law Judge Arthur Gladstone has named ALJ John H. Conlin to preside. Issues include determination of facts involving efforts by Washington Star and its subsidiary corporations to dispose of The Evening Star Newspaper Co. separately and to otherwise comply with FCC's multiple-ownership rules and whether these efforts have been reasonable. Other issues include determination whether rules should be waived and, if so, whether waiver should be of limited duration or conditioned on divestiture of one or more broadcast stations, and whether Perpetual Corp. transferee, has sufficient funds to effectuate proposed transaction. Action June 28.

■ KSSR Klaispell, Mont., **FM proceeding**: Suhr Transport, (Doc. 20551)—Broadcast Bureau reinstated and designated for oral argument application of Suhr Transport for extension of time in which to complete construction of new FM station. KSSR, Broadcast Bureau said oral argument would be held before Review Board to determine whether sufficient reasons exist for extension of completion date, constituting showing that Suhr Transport's failure to complete construction was due to causes not under its control or constituting showing of other matters sufficient to warrant further extension. Action July 23.

Procedural rulings

■ Alexander City, Ala., **AM proceeding**: Alexander City Broadcasting and Kowalliga Broadcasting, competing for 1590 khz (Doc. 20464-5)—ALJ Jay A. Kyle continued July 29 hearing date to Sept. 16 due to reassignment of applications and retirement of original presiding judge. Action July 18.

■ WJIM-AM-FM Lansing Mich., **renewal proceeding**: Gross Telecasting (Doc. 20014)—ALJ Byron E. Harrison scheduled hearing for Oct. 14 in Lansing. Action July 25.

■ Ocala, Fla., **FM proceeding**: Harold James Sharp, Greater Ocala Broadcasting Corp. and Hunter-Arnette Broadcasting Co., competing for 92.7 mhz (Docs. 20510-12)—ALJ Byron E. Harrison scheduled hearing

for Sept. 30. Action July 25.

■ **Crowley, La., FM proceeding:** KSIG Broadcasting Co., Rice Capital Broadcasting Co. and Southwest Louisiana Radio Broadcasting Co., competing for 102.9 mhz (Doc. 20441-3)—ALJ David I. Kraushaar reconsidered and vacated his order dismissing KSIG application for failure to prosecute and reinstated application of KSIG in this proceeding. Action July 28.

■ **Soddy-Daisy, Tenn., FM proceeding:** Ru-Ad of Soddy, C. Alfred Dick, Community North Broadcasters and Teeter-Taylor Enterprises, competing for 102.3 mhz (Docs. 20503-6)—ALJ Jay A. Kyle scheduled hearing for Sept. 22 and canceled presently scheduled Sept. 2 hearing. Action July 22.

Dismissed

■ **KLAT(AM) and KSTU(FM) Centerville, Utah., combined proceeding:** Davis Broadcasting Co. and Lois I. Pingree (Doc. 20458-60)—Chief ALJ Arthur A. Gladstone granted Broadcast Bureau's motion to dismiss, dismissed with prejudice applications in proceeding and terminated case, since parties failed to give notice and have no intention of prosecuting right to hearing. Action July 22.

Joint agreement

■ **New York, TV proceeding:** WPIX Inc. (WPIX-TV) and Forum Communications, competing for ch. 11 (Docs. 18711-2)—FCC denied joint request for approval of agreement between WPIX Inc. and Forum Communications. FCC said since final decision has not been rendered in this case, it was convinced, without regard to provisions of settlement agreement, Forum's dismissal would not significantly shorten proceeding, inasmuch as public interest requires FCC consideration of questions raised by Bureau. Action Aug. 1.

Initial decision

■ **Statesboro, Ga., AM proceeding:** Southeast Radio and Rosemor Broadcasting Co., competing for 850 khz (Docs. 19887-8)—Initial decision proposing grant of application of Rosemor Broadcasting Co. for new AM at Statesboro and denial of competing application of Southeast Radio became effective July 18. Broadcast Bureau granted 850 khz, 1 kw, DA-N, U. P.O. address c/o Helen M. Rosengart, 403 College Boulevard, Statesboro 30458. Estimated construction cost \$145,000; first-year operating cost \$87,200; revenue not indicated. Principals: Helen M. Rosengart, president, and Bernard S. Morris (each 45%), et al. Miss Rosengart has dress manufacturing and real estate interests in area. Mr. Morris is wholesale music supplier in Statesboro.

FCC decision

■ **Lebanon, Pa., AM proceeding:** Lebanon Valley Radio (Doc. 15835)—FCC granted application by Lebanon Valley Radio for CP for new AM on 940 khz. U.S. District Court of Appeals reversed FCC action denying Lebanon Valley review of Review Board decision and remanded case for further proceedings. FCC said that in view of court's finding that evidence was insufficient to sustain misrepresentation determination, issue would be resolved in Lebanon Valley's favor. FCC granted 940 khz, 1 kw-D, P.O. address: Box 322, Lebanon 17042. Estimated construction cost \$19,950; first-year operating cost \$60,000; revenue \$62,000. Principals: Joe Zimmerman, Arthur K. Grenier, Glenn W. Winter, William W. Rakow and Robert M. Leshar (each 20%); Mr. Zimmerman is advertising consultant. Mr. Grenier is stockholder and general manager of WSHP(AM) Shippensburg, Pa. and Mr. Winter is also stockholder and technical director there. Mr. Rakow has interest in sportswear manufacturing firms and Mr. Leshar has interest in truck leasing, sales and service firm. Action July 22.

Fines

■ **KTMN(AM) Trumann, Ark.—Broadcast Bureau notified Trumann Broadcasting that it incurred apparent liability for forfeiture of \$1000 for willful or repeated violation of rules by broadcasting with presunrise power prior to its authorized presunrise sign-on time. Action July 22.**

■ **WTUF(FM) Thomasville, Ga.—Broadcast Bureau notified Thomasville Broadcasting Co. that it incurred apparent liability for forfeiture of \$300 for willful or repeated violation of rules by failing to have record on file of equipment performance measurements. Action July 22.**

Summary of broadcasting

FCC tabulations as of June 30, 1975

	Licensed	On air STA	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,417	0	28	4,448	40	4,488
Commercial FM	2,659	0	39	2,698	149	2,847
Educational FM	734	0	23	757	93	850
Total Radio	7,810	0	90	7,903	282	8,185
Commercial TV	699	1	6	706	53	759
VHF	508	1	2	511	9	520
UHF	191	0	4	195	44	239
Educational TV	224	9	10	243	13	256
VHF	89	3	4	96	3	99
UHF	135	6	6	147	10	157
Total TV	923	10	16	949	76	1,015

*Special temporary authorization

**Includes off-air licenses

■ **WVLD(AM) Valdosta, Ga.—FCC ordered Ev-Co Broadcasting, licensee of station WVLD to forfeit \$2,000 for various rule violations. In response to notice of apparent liability, WVLD contended it was not in "violation of many of allegations listed..." It asserted it did not believe it operated above its authorized power and held forfeiture to be excessive. Station also said it corrected other violations in list. FCC said log entries indicated excessive power and such entries are considered conclusive as to actual power at which station operated. Action July 22.**

■ **WBCN(FM) Boston—Broadcast Bureau notified WBCN Inc. that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by failing to have operator in charge of transmitting system who held valid third class radiotelephone operators permit with broadcast endorsement. Action July 21.**

■ **WBRB-AM-FM Clinton township, Mich.—Broadcast Bureau notified Malrite Broadcasting Co. that it incurred apparent liability for forfeiture of \$300 for willful or repeated violation of rules by failing to make equipment performance measurements. Action July 29.**

■ **WPAT(AM) Clifton, N.J.—Broadcast Bureau notified Capital Cities Communications that it incurred apparent liability for forfeiture of \$2,000 for willful or repeated failure to comply with terms of its license by failing to change from nighttime pattern to daytime pattern. Action July 21.**

■ **WTSB(AM) Lumberton, N.C.—Broadcast Bureau notified Robeson Broadcasting Corp. that it incurred apparent liability for forfeiture of \$250 for willful or repeated violation of rules by failing to make appropriate notations that indirect method was being used nor daily entries of efficiency factor F with notation as to its derivation. Action July 21.**

■ **WBKC(AM) Chardon, Ohio—Broadcast Bureau notified B-K Broadcasting Co. that it incurred apparent liability for forfeiture of \$1000 for willful or repeated violation of rules by operating with ant. input power in excess of 105% of authorized pre-sunrise power. Action July 21.**

■ **WKTQ(AM) Pittsburgh—FCC denied request of WKTQ Inc., licensee of WKTQ(AM), to rescind or reduce forfeiture assessed for repeated failure to give proper notice of its intention to broadcast telephone conversations. Action July 29.**

■ **WEMB(AM) Erwin, Tenn.—Broadcast Bureau notified WEMB Inc. that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by failing to have licensed operator in actual charge of trans. Action July 21.**

■ **WREL(AM) Lexington, Va.—Broadcast Bureau notified Rockbridge Broadcasting Corp. that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by failing to have proper licensed operator in actual charge of station's transmitting system. Action July 21.**

■ **WRAA(AM) Luray, Va.—Broadcast Bureau notified WRAA Broadcasters that it incurred apparent liability for forfeiture of \$100 for willful or repeated violation of rules by failing to make daily observations of tower lights. Action July 21.**

■ **WSWV-FM Pennington Gap, Va.—Broadcast Bureau notified Lee County Broadcasting Co. that it incurred apparent liability for forfeiture of \$200 for willful or repeated violation of rules by failing to measure carrier frequency of trans. Action July 21.**

Other actions

■ **FCC denied several more requests for refund of fees, other than cable television annual fees, collected under its 1970 schedule, for same reason it previously denied other such requests. Latest petitions were filed by Adler Broadcasting Corp., Aircraft Owners and Pilots Association, Scripps-Howard Broadcasting Co., WLAC Inc., Westinghouse Broadcasting Co., WDON Inc., and Western Union International. Action July 16.**

■ **KFOG(FM) San Francisco—FCC granted application of General Electric Broadcasting Co. for renewal of license of KFOG(FM) and denied petition by Committee for Open Media of San Francisco to deny renewal application. Petition contained allegations concerning station's programming and GE's relations with committee. FCC said committee failed to raise substantial and material question of fact to show that grant of application would be inconsistent with public interest. Action July 17.**

■ **San Jose, Calif.—FCC granted applications of San Jose Broadcasting Co. for renewal of license for KXRK(AM) and KLOK Radio for renewal of license for KLOK(AM). In the same action it said license renewal applications of SRD Broadcasting for KSJO-FM, KLVV Inc. for KLVV(AM) and United Broadcasting Co. for KEEN(AM) must remain on deferred status pending resolution of other matters now before FCC. Hugh Johnson and Committee for Black People in Media, et al., petitioned to deny all five license renewal applications. Action July 22.**

■ **Washington—FCC granted renewal applications of 15 Washington area broadcast stations. FCC conditioned renewal of WGMS-AM-FM on approval of equal employment policy data and on outcome of pending civil anti-trust suit against licensee, RKO General. Renewal of WRC-AM-TV was conditioned on outcome of civil proceedings instituted by Department of Justice against licensee, NBC. WRC-TV renewal was also made subject to ruling on sex bias discrimination case now before Equal Employment Opportunity Commission. FCC deferred action on WGAY-FM's renewal pending submission of information on its affirmative action program. Final action on renewal of WTTG-TV also was deferred pending commission consideration of petition to deny filed by Black United Front. Stations whose renewals were granted unconditionally are: WETA-FM-TV, WTOP-AM-TV, WMAL-AM-FM-TV, WWDC-AM-FM, WASH-FM and WDCA-TV. Action July 23.**

■ **KRCG-TV Jefferson City, Mo.—FCC granted petition by Mid-American Television Co. for reconsideration of conditional grant of its application for renewal of license of KRCG-TV. FCC concluded there was no substantial question with respect to station's equal employment opportunity compliance. Action July 22.**

■ **WNYR(AM)-WEZO(FM) Rochester, N.Y.—FCC granted applications of Malrite of New York for renewal of WNYR(AM)-WEZO(FM) Rochester, for short-term license period ending June 1, 1976. FCC said that while it found Malrite legally, technically and financially qualified to continue as licensee and grant of renewals would serve public interest, licensee's employment record warranted grant of short-term renewal. Action July 30.**

■ **Texas—FCC granted request by Communications Properties, owner of Texas State Network and Continental News Service for waiver of rules to permit simultaneous broadcast of certain Texas State and Continental News programming by different stations in**

same market. At same time, directed that there should be no further AM affiliations by networks where it would result in two AM affiliations in market with fewer than five AM stations, in violation of "small market policy" which has been applied to national, multi-network operations of ABC, Mutual Broadcasting System, and NBC. Action July 30.

Allocations

Actions

FCC took following actions on **FM allocations**:

■ Bastrop and Farmerville, La.—FCC assigned ch. 261A to Bastrop as second FM station there, and ch. 224A to Farmerville as that community's first FM station. Last December, commission invited comments on initial proposal by Stan R. Hagan, principal stockholder of Hagan Broadcasting, licensee of KVOB(AM) Bastrop, to assign ch. 261A to Bastrop. Action July 22.

■ Tupelo and Baldwin, Miss.—FCC reopened proceeding on possibility of assigning ch. 240A to Tupelo, Miss. as second FM assignment, or in alternative, assigning ch. 240A to Baldwin, as first FM assignment. Previously, FCC declined to follow proposal by Town 'N' Country Broadcasting Co. to assign ch. 240A to Tupelo. Mayor of Baldwin said there was interest in use of channel there and asked FCC not to foreclose that community's only chance for local broadcast service. FCC said Superior Broadcasting Co., has now petitioned for Baldwin assignment, and it would therefore grant Town 'N' County reconsideration to extent of reopening proceeding to permit comparison to be made on proposed use of ch. 240A at Tupelo and Baldwin. Action July 23.

Rulemaking

Action

■ FCC denied petition by Jeremy D. Lansman and Lorenzo W. Milam requesting "freeze" on applications by religious institutions for television or FM channels reserved for educational stations. Petitioners are broadcast consultants in Los Gatos, Calif. FCC said Lansman and Milam "would have us disqualify all religiously-affiliated organizations and institutions from eligibility to operate on reserved channels. In effect, they would have us practice discrimination against school or university simply by virtue of fact that it is owned or operated by sectarian organization." "As a Government agency," FCC pointed out, "the Commission is enjoined by the First Amendment to observe a stance of neutrality toward religion, acting neither to promote nor to inhibit religion." Action Aug. 1.

Translators

Applications

■ Midnight Sun Broadcasters, Pipeline Pump Station No. 12, Alaska—Seeks ch. 12, rebroadcasting KFAR-TV and KTVF Fairbanks, Alaska (BPTTV-5653).

Ann. July 29.

■ KTVO Inc., Princeton and Spickardsville, Mo.—Seeks ch. 55 and ch. 60, respectively, rebroadcasting KTVO Kirksville, Mo. (BPTT-2889-90). Ann. July 30.

■ Indian Springs Civic Association, Indian Springs, Nev.—Seeks ch. 4, rebroadcasting KLAS-TV Las Vegas (BPTTV-5364). Ann. July 30.

■ University of North Carolina, Tryon, N.C.—Seeks ch. 56, rebroadcasting WUNG-TV Concord, N.C. (BPTT-2888). Ann. July 30.

■ Liberty Communications, Scottsburg, Ore.—Seeks ch. 6, rebroadcasting KEZI-TV Eugene, Ore. (BPTT-5365). Ann. July 31.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ Southern Monterey County TV Cable, for Gonzales, Calif. (CAC-05412): Add KBHK-TV, KRON-TV, KPIX, KGO-TV San Francisco. For Soledad, Calif. (CAC-05411): Add KBHK-TV, KRON-TV, KPIX, KGO-TV San Francisco.

■ Triad CATV of Indiana, 103 W. Main St., Portland, Ind., -for Geneva, Ind. (CAC-05407): Add WTTV Bloomington; WANE-TV, WPTA, WKJG-TV Ft. Wayne; WIPB Muncie, all Indiana. WBGU-TV Lima, Ohio; WXIX-TV Newport, Ky. For Redkey (CAC-05408), Dunkirk (CAC-05409) and Albany (CAC-5410), all Indiana: WTTV Bloomington, WRTV, WISH-TV, WLWI Indianapolis; WANE-TV, WPTA, WKJG-TV Ft. Wayne; WIPB Muncie, all Indiana; WXIX-TV Newport, Ky.; WLWD, WHIO-TV Dayton, Ohio.

■ Saltillo-Guntown Cable TV, for Guntown, Miss. (CAC-05398): Add WMC-TV Memphis. For Saltillo, Miss. (CAC-05397): Add WMC-TV Memphis; WCBI-TV Columbus, Mississippi.

■ Tower Cable, for Newark, Ohio (CAC-02290): Delete WKBF-TV Cleveland, Ohio.

■ Shenango Cable TV, for Sharon, Pa. (CAC-05399): Add WPGH-TV Pittsburgh; delete WKBF-TV Cleveland. For Sharpville (CAC-05400), Clark borough (CAC-05401), Hickory township (CAC-05402), all Pennsylvania and Brookfield township, Ohio (CAC-05403) and Variety Cable TV, for Farrell (CAC-05404), Wheatland borough (CAC-05405) and Hickory township (CAC-05406), all Pennsylvania: Add WPGH-TV Pittsburgh; WUAB Lorain; WNEO-TV Alliance, both Ohio; WPSX-TV Clearfield; WQLN Erie, all Pennsylvania; WVIZ-TV Cleveland and delete WKBF-TV Cleveland.

Certification actions

■ Guadalupe, Calif.—Cable Bureau granted application by Guadalupe Cablevision Inc. for certificate of compliance to carry KCOY-TV Santa Maria; KEYT Santa Barbara; KSBY-TV San Luis Obispo; *KQED San Francisco; *KCET, KCOP, KMEX-TV, KWHY-TV Los Angeles, all California (CAC-4795). Action July 23.

■ McKinleyville, Calif.—Cable Bureau granted application by Garberville Cable TV for certificate of compliance to add KRON-TV San Francisco (CAC-5544). Action July 23.

■ Homer, La.—Cable Bureau dismissed application by Homer Cable Television for certificate of compliance at request of applicant.

■ Chicopee, Mass.—Cable Bureau granted application by Greater New England Cablevision Co. for certificate of compliance to carry WRLP Greenfield; WWLP, WHYN-TV, *WGBY-TV Springfield; *WGBH-TV Boston, all Massachusetts; WFSB-TV, WHCT-TV Hartford; WTNH-TV New Haven; WHNB-TV New Britain, WATR-TV Waterbury; WTVU New Haven; *WEDH Hartford, all Connecticut; WSBK-TV Boston and WOR-TV New York, subject to conditions (CAC-4785). Action July 23.

■ Jacobus borough, Pa.—FCC granted application of Cable TV Co. of York for new system at borough of Jacobus, in Harrisburg-Lancaster-York, Pa., major TV market. New system will be operated from York headend as part of conglomerate system serving 14 communities. Cable TV proposes to carry WGAL-TV, WLYH-TV Lancaster; WHP-TV, WTPA Harrisburg; WBSA-TV York; *WITF-TV Hershey; and WPHL-TV Philadelphia; WMAR-TV, WBAL-TV, WJZ-TV, WBFF and *WMPB Baltimore. In granting Cable TV waiver to allow it to carry WPHL-TV, FCC noted location of Jacobus within Harrisburg capital district and community of interest it shared with Philadelphia (CAC-4791). Action July 29.

Other actions

■ FCC adopted revisions in Cable Television Annual Financial Report that it said will yield more complete and reliable financial data and ease reporting burden imposed on cable television operators. Action was in response to rulemaking notice in which commission proposed major revisions in financial schedules and in instructions of FCC Form 326. Action June 3.

■ Dugger, Ind.—FCC dismissed petition for reconsideration by Cable TV Inc., requesting that order to show cause be set aside and certificate of compliance be issued for its system at Dugger. FCC said under rules, petition for reconsideration of hearing designation order would be considered only if related to adverse ruling affecting petitioner's participation in case. It said Cable TV did not claim adverse ruling on its participation and did not give any other ground warranting consideration. Action July 22.

■ WHAG-TV Hagerstown, Md.—FCC denied motion by WHAG-TV Inc., for stay of new cable television nonduplication rules as they apply to WHAG-TV. WHAG contended that rules would cause station to lose protection to which it previously was entitled in areas that are vitally important to continued economic survival of station. FCC said it was not persuaded that station would suffer irreparable injury before petition could be acted on by commission. It said it was compelled to view assertions of future harm as speculative in nature, and therefore, insufficient to warrant stay requested by WHAG. Action July 29.

■ Ohio—FCC authorized commonly-owned and operated Mahoning Valley Cablevision Associates and Mahoning Valley Cablevision, to use shared access facilities on their conglomerate systems serving 10 Ohio communities. Mahoning Valley proposed to serve Niles, Warren, Girard, and townships of Howland, Warren, Weathersfield, Champion, Vienna, Liberty and Hubbard, from single headend located in Niles and to provide one set of four access channels to be shared by communities. One production facility will be maintained at Niles headend, and mobile unit will be made available to communities to facilitate and encourage production of programming, Mahoning Valley said. FCC said it believed access and production facilities proposed by Mahoning Valley were reasonable and consistent with rules and policies concerning sharing of access channels and facilities by new conglomerate systems. Action July 23.

Rulemaking

■ FCC proposed rule changes to clarify scope of present definition of cable television system and to create classes of systems. FCC proposed to clarify scope of existing definition as it applied to various types of multiple dwelling units systems and insofar as it required service to be paid for. It also proposed amendments to relieve small system operators from burdens imposed by rules either by raising 50-subscriber exemption level or by creating category of small cable systems to which abbreviated set of rules would be applied, or combination of these. Action July 29.

Please send

Broadcasting

The newswEEKly of broadcasting and allied arts

Name _____ Position _____

Company _____

Business Address

Home Address

City _____ State _____ Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

SUBSCRIBER SERVICE

3 years \$60

2 years \$45

1 year \$25

Canada Add \$4 Per Year
Foreign Add \$6 Per Year

1975 Cable

Sourcebook \$10.00
(If payment with order: \$8.50)

1975 Yearbook \$20.00
(If payment with order: \$17.50)

Payment enclosed

Bill me

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
 Member AFCCE
 5390 Cherokee Avenue
 Alexandria, Virginia 22314
 (703) 354-3400

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
 Box 798, Upper Montclair, N.J. 07043
 Phone: (201) 746-3000
 Member AFOEB

EDWARD F. LORENTZ
& ASSOCIATES
Consulting Engineers
 (formerly Commercial Radio)
 1334 G St., N.W., Suite 500
 347-1319
 Washington, D. C. 20005
 Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
 527 Munsey Bldg.
 (202) 783-0111
 Washington, D.C. 20004
 Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
 1771 N St., N.W. 296-2315
 WASHINGTON, D. C. 20036
 Member AFOEB

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
 2922 Telestar Ct. (703) 560-6800
 Falls Church, Va. 22042
 Member AFOEB

LOHNES & CULVER
Consulting Engineers
 1156 15th St., N.W., Suite 606
 Washington, D.C. 20005
 (202) 296-2722
 Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
 (214) 631-8360
 Member AFCCE

SILLIMAN, MOFFET
& KOWALSKI
 711 14th St., N.W.
 Republic 7-6646
 Washington, D. C. 20005
 Member AFOEB

STEEL, ANDRUS & ADAIR
 2029 K Street, N.W.
 Washington, D.C. 20008
 (301) 827-8725
 (301) 384-5374
 (202) 223-4664
 Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
 Radio & Television
 Box 68, International Airport
 San Francisco, California 94128
 (415) 342-5208
 Member AFOEB

JOHN B. HEFFELFINGER
 9208 Wyoming Pl. Hilland 4-7010
 KANSAS CITY, MISSOURI 64114

JULES COHEN
& ASSOCIATES
 Suite 400
 1730 M St., N.W., 659-3707
 Washington, D. C. 20036
 Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
 8200 Snowville Road
 Cleveland, Ohio 44141
 Phone: 216-526-4386
 Member AFOEB

VIR JAMES
CONSULTING RADIO ENGINEERS
 Applications and Field Engineering
 Computerized Frequency Surveys
 345 Colorado Blvd.—80206
 (303) 333-9562
DENVER, COLORADO
 Member AFCCE

E. Harold Munn, Jr.,
& Associates, Inc.
 Broadcast Engineering Consultants
 Box 220
 Coldwater, Michigan 49036
 Phone: 517-278-7339

ROSNER TELEVISION
SYSTEMS
CONSULTING & ENGINEERING
 250 West 57th Street
 New York, New York 10019
 (212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
 9616 Pinkney Court
 Potomac, Maryland 20854
 301-299-3900
 Member AFCCE

TERRELL W. KIRKSEY
Consulting Engineer
 5210 Avenue F.
 Austin, Texas 78751
 (512) 454-7014

HATFIELD & DAWSON
Consulting Engineers
 Broadcast and Communications
 906 - 36th Ave.
 Seattle, Washington 98122
 (206) 324-7860

Midwest Engineering
Associates
Consulting Engineers
 F. W. Hannel, P.E.
 BSEE; MSEE
 7304 N. Oxford, Peoria, Ill. 61614
 (309) 691-3426

DAWKINS ESPY
Consulting Radio Engineers
 Applications/Field Engineering
 P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
 (213) 272-3344

P. H. LEE ASSOCIATES, INC.
 Over 36 Years in Communications
 And Broadcast Engineering
 AM-FM-TV Frequency Measurements
 P.O. Box 1575
 Thousand Oaks, Calif. 91360
 (805) 492-5055 (213) 889-7769

SPOT YOUR FIRM'S NAME HERE
 To Be Seen by 120,000* Readers—
 among them, the decision making sta-
 tion owners and managers, chief engi-
 neers and technicians—applicants for
 am fm tv and facsimile facilities.
 *1970 Readership Survey showing 3.2
 readers per copy.

Service
Directory

COMMERCIAL RADIO
MONITORING CO.
 PRECISION FREQUENCY
 MEASUREMENTS, AM-FM-TV
 Monitors Repaired & Certified
 103 S. Market St.
 Lee's Summit, Mo. 64063
 Phone (816) 524-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
 SPECIALISTS FOR AM-FM-TV
 445 Concord Ave.
 Cambridge, Mass. 02138
 Phone (617) 876-2810

CABLEDATA
 Accounts Receivable.
 Data Processing for
 Cable Television.
 P.O. Box 13040 / Sacramento, Ca. 95813
 (916) 441-4780

Classified Advertising

SEE PAGE 56, BROADCASTING
ISSUE—JULY 28, 1975
FOR CLASSIFIED RATES AND FORM.

RADIO

Help Wanted Management

San Diego, general sales manager for top rated "FM" rocker. Must have current advertising experience in medium or major market. Excellent base plus bonus and benefits. All replies confidential. Box G-185, BROADCASTING.

Step up - to sales management. Western Pennsylvania MOR looking for aggressive salespeople who can handle and service a list. Must be able to direct and motivate 3 man staff. This is an excellent opportunity for the right individual. Resume and billing track record to Box H-28, BROADCASTING.

Major market radio station in Northeast in need of aggressive, creative station manager. Strong in programing and sales. Base plus percent of business. Send resume, references and salary requirements. Box H-72, BROADCASTING.

Successful, progressive Black station in major southern market looking for creative, aggressive sales manager who can sell and motivate sales force to sell while assisting General Manager with administration. Excellent chance for advancement and good earnings for producer. Send complete details to Box H-74, BROADCASTING.

General Manager To manage new FM Stereo radio station. Excellent area to live. Salary plus commission on profits, negotiable. Opportunity to purchase stock in station. P.O. Box 733, Ogallala, NE 69153.

Colorado Sales Manager. Contemporary station in beautiful Grand Junction, Colorado, has opportunity for career-minded sales person who possesses successful local sales record. Remuneration open for discussion. EOE/MF. Call Dick Elliott, 303-245-4953 after 6:30 PM, MDT.

Managers wanted. Sales-oriented manager with experience will earn commensurate with ability to increase sales. Community Service Broadcasting, Box 1209, Mt Vernon, IL 62864.

Help Wanted Sales

Account Executive. Illinois Medium Market We are looking for an aggressive sales executive, male or female, in small market that is ready to move up. Our company offers fringe benefits and a chance to make money. Equal Opportunity Employer. Send resume, sales history to Box H-13, BROADCASTING.

Successful, progressive Black station in major Southern market looking for experienced man or woman in sales. Must have proven record of creative aggressive selling. Chance for excellent earnings and advancement. Send complete details to Box H-75, BROADCASTING.

Picturesque mountain town at Yellowstone entrance needs sales person with management potential. Need person prepared to help build station and community. Choice living environment. Incentive. Small market. Great potential. Write Box H-106, BROADCASTING.

National Radio Sales Director for already successful syndicated programs. Unlimited potential for sharp, aggressive, self-starter. Lots of travel. Box H-111, BROADCASTING.

Ground floor opportunity enlarging sales staff at Midwest University town contemporary FM. Desire, experience, self-motivation. Resume to: KRNA, 1027 Hollywood Blvd, Iowa City, IA 52240.

Aggressive station looking for salesperson who wants to move up to large market or who wants to leave the big city to bring up family in a beautiful vacationland where there are no big city problems. Midwest applicants only. Contact Charlie Persons, KVBR, Brainerd, MN 56401.

WH-SH Albany, New York a great Scott station, joins the great Schulke Beautiful Music Family. Salespersons and announcers are now being interviewed.

Buffalo. Unusual opportunity to earn big money with fast growing AM/FM contemporary. Top account list, benefits and working conditions. Give us your track record when you write Bob Howard, WYSL, 425 Franklin St, Buffalo, NY 14202.

Help Wanted Announcers

Great opportunity for creative personality to fill morning slot. Excellence required. You'll love the area in upper Midwest near metro market. Equal Opportunity Employer. Resume and salary required to Box H-86, BROADCASTING.

Telephone talk show host. Metro Florida market. Must be knowledgeable, controversial and experienced in talk radio. Rush resume immediately to Box H-87, BROADCASTING.

Immediate opening. 5KW N.E. Needs professional for P.D. Must be responsible. Send resume and salary requirements to Box H-88, BROADCASTING.

Northeast AM station, Contemporary MOR, Number 1 market, seeks reliable/creative air personality. Good production an absolute must. Resumes to Box H-128, BROADCASTING.

Announcer-sportscaster needed by Sept. 1. Minimum 3 years experience; gather, report, write, edit, PBP football-BKB-BB; MOR music. \$600 per month to start. Send tape, resume, to Marcie Filch, Station Manager, KDGO-CBS, Box 3390, Durango, CO 81301.

KDKO, Littleton (Denver) Colorado. Immediate opening 1st ticket last-paced experienced disco/soul articulate announcer. No collect calls. EOE

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPQW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Fulltime AM/FM in College mkt needs afternoon announcer. Contact Mgr. KRUS AM/FM, Box 430, Ruston, LA 71270.

Sharp announcer for up-tempo MOR station. Must be able to think, do news, sports, KTCH-AM-FM, Wayne, NE.

Announcer for aggressive MOR music station in beautiful vacationland where there are no big city problems. Require conversational DJ format and more than three years experience. No beginners. Midwest applicants only. Contact Charlie Persons, KVBR, Brainerd, MN 56401.

Louisiana daytimer wants a good CW combination person. Cajun station has good sound and good audience. KJEF, Box 1248, Jennings, LA 70546. 318-824-2934.

Hard-working, young announcer for one of Oklahoma's top small markets. Send resume, tape: KWCO, P.O. Box 1268, Chickasha, OK 73018.

Immediate opening for announcer with first class license. Must have some technical and production experience. WAMD, Aberdeen, MD 21001.

Staff announcer for group-owned Contemporary Vermont station. Experience necessary. Resume and tape to Gary Wheelock, WCFR, Box 800, Springfield, VT 05156.

Cape Cod 50,000 watt Stereo, wants mature person with super commercial production, excellent news reading ability capable of working with limited talk, proven all gold MOR format. Send tape & resume to Herb Andrews, WCIB, Falmouth, MA 02540.

Experienced DJ wanted for Top 40 station who is heavy on writing and producing spots. Contact Bill Cleveland, WDEW, Westfield, MA

Major Midwest, No. 1 rated beautiful music FM station looking for experienced pro, heavy voice, 3rd endorsed. Send tape, picture, resume to: Ken Fournier, P.D., WGER-FM, Box 719, Bay City, MI 48706.

WILS, Lansing Michigan, still looking for the right morning person. Must be mature with 3 to 5 years experience and a strong personality. Send tape and resume to WILS Radio, 600 Cavanaugh Road, Lansing, MI 48910.

Informative Morning Person with creative production abilities. Four track production studio, full company benefits. Send resume, references and tape to: Larry King, Program Manager, WLTA-FM, P.O. Box 7695, Atlanta, GA 30309. Susquehanna Broadcasting Company is an Equal Opportunity Employer.

Help Wanted Announcers Continued

New management needs good voice. D.J. news plus strong production. Super location in ski vacation center of White Mountains. Tape, resume, and salary requirements to WLTN, Littleton, NH 03561.

Combo announcer-newsperson with third ticket. Pro only. Non-personality good music station. 40 hour week. AFTRA shop. Tape, resume, salary requirements to: Program Director, WROW, 341 Northern Boulevard, Albany, NY 12204. No phone calls. Equal Opportunity Employer.

Small progressive Ohio market needs evening C&W personality. Pleasant community near tourist lake. WSRW AM FM, Hillsboro, OH.

Announcer or salesperson, must do high school play-by-play football, basketball, baseball, good chance to finish college at Miss State University. Joe Phillips (WSSO), Starkville, MS 601-323-1230.

Six station group seeks announcer with first willing to learn all facets of radio. Excellent advancement opportunity. Contact Galen Gilbert, 3537 Wooten, Fort Worth, TX 76133. 817-292-7174. E.O.E.

Announcer. Contemporary Radio station. 1st phone desired. 3rd phone with broadcast endorsement mandatory. Minimum three years experience. Electronic aptitude with outstanding broadcast skills. AFTRA. Opening immediately. Contact: Robin Mitchell, West Eighth and Matson Place, Cincinnati, OH 45204. Equal Opportunity/Affirmative Action Employer.

Help Wanted Technical

Chief for DA-D with class-B FM. Includes automation and portable remote gear. Central Indiana. Box F-5, BROADCASTING.

Technical director-Chief engineer for two well equipped AM-FM operations in Midwest Great Lakes resort area. Must be experienced and knowledgeable automation, proofs, construction. Excellent opportunity with salary and benefits based on ability and experience. Resume, requirements, references to Box H-82, BROADCASTING.

Northeast major market needs engineer with first ticket. Equal Opportunity Employer. Send detailed resume to Box H-83, BROADCASTING.

Managing Chief Engineer. Overall charge of technical department. Know and respect FCC rules. Know maintenance and operation of directional antenna system. Know how to provide best sound in town for an AM contemporary. Northern part of southeast. Box H-96, BROADCASTING.

Challenging position for experienced broadcast engineer. Some travel. Major equipment manufacturer. Box H-110, BROADCASTING.

Progressive small market (16,000) Texas station needs good maintenance engineer. Some announcing preferred but not absolutely necessary. Good equipment in growing market. Clint Formby, owner, KPAN AM/FM, Hereford, TX, 79045.

Competent Engineer and bright MOR personality. Two tower directional. Send tape, resume and salary needs to Steve Stagnaro, KUHL, P.O. Box 166, Santa Maria, CA 93454.

Engineer. Leading Midwest distributor of broadcast equipment needs first class engineer who can rapidly and accurately trouble shoot and service broadcast audio and RF gear. Should be sales oriented and able to recommend its application. 5 day, 40 hour week. Full benefits. Send full resume and state salary expected. Audio Distributors Inc., 2342 S. Division, Grand Rapids, MI 49507.

Help Wanted News

Creative, dynamic, public affairs oriented news director, writer, needed immediately for fulltime country outlet in Huntsville, Alabama. Must be a self starter, capable of hosting a talk show and communicating with our audience through newscasts. Mail tapes and resume to: Chris Martin, P.D., WBHP Radio, P.O. Box 547, Huntsville, AL 35804.

Help Wanted News Continued

Bright, aggressive newperson needed for a Contemporary station serving Maine, New Hampshire and Massachusetts. Send audition tape and resume to Dave Cokely, News Director, WHEB-FM/AM, P.O. Box 120, Portsmouth, NH 03801. No calls.

News Director needed by WOBN; Toms River, N.J. 14% of our week is news—5 full-timers, stringers, UPI Audio, and a strong commitment to local news 24 hours a day. News experience and references will be thoroughly checked. Call Paul Most 201-269-0927. Equal Opportunity Employer.

Maine's most powerful AM/FM seeks experienced news director. Tape and resume to: Dutch Heiser, WSKW/WTOS, Box 159, Skowhegan 04976.

Newsperson. Up sound, good writer and good digger. Also capable of bright weathercast. Write only, Tom Becherer, News Director, WWJ, 622 Lafayette, Detroit.

Opening August 11, News Director - Dig, gather, and write contemporary local news. Growing suburban station-New York State. Salary commensurate with experience. Equal Opportunity Employer. Call 716-637-3930.

Professional broadcast journalist to write, report, air news for major 50 kw northeast adult MOR station. Seek dedicated, energetic, experienced individual with capability in areas of production, documentary and public affairs. Send resume and tape with newscast you have written to: News Broadcasting, Route 2, Box 59C, Middletown, MD 21769. An Equal Opportunity Employer. M&F.

Help Wanted Programing, Production, Others

Mature broadcaster desiring to enter teaching. Degree desirable. Box H-80, BROADCASTING.

Wanted assistant to the president must know the new contemporary soul sound and how to program it. Must know promotions contests and how to make a station a winner. Must be familiar with all FCC Regulations. Will schedule all engineers. We have 2 new buildings to work from in major midwestern market. You will answer to the president of the company only. Salary open, plus fringe. Box H-92, BROADCASTING.

Two openings. Need Program Director and Production Manager. Both must have extensive announcing experience. One play-by-play. Professionals only please. Texas background preferred. Good pay - excellent benefits - good opportunity. Send tape and resume to Dudley Waller, KEBE/KOOI Radio, P.O. Box 164B, Jacksonville, TX, 75766. Phone AC214-586-2211.

Producer to handle concert music and jazz programs for public radio stations. Other production work of general nature. In charge operations M-F evenings. Satisfactory air voice and in-depth knowledge concert music essential. Demonstrated successful experience as announcer, control board operator necessary. Degree in music or related area desirable but experience can be substituted. Salary \$11,500. Application deadline: August 28. Resume, air samples to: Donald Forsling, Associate Manager, WOI-AM-FM, Ames, IA 50010. Equal Opportunity-Affirmative Action Employer.

Program Director, for northwest Floridas number one modern country music station, immediate opening for top notch entertainer, experienced programmer, production person who knows country music, send resume, tape and references to John W. Doran, WNVY Radio, 2070 North Palatka, Pensacola, FL 32501.

Wanted: Experienced traffic director for high volume secondary market. Contact: David Levine, P.O. Box 4005, Roanoke, VA 24015. 703-343-4444.

Situations Wanted Management

Christian experience includes management, sales, programming. Box G-178, BROADCASTING.

Christian couple mid-30's. 18 years experience radio/TV. Prefer Christian station. Management/sales/operations. Box H-90, BROADCASTING.

Medium market general management. Strong sales, sales management background large, small markets. RAB CRM/C. Programming, production experience. First class license. University graduate. 33. Currently GSM Colorado AM. Robert Whittlesey, 2912 East 5th, Denver, CO 80206.

Situations Wanted Sales

Station manager, salesman, program director, first phone, married, dependable, creative selling, presently employed, top references. Box G-170, BROADCASTING.

Newspaper Account Executive desires to return to broadcasting. 1 year commercial, 4 years non-commercial experience. University graduate, excellent pbp, sales or sales/sports desired. Box H-46, BROADCASTING.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Hardworking DJ third phone endorsed, tight board, experienced. Looking for break. Will travel. Box H-39, BROADCASTING.

3rd phone, endorsed, college training, some experience, go anywhere. Box H-49, BROADCASTING.

Attention Florida. 15 years experience all phases radio-TV. Wants station that still believes announcers should sound like announcers. Now employed out of the industry, but would like to return. Box H-68, BROADCASTING.

Stop here if you are looking for an experienced MOR announcer that sounds human and personable. Currently employed. Prefer Mid-Atlantic. First phone at no extra charge. Box H-84, BROADCASTING.

Attention: Mid Atlantic and Southeast states. Five years experienced black announcer seeks position. Sales, play by play, news or sports. Able to handle your format. Box H-98, BROADCASTING.

A top Providence station told me I'm so MOR, that stations suited for me don't exist anymore. If you happen to be one of those stations I should be working for you. 15 year pro New England, New York area only. Box H-118, BROADCASTING.

Young, unmarried DJ, currently employed, seeking advancement, hard working, 3rd endorsed, relocate anywhere. 417-667-7992. Box H-119, BROADCASTING.

I want to work overseas, 11 year broadcasters, BA employed, references, single, 29. Box H-123, BROADCASTING.

Young man seeks position in T&O or broadcasting. Resume upon request. Contact Chris Bardo, 2633 Shenandoah, St. Louis, MO 63104.

3 year radio man seeks stable announcer or announcer/sales position. Available now. Bill Smith 516-731-6168.

Rock jock! AM/FM formats. Hard worker! Available now! Jeff Golden, 714-583-8552, 5413 Brockbank, San Diego, CA 92115.

Sportscaster. 4 yrs. Basketball BPP for metro N.Y. ED. FM. Can do others. Third endorsed. College grad with BBA. Seek small market. Bill Sova, 329 Palmer Terrace, Mamaroneck, NY 10543. 914-698-4826.

1st phone C.I.E. grad. 6 yrs. soul exp. Baltimore or DC. Use my sting for your thing. Mosquito, 4907 Chaledon Rd. B-1, Baltimore 21207. 301-448-1822.

First phone announcer-DJ. Mature, sober, middle-age pro. Excellent ratings. Award winning farm director. Have TV experience. Phone 405-224-7384 after 6:30 PM CDT. Write P.O. Box 951, Chickasha, OK 73018.

Female DJ into music, good boardwork and production. 3rd endorsed, AA in radio broadcasting. 3 years air experience in free form, progressive rock, blues, jazz, C&W, MOR formats. Will relocate. Denise Tow, 16302 Candlelight, Whittier, CA, 90604. 213-943-1522.

Hire the Vet! Bach to Rock, sold and taught. 40 year old family man with mature voice, 14 yr. track record, prefer morning man, sales in medium or major market, Gulf or Midwest preferred. Dependable. Richard Giles, 701 E. Lafayette, Ionia, MI, 48846.

Colorado calling experienced Country, rock, MOR jock wants to work for you. 303-986-0501. William Prentice.

1st Phone, BS Business, radio experience, announcing, copywriting, programming, production. Will relocate. Jim 513-825-2430.

Situations Wanted Announcers Continued

Willing to work hard, good voice, original and witty production, will relocate. Give me a break. Randy Throop, 906 West Seventh, Hastings, NE, 68901. 402-463-9724.

Jock, M.D., Newsman, 1 1/2 years experience. 3rd endorsed seeks position in small medium mkt station in New England area only! Extensive record library. Call Dave Macaulay, 617-922-0798 or write to 6 Willow St, Beverly, MA, 01915.

DJ 1 1/2 yrs experience seeks position with small to medium market station. 3rd endorsed. Steve Demchik, 624 W. Lafayette, Norristown, Pa. 19401. 215-279-0362.

Over 15 years show business: Europe, Canada, America. Third endorsed. Award winning voice. Dallas, San Diego markets. Regional agency voice talent. No. one TV show Amarillo. Character voices. Thirty, married. Seek major market Entertainer. J. David Moeller, 1605 Hillcrest, Amarillo, TX. 806-353-4260.

Announcer-Writer, 25 years experience radio and TV. News, commercials, interviews. Interested New Jersey, New England. Exc. references. Carver, 2233 Windsor Ave, Youngstown, OH

Employed. Looking for northeast Black rock. Let's talk. 803-558-5004. AM til noon anytime.

Pennsylvania, New Jersey, Delaware. Attention small stations in the Tri-State area. Young, motivated, 3rd phone beginner seeks first full-time job. Good references and disposition. Russell Riches, 22 Holly Blvd, Vincentown, NJ 08088. 609-463-2986.

Over 12 years' experience journalism, public relations. Pleasant British accent, professional delivery. Assignments have included coverage/interviews Heads of State, celebrities, news, sports, features. Write or call Allan Rose, 181 Westmont, West Hartford, CT 06117, 203-561-3027.

Announcer-Program Director, First phone, 10 years experience. Professional voice, top production. 406-452-5732.

Twenty year old DJ, no experience, seeks first break. Broadcast school grad. 3rd endorsed, willing to travel. 203-335-2445.

13 years experience! Personality DJ. Consider management. Available now! Lin Key, Box 1621, Paso Robles, CA 93446. 805-238-4648.

Drive-time Jock, pro. 1st phone, six years experience, 26 years old, married, three children. Looking for stable position in better medium on up. Ready now. 205-533-6457.

Young college black with B.S. abd first class seeks position with small market radio/television. Hard worker, dependable. Will relocate. Seeks first break. Joe Nichols, 817-21st Ave. No. Nashville, TN 37208. 615-329-3932.

Jim Pastrick, first phone professional formerly with WKBW, WYSL Buffalo seeks contemporary, MOR or album oriented radio. Long term commitment to competent broadcast organization desired. 22 Jean Terrace, Buffalo, NY 14225. 716-633-5171.

Human being, air personality. 16 years radio-TV seeking stable long term position. MOR and/or talk show. Make good program director. Excellent credentials. Require good pay and well worth it. Jim Lord in Tampa. 813-839-0568.

Jack Reno. 17 yrs. exp. as PD & MD. Modern country format, college RTV. seeks permanent position. 606-371-5469.

Our AM drive personality, Herb Anderson, will be available soon solely because of automation. Desires Top 40 or R&B, all night acceptable. Experienced and highly dependable, and creative. I recommend him highly. J. Alex Bowab, President, WKXI, Jackson, MS 39212.

Personality Top 40, 2 years experience. 1st phone. Medium to large market desired. 30 Chase Street, Lakewood, CO 80226. 303-237-2914.

Teenangel, the oldies authority, with his own complete collection of pre '64 music and trivia, is looking for a home for his evening "groove yard." Professionally trained, three years disco/air experience. Tapes available. Billy James. 215-356-3275.

Situations Wanted Announcers Continued

Versatile voice trapped in beautiful music (Help! Help!), seeking any challenge. Great copy, news, experience. BA Fred Missman, 5216 N. Sixth, No. 204, Fresno, CA 93710. 209-224-7435.

Columbia Grad, Married, 23, 3rd phone endorsed, dedicated. Ready to learn and grow with any format or air shift. Sales OK. Southeastern Pennsylvania area please. Phone Michael Jay, 215-367-6754.

7 years experience with 1st phone. Tape on request. West Coast. Prefer T-40 or progressive rock. Highest ratings in L-V. Call 1-702-648-1832.

Limited experience. Looking for small market Top 40. Rollin Reetz, 1917 Clarence, Berwyn, IL 60402. 312-788-1272.

Situations Wanted Technical

Chief Engineer: I've got the experience and know how. 25 years AM FM DA Stereo automation remote control FCC rules etc., construction and maintenance. How about it!! Box G-128, BROADCASTING.

Experienced young engineer desires Midwest medium or larger market. BSET, first phone, AM FM Stereo, automation. Box H-100, 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 H-104, BROADCASTING.

1st phone Engineer with AM and FM experience, solid electronics and recording equipment training. Will relocate. Excellent references. Box H-117, BROADCASTING.

Innovative chief, Kansas AM/FM seeking advancement. 913-456-9738 evenings.

Situations Wanted News

Sports Director with excellent PBP, sportscasting, commentary. Four years. Available in September. Box H-42, BROADCASTING.

Weekend man in New York, college grad wants full-time. Box H-70, BROADCASTING.

Broadcast Journalist seeking position in professional news operation. Experienced, former ND, strong writing, reporting, interviewing. Box H-79, BROADCASTING.

Dynamic Newsmen, 25, married, college graduate, 2½ years news director major eastern college station, 4 years total radio experience specialize in copywriting, reporting, interviewing, also good DJ, 3rd endorsed, prefer position in East, available immediately. Box H-95, BROADCASTING.

Experienced, age 29, award winner, M.A. degree, female seeking job in Southeast in or near Atlanta. Strong on interviews and in-depth coverage. Box H-103, BROADCASTING.

Want to work for professional news oriented employer, not just another unprofessional "investment-minded-only" owner. Young news director in small market. Extremely good at adding "personality" to newscast. Interested in growing with firm in news capacity. Box H-108, BROADCASTING.

Recent college grad in radio/TV seeks air experience. Have worked commercial TV-news: as reporter, 16mm cameraman, Non-comm-TV; production, announcing. Was college radio production manager, Disc jockey. Have tapes, will travel. Box H-124, BROADCASTING.

Experienced small market news-sports director, PBP, hard working digger, want new challenge immediately. Bill Brown, 144 Third St, Tumers Falls, MA 01376.

College grad looking for first break in NY metro area. 3rd endorsed. 4 years college radio. Contact: Gary Abel 212-L4-4960.

I can still get your audience to sit up and listen. News-sports reporter. 1 year experience. Rod Morrison, 23 Harriet Avenue, Belmont, MA 617-484-2069.

Situations Wanted Programing, Production, Others

Experienced Programmer, major market jock desires contemporary Top 40 or FM rocker in competitive medium or middle market. College grad plus research background. Box H-53, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Creative, versatile programmer, strong production. Four years with No. 1 progressive FM station in college market. Currently GM of same. BS in Radio-Television, 3rd endorsed, housetrained-Time for this one to leave the corn belt. 217-359-0581 or Box H-69, BROADCASTING.

Music director/announcer. Classical music degree, Masters almost complete. Broad music knowledge. Creative, dedicated, seeking career, 4 years air experience. 3rd endorsed. Box H-125, BROADCASTING.

Knowledgeable expert with country format. (Also MOR). 16 years experience. PD would welcome opportunity of programming a good country sound on your station. College/management. Family man, 37. 305-465-0473. Gil Luck, 2303 Oak Drive, Fort Pierce, FL.

Dave Donahue, available now for Country Radio. Ratings and reputation speaks for itself. Operations, National PD, troubleshooter, pro programmer. Majors only. Call 216-267-1359. Write, 189 Sandra Drive, Cleveland, OH 44135.

TELEVISION

Help Wanted Management

Station Manager. El Paso, Texas. New PBS station has const. permit. Experienced, creative manager needed to help get station on the air and thereafter. Interviews now being granted. Employment approx. Nov. 1975. Write Martin Balk, 140 Shadow Mtn. Dr., El Paso, TX, 79912.

Help Wanted Sales

Sales Research Director for Florida TV station. Station, rep or agency experience desirable. Familiarity with syndicated research necessary. Excellent opportunity with group owned station. Equal Opportunity Employer. M/F. Reply to Box H-48, BROADCASTING.

Help Wanted Technical

The following positions are available for late August: TV transmitter maintenance technician. First Class license and experience necessary. Two TV studio technicians. First Class license and experience preferred. Contact Chief Engineer, WNAC-TV, Boston. An Equal Opportunity Employer M/F.

Expanding television operation requires four (4) engineering staff assistants immediately. Duties include switching maintenance and assistance inc. building new facilities. First phone required. Reply via air mail with resume and references to: John Koch, CE, WSVI-TV, Box Y, Christiansted, St. Croix, US Virgin Islands, 00820. Tel: 809-773-6579.

TV Broadcast Technician. 1st class license; minimum 6 months experience in broadcast or production operation, maintenance or repair of commercial or public TV/radio equipment. \$9,432 with shift differential. Contact H.S. Hendricks, Atlanta Public Schools Personnel 232 Pryor St, S.W., Atlanta, 30303. 404-525-6505. Applications must be postmarked no later than August 22.

Video Control Engineer (New York) Videotape Editor (Florida). Unusual opportunity with industry's leading videotape house, at expanded new quarters in New York City and at major Florida subsidiary. Write, giving experience and salary. Teletronics International Inc., Box B, 231 East 55th St, New York, NY 10022.

Help Wanted News

News anchor, sports and weather for medium size mid-west market. Strong on-air performance a must. Send resume and availability. Salary open, request for audition tape immediately follows receipt of resume. Looking for more than pretty faces, need involvement. Box G-127, BROADCASTING.

Investigative Reporter for top rated major northeast station heavy journalistic background. Self-motivation and film production talent a necessity. An Equal Opportunity Employer. Box H-15, BROADCASTING.

Help Wanted News Continued

News producer large eastern market must be strong writer with heavy visual production ability. An Equal Opportunity Employer. Box H-18, BROADCASTING.

Assignment Editor. Midwest Market, Experience mandatory. Send resume to Box H-32, BROADCASTING.

Good reporter with anchor potential for South Florida news operation that's moving up. Our person must have the ability to report in detail without confusing the public with unneeded facts. Standups a must. Only the experienced need apply. No phone calls; send tape and resume to Personnel Department, WPEC TV, Fairfield Drive, West Palm Beach, FL 33407.

Help Wanted Programing, Production, Others

Controller A Midwest Broadcasting Group. Seeking an individual with strong accounting experience in the broadcasting industry. Our staff is aware of this position. Please send resume and salary history to: Box H-93, BROADCASTING.

Senior Producer/Director for cultural programs with emphasis on music. Minimum 4 yrs. experience. Also, Producer/On Camera-Reporter for public affairs pgms. Minimum 2 yrs. experience. Salary open. Write: Production Manager, WMVS-TV, 1015 N. 6th Street, Milwaukee, WI 53203.

Situations Wanted Management

Profit minded top television account executive wants first management position. Young. Degree. Employed. Box H-37, BROADCASTING.

RTV Grad with a minor in business management seeks entry level position in television sales. Single, willing to relocate, looking for management opportunity. Rob Dickeluth, 184 Devonwood Dr., Pitts., PA 15241, 412-833-2866.

Situations Wanted Announcers

TV Booth wanted. Thirteen year major market radio announcer, big network type voice. VTR commercial experience, good looks and in young 30's. Box H-122, BROADCASTING.

Versatile, young TV and radio personality with four years experience in weather, talk shows, creative writing, DJ in top 30 market. Happy with current position but ready to move up. Actually, I really hate to leave this choice location. Oh, in fact, what am I even talking about? Why should I leave? Hell, why change just for the sake of changing? I'm sorry I bothered with this ad. Why do you want to screw up my life? Leave me alone. Box H-130, BROADCASTING.

Situations Wanted Technical

Female, 1st phone, seeks first opportunity. Dependable, willing worker. Available immediately. Dorothy Stieff, 135 Ridge Road, Lansing, NY 14882. 607-533-4845.

Situations Wanted News

Collecting dust at a desk, want fresh air on the street in medium or large market. B.S. 4 years experience all phases. Box G-174, BROADCASTING.

News pro. 12 years. Anchor/reporter/producer. Seek combination on air-management medium or major market. Box H-51, BROADCASTING.

Anchorman-top 50 market, available for fall season. Intelligent, degree, family, employed. Box H-97, BROADCASTING.

Weathercaster. Young, enthusiastic. Master's in meteorology, and seven years in broadcasting. Looking for station that regards weather as more than an obligation. Box H-113, BROADCASTING.

Female black reporter desires advancement. Experienced in film and electronic news. For information write Box H-116, BROADCASTING.

Want a simple, straight-forward delivery from your anchorman that will get ratings? Experienced all phases. Box H-120, BROADCASTING.

Situations Wanted News Continued

30-year old east coast based broadcast journalist with "J" Degree and major market experience desires position as street reporter and or weekend anchor in top 40 market news operation. Excellent references. Box H-127, BROADCASTING.

Top pro. Host-emcee. 17 years major market talent. Versatile, creative, responsible. Available now. 602-993-0256.

No news is good news, unless you're a news director. Prospective reporter guarantees spotlight coverage of you local events. Andrew Armstrong, 34 Susquehanna Avenue, Cooperstown NY 13326.

Weekend anchor, mini-documentary producer at small, progressive station. Eyewitness format young, aggressive, creative, seeking challenge in larger market. 813-939-0291.

Experienced Sports Director Top credentials in on-air and film production work. P.O. Box 177, Yardley, PA, 19067.

Situations Wanted Programing, Production, Others

Director-seeking production position. 12 years, all phases TV production. Heavy in news, public affairs and commercials. BA in R/TV. Emmy awards. Hard worker. In SE, but relocation no problem. Available now. Let's get together. Box G-182, BROADCASTING.

Enthusiastic Stephens College 74 graduate. TV radio film production experience. Woman anxious to join the broadcasting scene. Will relocate. Box H-30, BROADCASTING.

Television production assistant. 3 years experience in all phases of television production. East Coast preferred. Box H-57, BROADCASTING.

Writer/producer or associate producer. Looking for medium-to-small TV operation. Commercials, promos, documentaries, whatever. Four years radio, freelance 16mm (sound) & still photography. Degree. Box H-81, BROADCASTING.

Sports reporter-photographer, broadcast grad, 3rd phone, TV and motion picture exp, seeks opportunity now. Box H-89, BROADCASTING.

25 yr old BS Comm major market experience. Seeks position leading to director. Resume, sample reel. Box H-107, BROADCASTING.

Production manager-director. Top market independent UHF experience. Commercial production, personnel and facility management. Seek opportunity to build staff and station. Box H-114, BROADCASTING.

Crew Chief FL net affil; 5 years experience: cams, audio, lighting; BA degree; looking for career move to any market; 305-524-7987.

Promotion director: Young, experienced, hardworking major market talent, seeks challenge. Directing, traffic, news experience too. Mornings 215-259-6104.

CABLE

Situations Wanted Management

District Manager for large cable MSO looking for relocation to West Coast. Box H-85, BROADCASTING.

BUY—SELL—TRADE

Top 40 - Q Library for sale, entirely on cart (mono). Includes records and index cross file. All in excellent condition, no work required. Completely labeled with times and tones, 900 carts and records in all. Many impossible to obtain carts and records. Absolutely complete, absolutely perfect. You may never again be able to buy a library like this one. WPOM Radio, 4286 Uphthegrove Lane, West Palm Beach, FL 33407. Phone Tom Kegel at 305-686-8000. Best offer takes all!!

WANTED TO BUY EQUIPMENT

Wanted East Coast TV station seeks to lease state-of-the-art color TV equipment for a five camera pickup. Will consider truck or control room configuration. Prefer triax. Period: April to October 1976. Send equipment details to Box G-197, BROADCASTING.

Wanted to Buy Equipment Continued

Equipment Wanted: Looking to buy two 55 or 60 kilowatt UHF transmitters, RCA or Harris. Immediate availability needed. Call Craig Gosden 213-553-3600.

Equipment Wanted: Looking to buy self-supporting tower, 200-250-300-350 foot. Immediate availability needed. Call Craig Gosden 213-553-3600.

FOR SALE EQUIPMENT

2-Collins 26-U 3 limiters. Mint condition. Lyle Richardson, or Bill Martin, KUDE, Oceanside, CA 714-757-1320. Also near new dehydrator.

Transmitter parts. 12,000 spare parts and tubes for RCA TT50AH transmitter. Complete list available. Contact Wayne Seacat, WGAL-TV, Lincoln Highway West, Lancaster, PA 17604. Ph. 717-393-5851.

TP-66; excellent condition. Sell or trade. Wanting remote van production switcher, character generator and/or cash. Art Hafer, WGTE-TV Toledo, 419-255-3330.

QRK Futura 10 channel mono slide pot board. Latest lighted key switch model. Used 7 months. Looks, works like new. S2500. Keith Brown, WHYD, Columbus, GA 31902.

CCA 10kw FM transmitter. Five years old. Immaculate. Available in ninety days. \$7,500.00 or best offer. Also, Gates ten channel solid statesman control board, needs minor repairs, \$1,000.00 or best offer. Contact Marshall W. Rowland, WOIK Radio, 904-356-1366.

Schafer automation, model 800, 5 Ampex AG440, network joiner, 3 carousels, (2 R.S.), logger, SMC car reader for programming carousels, presently running hitparade format. \$14,500.000. 803-279-2330. WZZW, P.O. Box 1584, Augusta, GA 30903.

For Sale New equipment Auricon 1200 with Angenieux 12:120. \$3800.00. Basha Productions, 463 King St, Charleston, SC 29403. 803-723-0504.

Excellent condition. 2 RCA TK60B 4 1/2" I.O. camera chains, complete. Includes 1 RTH Varatol V ten to one zoom 1.6" to 16" (40mm to 400mm) and 50mm, 75mm, 127mm, 203mm lenses. Contact Emory University, Medical Television, 69 Butler Street S.E., Atlanta, GA 30303. Phone 404-659-5307.

Gates 500GY transmitter, Gates SA-40 console, Gates limiter. All in service. Available when we install new equip. Call 214-937-1390.

Reconditioned RCA studio console (76B2) \$475.00. Flat drive belts for Ampex 600-700 series \$5.50 each postpaid. Sloan, 2678 Dibblee, Columbus, OH 43204. 614-276-2546.

For Sale Good used 5 KW AM transmitter traded in on Continental 315F. Call Dick Floyd or Vernon Collins, 214-381-7161.

Complete 3060 SMC automation system, used two years! Station changing programming, Carousels, dual playback, 4-Revox. Completely installed in three custom deluxe racks. Asking \$13,000 complete. 517-224-7911 for Robert Dimer.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer Company, Box 8057, Pensacola, FL 32505.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Thunderbuzz, 20 pages monthly of topical humor!! Thirty states and Canada use us each month and laugh all the way to their listeners!! Sample, \$1.00; six issues, \$25.00; twelve issues, \$35.00! Thunderbuzz, Box 222, Belgrade, MT 59714.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone. Television & Radio Features, Inc., 166 E. Superior St, Chicago, IL 60611, call collect 312-944-3700.

Audio tapes produced in Europe by American broadcaster. Will do assignments or make suggestions for your needs. Send replies air mail. C. Taff, Marsstraat 141, Groningen, Holland, tel. in Holland 050-713820.

Miscellaneous Continued

Recording studio engineer career? Degree not needed. Details 25c. Attainment, Box 453338C, Dallas, TX 75235.

Business cards. \$12.00 per 1000. Order forms, invoices, statements, envelopes. Send sample for quote. Printed World, Box 61, Morton Grove, IL 60053.

INSTRUCTION

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-649-0927. 333 East Ontario, Chicago, IL 60611.

San Francisco. FCC license, 6 weeks, night class 12 weeks, 9/8/75. Results guaranteed. Veterans approved. School of Communications Electronics, 150 Powell Street, 94102. 415-392-0194.

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.

KIIS Radio's Broadcasting Workshop for Professional DJ & News training. Both in studio and on-air training. Write: KIIS 8560 Sunset Blvd, Los Angeles.

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 FCC license training at Announcer Training Studios, 152 W. 42nd St, 3rd floor, N.Y.C. Licensed and V.A. benefits.

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" Provent! \$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: August 25, Sept. 29, Nov. 10. 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. Call collect for details, 213-462-3281, or write, Don Martin School, 7080 Hollywood Blvd, Hollywood, CA 90028, now!

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Philadelphia, Detroit, Kansas City, Seattle, Los Angeles. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

You belong in

Broadcasting
The newswheel of broadcasting and allied arts

RADIO

Help Wanted Management

Radio Business Manager

Major westcoast radio station.
\$20K plus bonus.

Send detailed resume to: Mike Walker, Ron Curtis & Company, 5725 East River Road, Chicago, IL 60631, 312-693-6171.

Help Wanted Management Continued

Is your goal to become a sales manager early in your career? We have clients in all areas of the country seeking ambitious account executives with a burning desire for management. Openings in radio, TV and cable TV ... in all size markets. We want to hear from both recent college graduates and candidates with up to five years selling experience. Submit detailed resume in confidence to Mike Walker, Vice President, Ron Curtis & Company, 5725 East River Road, Chicago, Illinois 60631.

Help Wanted Sales

VICE-PRESIDENT - SALES - TEXAS

27 years in business has made us the largest Radio Station Sales Promotional Company in North America. AA1 rated. Exclusive franchise open entire state of Texas encompassing over 400 Radio Stations. Need a radio pro who can hire and manage effective sales people, and out-sell them! Top over-write and commission schedule, with weekly advance against earnings. You will be trained in your territory in our successful sales operation and be expected to earn in excess of \$35,000 yearly. Send resume and references to: Marvin Nudelman, Exec., V.P., Universal Publicizers, Inc., 16th Floor, 919 N. Michigan Ave., Chicago, IL 60611.

Help Wanted Announcers

If you are experienced as an air personality program director, salesman or manager and you currently reside in one of the following markets, we want to talk to you whether you are employed at present or not: Toledo, Erie, Dayton, Youngstown, Wheeling, Akron-Canton, Columbus, Ashtabula, Mansfield, Sandusky or Detroit. We are a broadcast oriented marketing organization operating nationally. We need aggressive people to perform various public relations, promotional, advertising, and coordinating duties for us in these areas on either part-time or full-time basis. A remuneration plan based upon fees and bonus should earn a well organized person between \$750 and \$2000 per month depending on effort. We prefer people who can be promoted to our management team. Send resume, and handwritten letter telling us what you want from life. No deadbeats or drifters, please.

Box H-73, BROADCASTING.

TELEPHONE TALK SHOW HOST

WGY, 50,000 watt General Electric Broadcasting outlet in Schenectady, New York, is now accepting applications for evening talk show host. Qualified individuals should send tape and resume in confidence to:

Lee Fowler
Manager-Programs
WGY Radio
1400 Balltown Road
Schenectady, New York 12309

AN EQUAL OPPORTUNITY EMPLOYER

TALK SHOW HOST

Major market 50 KW needs controversial, lively, bright host. Send resume and tape to: Frank N. Magid Associates, One Research Center, Marion, Iowa 52302

Help Wanted News

LEADING SOUTHWEST RADIO NEWS DEPARTMENT SEEKS BROADCASTER WITH AUTHORITATIVE DELIVERY. REWRITE ABILITY A MUST. YOU WILL ASSUME KEY POSITION ON A 15 MEMBER NEWS STAFF. SEND TAPE AND RESUME TO:
KFJZ, P.O. BOX 1317, FORT WORTH, TEXAS 76101

Help Wanted Programing, Production, Others

NATIONAL PROGRAM DIRECTOR

Must be knowledgeable in varied formats. Prefer aggressive, well-educated person with some large market experience. Send resume to:

Box H-25, BROADCASTING.

CONTEMPORARY PROGRAMER

with administrative ability and innovative ideas for competitive midwest market. Excellent facilities. The size of your present market is less important than demonstrated success in contemporary format. Equal Opportunity Employer. Send resume to Box H-66, BROADCASTING.

Situations Wanted Management

GENERAL MANAGER/PROGRAM & NEWS DIRECTOR SEEKING NEW POSITION. HAVE OUTSTANDING SALES RECORD, CREDENTIALS & REFERENCES. 33 YEARS OLD, EDUCATED, EXPERIENCED & "BOTTOM-LINE" ORIENTED. FOR A CONFIDENTIAL DETAILED RESUME PLEASE WRITE: BOX H-60, BROADCASTING.

V/P FINANCE

Business Manager/Controller with seven years experience at station level in Top 10 Markets seeks opportunity in corporate position with group. Extremely effective in Budget/Forecasting, Cost Controls, the development and implementation of standardized accounting systems. Capable of assisting in improving profitability.

Box H-94, BROADCASTING

SUCCESSFUL GEN. MGR., WITH MONEY TO INVEST, LOOKING FOR RIGHT MED. OR SMALL MARKET RADIO STATION IN MICH., IND., OHIO, ILL. OR WISC. EXPERIENCED IN GROUP AND SINGLE STATION OPERATIONS IN MAJOR, MED. AND SMALL MARKETS. ALWAYS IN AN EQUITY POSITION. DESIRES TO BUY IN AND OPERATE, WITH AGREEMENT TO BUY OUT. Box H-102, BROADCASTING.

I PUT ...

sales, programing and administration together as G.M. to make a major market winner from scratch. I can do the same for you. Major or medium market, FM or AM. Reasonable salary requirements. Let's talk confidentially:

716-334-6496

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

Situations Wanted Announcers

AURAL STIMULATION

Solid personality. Addy award winning production. Multi-track expertise. Major Market Jazz, Progressive or Contemporary FM only. Call Chris Anderson at Fairmont during Billboard Convention or write Box H-101, BROADCASTING.

DALE TURNER 812-232-6172 ... 6 YR BACKGROUND ... MAJOR/MEDIUMS, PRESENTLY MORNINGS FOR NO. 1 STATION IN MARKET ... I AM LOOKING FOR A TOP OPERATION THAT NEEDS A PERSONALITY ... WILL CONSIDER ON-AIR P.D. POSITION ... PREFER COUNTY FORMAT ... EXCELLENT REFERENCES.

Situations Wanted News

WANT A LEATHER-LUNGED PEA BRAIN?

THEN I'M NOT YOUR MAN

I know news—how to get it—and how to present it. 9 awards in past year alone. 7 years experience (including 2 as A-P Broadcast Editor). B.A. now assistant news director in top 50 mkt. (50 kw AM) looking for advancement to top 25.

Box H-21, BROADCASTING.

Situations Wanted Programing, Production, Others

There is no MOR.

If you think I might be right—and want to do MOR—then I might be the right PD for your station. Proven, stable, major market listener/producer with good attitude and top credentials.

Box H-77, BROADCASTING.

ATTENTION OWNERS, GENERAL MANAGERS.

Don't let your rock station operate below its potential. As one of the true programing giants, I stand ready to maximize your ratings. 4 yrs. proven track record at KADI-FM St. Louis. Group P.D. also nominated P.D. of yr. ALL MARKETS considered. P. Pansi 314-361-5743. Apt. 15V. 18 S. Kingshighway, St. Louis, Mo. 63108.

SUCCESSFUL—EXPERIENCED PROGRAM DIRECTOR

I have programed K101 AM/FM in San Francisco to dramatic rating gains for the past 3 yrs. Put my experience to work for you. Don Kelly 415-937-7335. Top numbers doing air work also.

TELEVISION

Help Wanted Management

PROGRAM/OPERATIONS MANAGER

Midwest VHF Network affiliate. Must be familiar with all phases including license renewal. Will be member of executive team. An excellent opportunity to join an aggressive station with new facilities. An equal opportunity employer. Send resume to Box H-65, BROADCASTING.

Help Wanted Technical

Circuit Development Engineers

Applicants should be familiar with latest solid state devices and techniques BSEE and at least 5 years of recent design experience required

Television Systems Engineers

Applicants should be thoroughly familiar with television systems. Minimum of 5 years of experience required.

Send resume and salary requirements to **The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, Calif. 95945.**

STUDIO ENGINEERING SUPERVISOR WANTED

California network affiliated VHF TV station, group owner, has immediate opening for person with working experience in maintenance of studio and master control equipment, including digital, plus experience or potential in supervision of personnel. Requires recently acquired knowledge of digital circuitry, first class phone. Equipment includes RCA, Ampex, Chiron, Norelco. Advancement potential. An equal opportunity employer. Written resume required. Phone Don Ferguson 916/441-4041 or write c/o KXTV, P.O. Box 10; Sacramento, Ca. 95801.

Help Wanted News

TV News Producer-Director—Top Los Angeles television station is looking for an innovative, news-oriented person who can function both as an executive television news producer and director of an hour long prime time news program. Must have a solid background in news and production and experience in directing a fast-moving television news broadcast. We want someone who is full of ideas, creative and not afraid to experiment. Send resume, tapes and letter to Box 8238, Washington, D.C. 20015.

EXECUTIVE PRODUCER

Post-Newsweek station in Miami needs experienced pro with track record. Sharp writing, imaginative film/tape work essential. Supervise 40-person staff-newscasts, minidocs, weekly public affairs programs. No calls. Send resume, writing samples to:

News Director
WPLG-TV
Miami, Fla. 33137
(EOE m/f)

Situations Wanted Technical

DIRECTOR OF ENGINEERING. 18 years experience in Television Broadcasting, Video Tape Production, Radio and Sound Recording; Engineering, Management. If you are looking for a creative and innovative person with strong management background, I'M your man.

Box H-76, BROADCASTING.

Situations Wanted News

Highly personalized style ANCHORMAN

Good-looking individualist seeks key anchor job. Help stamp out dull anchormen. No Magid stations please!

Box H-71, BROADCASTING

Placement Service

IMMEDIATE OPENINGS

Let us analyze your resume now!
WILLIAM J. ELLIOTT, JR. & COMPANY, INC.
50 S.W. 3rd Avenue
Suite 110F
Boca Raton, Florida 33432
305-392-4210
Not An Employment Agency

Situations Wanted News Continued

Sore Winner

I am a TV News Director in a top-35 market. My news is No. 1, but management is stodgy. I want more budget, more salary and more desire to win.

Box H-105, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

AVAILABLE NOW

Want entry level news/public affairs position. Retired Naval Officer, commercial radio and some TV experience. Masters Degree, excellent delivery and appearance. Dignified and pleasant news presentation.
Call 714-453-0426

CABLE

Help Wanted Management

General Managers

Seeking several General Managers for Cable TV systems in Midwest and Northeast. Prefer applicants who want to grow with the Number 1 growth oriented Cable and Pay-TV company. Please send letter and resume in confidence to:

Paul Gillert, Director of Industrial Relations, Teleprompter Corporation, 50 West 44th Street, New York, N.Y. 10036.

For Sale Equipment

20 X 20 ROUTING SWITCHER

One ADC model 590 20x20 video/audio routing switcher complete with main remote control panel, power supplies, cabling, circuit diagrams, and maintenance manuals. BCD control, 2 video, 2 audio outputs per channels. Status of all channels continuously displayed. Pre-set, take, and salvo features. Meets critical color video and audio requirements. May be seen and inspected in daily operation at University of Michigan School of Dentistry, Ann Arbor, Michigan. \$15,000. Contact C. Wallace (313) 763-0205.

MUST SELL!

LARGE ASSORTMENT OF RADIO AND TV EQUIPMENT OF VARIOUS TYPES. FOR COMPLETE LISTING CALL MR. HARVEY 301-652-5129.

Rates, classified listings ads:

Help Wanted, 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$100).
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.

Employment Service

JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!! Subscribe to:



Box 61, Lincoldale, N.Y. 10540
Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, DJ's, PD's, Announcers, News, Sales and Engineers
 \$12.00 3 months (12 issues)
 \$25.00 12 months (50 issues) (Check Appropriate Box).

NAME

ADDRESS

Enclose Check or Money Order

CATV

CABLE TELEVISION

The Town of Conway, Mass. hereby solicits applications for Cable TV License. Filing deadline is August 31, 1975.

Richard E. Ouimette, George S. Lawrence, Kenneth J. Devine, Board of Selectmen, Town Hall, Conway, Mass. 01341

Miscellaneous

"WE THINK YOU'LL LOVE THE YUTZMAN LETTER" ...Yutz

Of course, we also thought sharks were cute fish.

We have many subscribers, many in major stations in the top 10 markets. We think you'll love us...but if you don't you get your money back if you return the samples to us in 30 days. Samples are \$5.00.

The Yutzman Letter...original contemporary comedy written each month for radio personalities...

Why not for you?

Payable and mail to:

THE YUTZMAN LETTER
The Yutzman Bldg., 7603 Petty Jav Ct.,
Louisville, Kentucky 40220

LICENSE RENEWAL TIME? COMMUNITY NEEDS SURVEY From \$250.00.

Professional Research Services  "Another Dale Bennett Enterprise"

8006 S. TERRACE RD. TEMPE, ARIZ. 85283 (602) 839-4003 Collect

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.

Legal Notice

SALE AT PUBLIC AUCTION

All of the Class A voting common stock and Class B non-voting common stock of Harbour Television Systems, Inc., owner and operator of television station KBMT-TV, Channel 12, Beaumont, Texas will be sold at public auction on August 25, 1975 at 9:00 a.m. at the offices of Orgain, Bell & Tucker on the Fourth Floor of the Beaumont Savings and Loan Building, Beaumont, Texas.

The stock being sold represents all of the issued and outstanding stock of Harbour Television Systems, Inc. Substantially all the assets of Harbour Television Systems, Inc. are subject to mortgages and security interests known to the Seller to secure the aggregate sum of \$2,950,126. The assets, or some of them, are subject to other mortgages, security interests and liens in amounts unknown to the Seller.

The sale will be made by contract which will provide that the Closing of the sale and the transfer of the stock of Harbour Television Systems, Inc. will be subject to the express prior written approval of the Federal Communications Commission, Washington, D.C.

For information concerning the assets and business of station KBMT-TV, contact one of the following: Mr. Robert A. Gregory, Senior Vice President, The Liberty National Bank and Trust Company of Oklahoma City, P.O. Box 25648, Oklahoma City, Oklahoma 73125. Telephone: (405) 231-6128. Mr. Gordon Greer, Executive Vice President, The Liberty National Bank and Trust Company of Oklahoma City, P.O. Box 25648, Oklahoma City, Oklahoma 73125. Telephone: (405) 231-6143. Mr. Douglas T. Thompson, Station KBMT-TV, 525 Interstate 10 South, Beaumont, Texas 77704. Telephone: (713) 833-7512.

Wanted To Buy Stations

TWO RADIO VETS WANT SMALL MARKET AM DAYTIMER. PENNSYLVANIA, VIRGINIA, WEST VIRGINIA. BUY OUTRIGHT OR MAJOR INTEREST. Box H-115, BROADCASTING.

WANTED: AM in west or southwest single-station market. \$250,000 tops. Send complete information to: Box H-121, BROADCASTING.

Am interested in buying Radio properties (am or fm) in Florida, Alabama, Tennessee, Georgia or Mississippi. Strictly Confidential.

Smith Broadcasting, Inc.
Attention: M.D. Smith, III
P.O. Box 551
Huntsville, Alabama 35804

For Sale Stations

TOP MARKET OFFERING

AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2½ million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

METRO MARKET SOUTHEAST 1000 WATT DAYTIMER. PRICED at 1.75 times BILLING PLUS REAL ESTATE. 29% DOWN WITH EXCELLENT TERMS TO QUALIFIED BUYER.

Box G-150, BROADCASTING.

For Sale Stations Continued

SOUTHEASTERN FOUR STATION CHAIN TWO A M ONE A M & CLASS C F M COMBINATION. ALL GOOD MARKETS PRICED AT 1.75 TIMES BILLING PLUS REAL ESTATE. 29% DOWN WITH EXCELLENT TERMS TO QUALIFIED BUYER. Box G-151, BROADCASTING.

PROFITABLE AM—SOUTHEAST

Rapidly growing market—5,000 watt daytime with possible FM... near major market. Good growth opportunity for years to come. Single station market. Asking \$350K. Write for details. Replies should contain information sufficient to establish financial and personal qualifications.

Box G-199, BROADCASTING.

MAJOR MARKET FM

TOP FIVE MARKET FM, MAXIMUM SIGNAL, ALL NEW FACILITIES PLUS 15,000 SQ. FT. MODERN BUILDING. (OTHER HALF RENTED). SUPERB OPPORTUNITY. \$2.2 MILLION, ONE-THIRD CASH. REPLIES SHOULD ESTABLISH QUALIFICATION-PRINCIPALS ONLY. Box H-67, BROADCASTING.

Northeast regional fulltime 5,000 watt AM property serving medium sized metro.. Excellent chance for individual with sufficient capital to enter business as owner. Station is priced at \$625,000 and had revenues of over \$400,000 two years ago. Excellent opportunity for sales oriented company or person. Please outline financial qualifications in request letter. Box H-91, BROADCASTING.

CAPITAL WANTED

Investors wanted to share in the fun & excitement of owning a small-market radio station. Min. down-side risk. Good long-term potential. \$12M ea. from 5 investors req. Confidentially assured. Box H-112, BROADCASTING.

Pennsylvania Daytimer. Non-Directional. PSA. Only station in city. Desirable dial position. Partners o.k. \$10,000 minimum. Replies should contain information sufficient to establish financial and personal qualifications.

Box H-126, BROADCASTING.

Major market FM station with excellent ratings and superior facility available for \$2,500,000 cash. Three year record of profitability and four year record of good ratings. Excellent market. Box H-129, BROADCASTING.

FLORIDA

Coastal	Fulltimer	\$275K	Terms
Coastal	1 K Daytimer	180K	Terms
Small	AM/FM	200K	Cash
Coastal	C1. "C" FM	350K	Terms

REGGIE MARTIN Media Broker
(305) 361-2181

731 S. Mashta, Key Biscayne, Fla. 33149

For Sale Stations Continued

TIRED OF LOOKING AT

Overpriced stations whose "gross" is stretched all out of shape by PI deals and other "inflatons"? Here is a solid no nonsense

PROFITABLE-CLEAN-GROWING AM/Class "C" FM COMBO

Located in growing lower midwest area and Priced at less than 2½ x true gross.

\$650,000—\$29% down;

\$750,000 if real estate is included.

Real Estate consists of new (1974) Studio/office bldg. on 10½ acres of valuable land—in city—zoned industrial. Owner (second in 40 years) wishes to retire. This facility is for the serious knowledgeable investor. For additional information, write today.

NORMAN W. SMITH, MEDIA BROKER
738 S.E. Ninth Ave. Deerfield Beach, Fla. 33441

NEW ENGLAND

For Sale: Radio Stations AM's, FM's, AM/FM's

Only qualified financial principals write to:

HAROLD H. SEGAL

Radio Station Brokers and Consultants,
495 Walnut Street, Newtonville, Mass. 02160 Do not call.

N.E.	Major	AM/FM	\$2.25KK Terms
S.E.	Major	Daytime	375K Cash
S.W.	Major	FM	2.2KK Terms

CHAPMAN ASSOCIATES*
business brokerage service

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco

Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

SOVRAN
ASSOCIATES, INC.

BROKERS & CONSULTANTS

SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-8545



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

AT YOUR SERVICE WITH
20 YEARS EXPERIENCE.

RICHARD A. SHAHEEN, INC.

Media Brokers
435 N. Michigan Ave. Chicago, Ill 60611
312/467-0040



LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 OeSales St., N.W.
Washington, D.C. 20036
202-223-1553

Profile

Three decades' background for Washburn's FCC post

A distinguished 35-year career in government and business separates FCC Commissioner Abbott Washburn from the young Abbott Washburn, Harvard, '37, who was beginning to make his way in the world as an executive with General Mills Inc. in Minneapolis. But in some respects, in the job he has been in for a year now, he seems to be doing what he did back in Minneapolis, though on a grander scale. As a member of General Mills' department of public services, he had the responsibility to make sure that the radio programs the company sponsored, and owned—*The Lone Ranger* and *Jack Armstrong*, among them—were done with "good taste and appropriateness." As a member of the FCC, he is doing what he can to make sure that broadcasters behave "responsibly" in connection with the programming they present, particularly that directed at children.

"Jim Bell, chairman of the board and founder of General Mills in 1928, was very sensitive to the impact of General Mills programs on the public," Commissioner Washburn says. "So 'family viewing' is nothing new to me. I'm all for it."

Commissioner Washburn says he is sensitive to the commands of the First Amendment and the no-censorship provision of the Communications Act. What's more, as a Midwest Republican, he has no particular appetite for enlarging government's regulatory role—he is an enthusiastic supporter of the commission's program of reregulation. But, he says, "the fact remains that the broadcasting industry has a great social responsibility to use this medium—unquestionably the most powerful medium ever devised by man—responsibly."

Mr. Washburn looks for policy guidance not to the likes of Chief Judge David Bazelon of the U.S. Court of Appeals in Washington, who recently has taken to excoriating the commission for regulating by lifted eyebrows but to Herbert Hoover, who as secretary of commerce in the 1920's laid down the framework on which broadcast regulation has been built. He described broadcasting not only as a profit-making enterprise but as "a public service," one "impressed with the public trust."

These are ideas to regulate by even today, in Commissioner Washburn's view.

What's more, these concepts are more than mere abstractions to the commissioner. At the age of 60, he is the father of an 11-year-old daughter, Julie, whose television watching has always been a matter of considerable concern to him. "My wife and I have screened out a lot of



Abbott McConnell Washburn—FCC commissioner; b. March 1, 1915, Duluth, Minn.; BA, cum laude, Harvard University, 1937; manager, department of public services, General Mills, 1937-1950 (with three years, 1942-45, out for service in U.S. Navy); executive vice chairman, Crusade for Freedom (Radio Free Europe), 1950-52; special assistant to President, 1953; deputy director, U.S. Information Agency, 1953-1961; vice president for international operations, Carl Byoir Associates Inc., 1961-62; president, Washburn, Stringer Associates Inc., of Washington, D.C., 1962-1969; deputy chairman and later chairman, U.S. delegation to Intelsat conference, 1969-1971; consultant to director, Office of Telecommunications Policy, 1971-1974; m. Wanda Allender, Aug. 3, 1963; children—Julie, 11, and two grown sons, Michael and Daniel, by former marriage.

stuff," he says. "We started watching this when she was three. We'd pick shows we knew would be good, like the *National Geographic*. There's so much good stuff on television . . . but there is also a lot of bad stuff."

Commissioner Washburn arrived at his present position through a career in which he combined not uncongenial interests in public relations and politics. Back in Minnesota, he had been swept up as so many of his generation in that state had been in the drive to advance the political fortunes of Harold Stassen. He worked in the Stassen gubernatorial campaign in 1940, and eight years later suffered the frustration and agony of Stassen workers who saw their candidate lose the Republican presidential nomination to Tom Dewey.

Mr. Washburn began edging over toward the public sector in 1950, when General Lucius Clay, one of the founders of Radio Free Europe, talked to upper echelon friends at General Mills about the need for someone to head the Crusade for Freedom, an organization that would promote and solicit funds for Radio Free

Europe in the U.S. Abbott Washburn's name was suggested.

From there, it was an easy step back into presidential campaigning. In 1952, General Clay asked Mr. Washburn if he would like to help the general's old friend, Dwight Eisenhower, in his bid for the Presidency, and Mr. Washburn said he would. Before long, he was organizing Citizens for Eisenhower clubs, and in a matter of months, 3,000 were established.

Mr. Washburn was chosen as a White House aide after the election. But he stayed only a few months. The U.S. Information Agency was being established in 1953, and in the fall of that year, President Eisenhower named him deputy director. Mr. Washburn remained with the agency through the first 100 days of the Kennedy administration, remaining as acting director while the Senate got around to confirming Edward R. Murrow's nomination.

It had been a decade rich in experience and bountiful in contacts. He had known two Presidents, members of the Eisenhower cabinet and a host of important members of Senate and House. A man with that background does not generally return to Minneapolis. Mr. Washburn didn't; he became a vice president for international relations with Carl Byoir public relations firm, then set up his own firm.

And in 1968, with another presidential election campaign under way, he was recruited for service again, this time by supporters of Richard Nixon, another of those whom Mr. Washburn had known in his Eisenhower days. Mr. Washburn worked in the Citizens for Nixon organization, attempting to win non-Republicans over to the Nixon banner.

And again, service in a presidential campaign led to a job from the successful candidate. Mr. Washburn was named deputy chairman of the U.S. delegation to Intelsat conference on definitive arrangements for international satellite communications. When ex-Governor William Scranton of Pennsylvania resigned as chairman, President Nixon appointed Mr. Washburn to that position with the rank of ambassador, and subsequently, the delegates to the 79-nation conference elected him over-all chairman.

Next month, Commissioner Washburn will face the Senate Commerce Committee in a hearing on President Ford's nomination of him to a full seven-year term. He is not likely to run into any difficulty. The government service he had before joining the commission, both at USIA and in the Intelsat conference, provided good background for his job at the commission. So, too, some senators probably believe, did his days at General Mills' department of public services and his years as Julie's father.

Editorials

Do it now

The more the FCC is forced to think about its decision to delay final action on the *Washington Star* transfer case, the more it will surely come to wonder about the soundness of the crossownership rules it is being asked to waive. It is the collision of the theory of the rules with the reality of the Washington media market that has put the FCC in the awkward position it occupies now.

As reported in detail a week ago, the FCC has ordered an "expedited" hearing to get answers to several questions that it said have been left unresolved in the extensive pleadings already filed in the eight-month proceeding. It wants a showing that Joseph Allbritton will indeed continue to publish the *Star* if he is granted the control of it and its associated broadcast properties. It wants to know whether there are other ways to rescue the ailing newspaper. It is, in short, intruding in fundamental business judgments that should be the exclusive domain of private enterprise.

Yet it is really helpless to do otherwise. Having adopted general rules that are designed to break up co-located crossownerships by divestiture or attrition, it can only waive the rules on a clear showing of extreme hardship. That means that any waiver must inevitably be a rerun of the *Star* case—wherever it may lead. In every case, the commission will be acting as either rescuer or lord high executioner, the latter role to be played as surely by indecision and delay as by decisive action.

This is a perversion of antitrust policy, but it is the only end to be expected of rules that were adopted in the total absence of evidence that a general stifling of competition had resulted from multimedia control and in the face of considerable evidence that media competition is far more vigorous than is supposed by the mind-set that eventually prevailed.

There is a way out, assuming the parties to the *Star* transfer wish to salvage it. The FCC could really expedite the hearing with paper answers to the questions it has asked and come promptly to a judgment. Perhaps it could condition the transfer on a future divestiture to comply with crossownership rules. It could then turn to the basic problem that this case has raised: what to do about the rules themselves, now revealed to be more a repression than a liberation of the media market.

Wrong direction

The sternest finger in Washington journalism belongs to Jack Anderson, the syndicated columnist, whose livelihood depends upon the daily discovery of another crime against the state. The finger is forever pointing at transgressions against the Anderson version of morality, and it has lately pointed at the television networks.

The terrible transgression of the television networks was their rejection of a Jack Anderson interview with President Ford, and the networks were righteously flayed in an Anderson column (BROADCASTING, Aug. 4). With Pavlovian dependability, anti-network types in the Congress reacted on cue. Senator Frank E. Moss (D-Utah) sent off a letter to FCC Chairman Richard E. Wiley urging that the government require networks to accept documentaries produced independently. Representative John Murphy (D-N.Y.), author of a bill to regulate networks, denounced their rejections of the Anderson tape as "abuses against American patriotism."

Come now, Mr. Murphy, rebuffing Mr. Anderson is not spitting on the flag. The presidential interview was concocted as a promotion for a Bicentennial slogan contest that Mr. Anderson

has been running in his column and contained no news detectable to the keenest journalistic eye. As Ron Nessen, Mr. Ford's press secretary, said of it in retrospect: The President was "conned."

Presumably Mr. Wiley will remind Senator Moss that the FCC cannot legally instruct the networks to broadcast any kind of news programs, and Mr. Murphy's remarks will be buried with old *Congressional Records*. As for Mr. Anderson's finger, it should make a 180-degree turn.

Self-control

The manufacturer of Trojan condoms has managed to place commercials on two television stations and proposes a meeting with the National Association of Broadcasters television code board to seek general clearance for television advertising. Legally, there is nothing wrong with the acceptance of Trojan advertising on the air. As a practical matter, broadcasters would be wise to decline it.

It is argued that Trojan advertisements have been widely published in such periodicals as *Playboy*, *Penthouse* and *Oui* and that the public is therefore conditioned to accept them everywhere. Any broadcaster who sees reason in that argument is invited to tape a television version of the latest "Playmate of the Month" and play it in prime time.

There is a difference between the broadcaster's freedom to carry contraceptive commercials and the decision to do so. The difference goes by the name of taste. If broadcasters don't understand the difference, they will be taught it—the hard way.

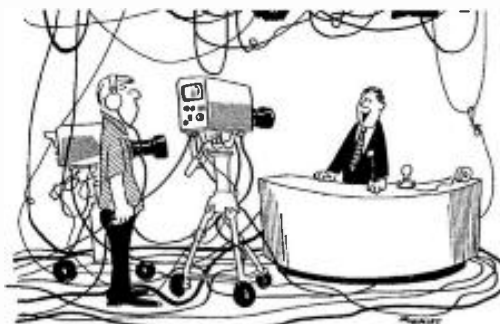
Bottom line

Now the critics are bad-mouthing telethons because the Democrats failed to break new records in last month's *Tune in America* fund-raiser on ABC-TV. It seems the party may net only \$1.5 million on a \$4.5-million gross, as compared to a \$3-million net on a \$6-million gross last year.

A year ago there were the Watergate disgrace and the attendant distrust of the Republican opposition. An untried President had taken over, inflation was rampant, and there were gas shortages.

This year Watergate is a bad dream and the economy alone is the critical issue. President Ford has announced his candidacy for a term of his own and is showing up better in the polls, while Democratic hopefuls are clogging the party corridors.

But looking at the bottom line, what's wrong with a \$1.5-million net on a \$4.5-million gross—roughly a 33 1/3% return?



Drawn for BROADCASTING by Jack Schmidt

"Good morning, students. Today's lecture is titled 'Simplified Wiring for Home and Shop.'"

**NUMBER ONE
WESTERN DRAMA IN U.S. SYNDICATION!**

BONANZA



REACHES 4,607,000 HOMES!*
(2,442,000 more than its nearest competitor)

AMERICA'S CHAMPION IN FAMILY ENTERTAINMENT

also continues to beat the competition in many markets: **

DINAH! MOD SQUAD! STAR TREK! MERV GRIFFIN! IRONSIDE! FBI!

BIG VALLEY! BEVERLY HILLBILLIES! MIKE DOUGLAS! VIRGINIAN!

* Source: Nielsen Report on Syndicated Programs; Feb.-Mar. 1975
Subject to qualifications described in said Report.

** N.S.I. TV Reports, May 1975

50 NEW, FIRST RUN EPISODES NOW AVAILABLE 50
IN NTA'S TWO-YEAR RENEWAL PLAN.

national telefilm associates, inc.

12636 Beatrice Street LOS ANGELES, CALIFORNIA 90066 Phone (213) 390-3663

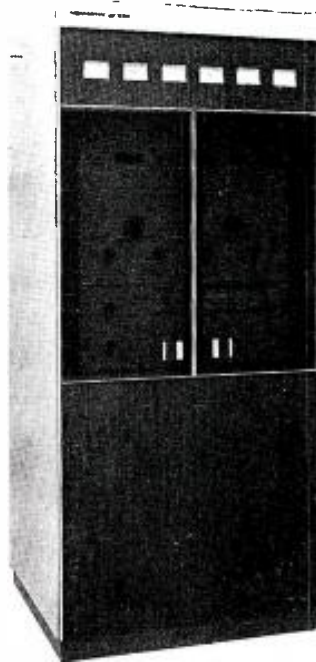
50 East 42nd Street, Suite 301 NEW YORK, NEW YORK 10017 Phone (212) 972-0056

175 Bloor St. East / TORONTO, CANADA / Phone (416) 962-4061

TOKYO • LONDON • PARIS • ATHENS • MEXICO CITY • SYDNEY • RIO DE JANEIRO • BUENOS AIRES

nta nta nta nta nta nta nta nta nta nta

the **NEW McMARTIN FM TRANSMITTER • BF-3.5K**



traditionally,
McMartin engineering has supplied
the AM/FM broadcaster with
the finest professional equipment.
The new BF-3.5K
is one of those products.

excellent efficiency
for power output levels
from 2000 to 3500 watts.

the high performance
solid state B-910 exciter,
is the heart of the system

superb bandwidth characteristics
and operating stability

optimum stereo and
SCA performance –
zero bias, grounded grid PA –
no neutralization ...
no screen grid or
bias voltage supplies are needed

standard features include
illuminated
pushbutton switch controls,
output reflectometer,
memory-type LED status indicators,
built-in harmonic filter,
remote control capability of
metering and operating functions

McMartin.

McMartin Industries, Inc. 4500 South 76th Street, Omaha, Nebraska 68127 (402) 331-2000

Broadcasting  Aug 11

Broadcast Advertising	25	Equip. & Engineering	38	Open Mike	18
Business Briefly	5	Fates & Fortunes	45	Playlist	40
Cablecasting	35	Finance	42	Profile	59
Changing Hands	30	For the Record	47	Programing	31
Closed Circuit	19	Media	26	Top of the Week	22
Datebook	16	Monday Memo	11	Week in Brief	20
Editorials	60	Music	39	Where Things Stand	12