


FCC says short-form political spots can't be denied  
Baseball and broadcasting: onward and upward

# Broadcasting Mar 8

The newsweekly of broadcasting and allied arts


Our 45th Year 1976

NEWSPAPER



**No. 1  
more than ever  
in the Twin Cities!**

The news ratings are in and the news is better than ever. Because Eyewitness News at 10 p.m. swept all the major demographics – winning or tying 44 out of 45 categories in Arbitron and 41 out of 42 in Nielsen.\* Wider margins and greater percentages than ever before. Which just proves that when you're good you get watched. So put more punch than ever into your media strategy. Choose KSTP-TV... No. 1 more than ever.

**EYEWITNESS NEWS**  
**KSTP-TV**   
MINNEAPOLIS • ST. PAUL

For complete information contact your local Petry Office, or call KSTP-TV's Jim Blake or Dave Garvin at (612) 645-2724. \*Source: Arbitron, Minneapolis-St. Paul, Nov. 1975; Nielsen, Minneapolis-St. Paul, Nov. 1975. 7-day program audience averages. TSA. Estimates subject to limitations of said reports.

36112LIRRA R51R4KRRK DFC/78  
A U L I P R A R Y  
U S A T R F O R C E  
S E R I A L A C C  
M O N T G O M E R Y A T 361112

# THE CONVENTION

**RADIO! TELEVISION! ENGINEERING!**

WORKSHOPS! EXCITEMENT! PROMINENT SPEAKERS! EXHIBITS! PANELS!  
HOSPITALITY SUITES! FCC SESSIONS! DEBATES! FUN! SPECIAL FEATURES!

**WORLD'S LARGEST BROADCASTING CONVENTION**

McCORMICK PLACE • CHICAGO, ILLINOIS • MARCH 21-24, 1976

# Harris' new BT-25L1 delivers the finest overall VHF color signal available.

This means you get exceptional color fidelity, outstanding signal linearity. Plus the highest long-term component stability and reliability of any low band transmitter available.

Yet it's built with fewer circuits, so it's more compact; easier to operate; requires less power; and less maintenance.

The key is low level IF (Intermediate Frequency)

modulation of the visual and aural carriers for maximum efficiency, and elimination of many transmission problems at the source. Predistortion circuitry is minimal, and the conventional sideband filter is eliminated.

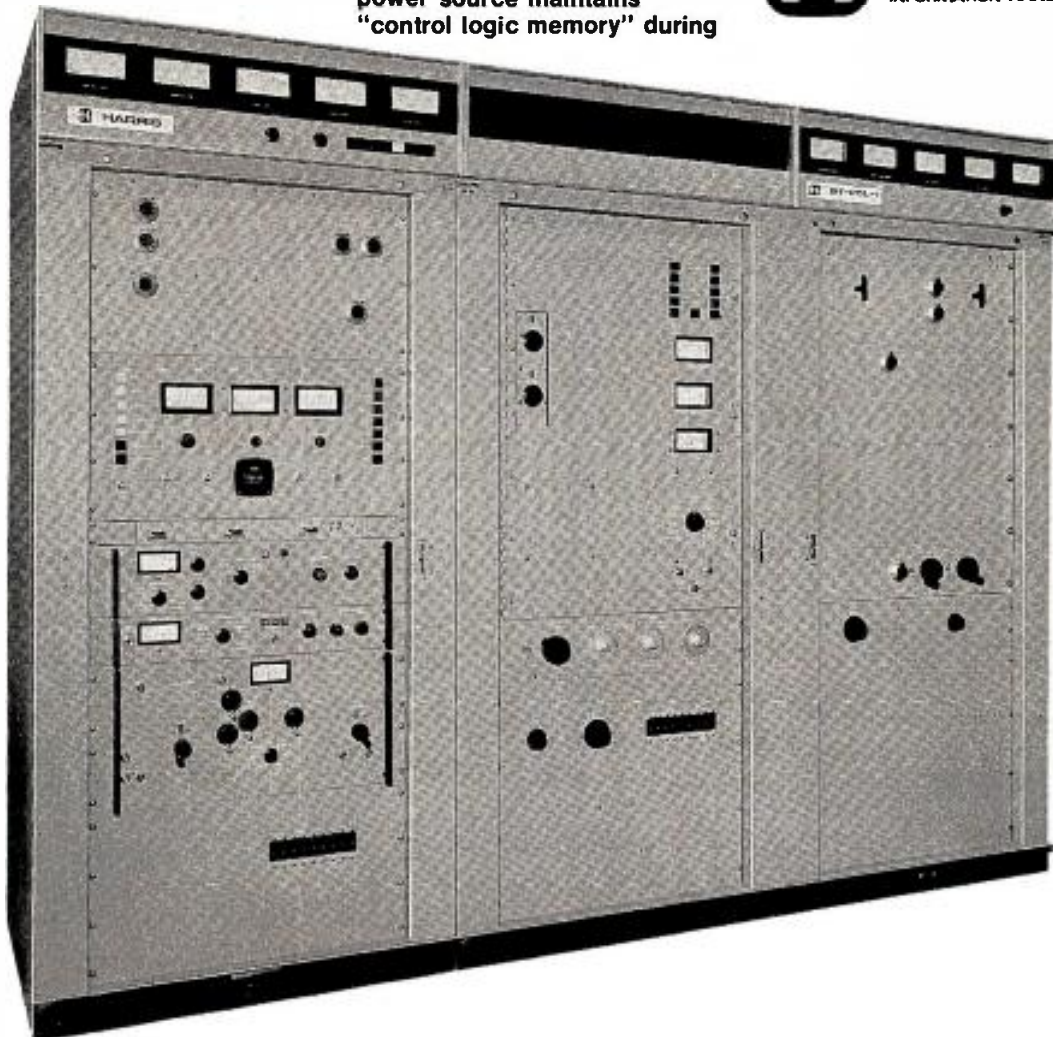
Solid-state memory, timing, and logic circuits assure precise transmitter control at all times. A self-charging emergency power source maintains "control logic memory" during

power interruptions. And it's engineered to meet remote control applications.

For more information on the BT-25L1, write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Illinois 62301.



**HARRIS**  
COMMUNICATIONS AND  
INFORMATION HANDLING





## HOW TO THIN YOUR AUDIENCE

## AND FATTEN YOUR NEWS SHOW RATINGS.

Southern Californians lost over 700,000 pounds last fall, thanks to a great little series called "Feeling Fine."

Very nice for Southern Californians.

Just as nice is what happened to KNBC-TV's ratings. Up 4½% during the four-week series. Share up 11%. Over 125,000 viewers wrote in for instruction kits. (And the anchorman lost ten pounds.)

Then New York, Cleveland and Washington ran it—with runaway success. New York's ratings jumped 21%!

Twenty "Feeling Fine" news features are now available through



MGM in a barter arrangement with Johnson & Johnson. Each two-minute unit can be tailored to your news and other live show formats and personalities. The package includes scripts and tapes, guidelines, pre-printed brochures, ad mattes and promotional materials.

It's "far and away the most successful promotion campaign that any of our stations has undertaken," says one sales director.

Call your MGM representative and ask about "Feeling Fine."

It can make you—and your ratings—look good this spring.



MGM TELEVISION

# Broadcasting Mar 8

**POLITICALS PRONOUNCEMENTS** □ *As campaigns heat up, FCC acts fast in two cases: It overturns policy of WGN stations limiting time they will sell to candidates to blocks of no less than five minutes. Winner in that case was Ford campaign, which also came out on top as commission turns down Reagan request for equal time to balance news interviews with President on Florida station.* **PAGE 21.**

**OVERHEARD AT OVERSIGHT** □ *House Communications Subcommittee annual Q and A with the FCC commissioners stays away from two volatile subjects—cable de-regulation and family viewing, which will get separate treatments in later hearings—but does touch on several important activities in area of license renewal.* **PAGE 22.**

**NAB'S VERSION** □ *National Association of Broadcasters begins peddling its proposal for copyright on Capitol Hill.* **PAGE 24.**

**NO ANSWERS FOR NEW JERSEY** □ *FCC has no better ideas at moment, but it does throw out proposals for moving New York VHF to neighboring state and for dropping in short-spaced V allocation. Commission asks for other ideas.* **PAGE 24.**

**LEAP AND A BOUND** □ *Home Box Office, pay-cable network, strides forward with announcements that it's doing its own programming, filming comedians in their natural surroundings, night clubs, and that it's made new deal with Columbia Pictures for distributing films.* **PAGE 25.**

**SIEGE IN GEORGIA** □ *ACLU and NAACP file petition to deny renewal of Cox Broadcasting's WSB-AM-FM-TV Atlanta, charge Cox's newspaper, broadcast and cable interests there constitute media monopoly.* **PAGE 27.**

**WHAT'S GOOD FOR THE GOOSE...** □ *Local basketball game, originated by cable system, is broadcast by Pennsylvania UHF. Station plans to continue practice of airing cable shows.* **PAGE 27.**

**FORD AND FLORIDA** □ *One-on-one interviews between Florida broadcasters and President make news as networks pick up excerpts.* **PAGE 32.**

**NETWORK NEWS RAPPED** □ *Survey published in*

*Columbia Journalism Review finds decrease in commitment to news and public affairs on network TV.* **PAGE 33.**

**MORE ON SCHORR** □ *House gives its ethics subcommittee power to subpoena persons outside government to track down leak of CIA report.* **PAGE 34.**

**HAPPY 'SOUND'** □ *Blockbuster 'Sound of Music' bolsters ABC-TV's already good ratings Feb. 23-29, as network takes honors for seventh straight week.* **PAGE 37.**

**DOCTOR CALLED** □ *NBC-TV rehires research expert Paul Klein who made reputation as programmer during earlier stay at network.* **PAGE 38.**

**GRAMMY WINNERS** □ *Double honors go to Paul Simon and Natalie Cole. Captain and Tennille have best single.* **PAGE 38.**

**HONORS** □ *Freedoms Foundation confers top TV award on Post-Newsweek, highest radio citation goes to WJR Detroit.* **PAGE 39.** *Ohio State recognizes 69 for contributions to radio-TV.* **PAGE 40.**

**BEST BUYS IN TV** □ *Arbitron SuperSweep from fall 1975 says NBC-TV's Sanford and Son, CBS-TV's All in the Family and ABC-TV's Happy Days each lead two of six major demographics categories.* **PAGE 41.**

**N.Y. TIGHTENS GRIP** □ *Failure of some systems to observe old mandate prompts state to order that applications for pay-cable rates be filed by April 30.* **PAGE 46.**

**RCA MODIFIES VTR'S** □ *Recorders adapted for half-speed; Warner Cable buys four.* **PAGE 49.**

**BASEBALL RIGHTS** □ *Major leagues will get \$50.8 million in 1976 from stations and networks. That's \$6.6 million more than last year and reflects boom in sponsor sales.* **PAGE 50.**

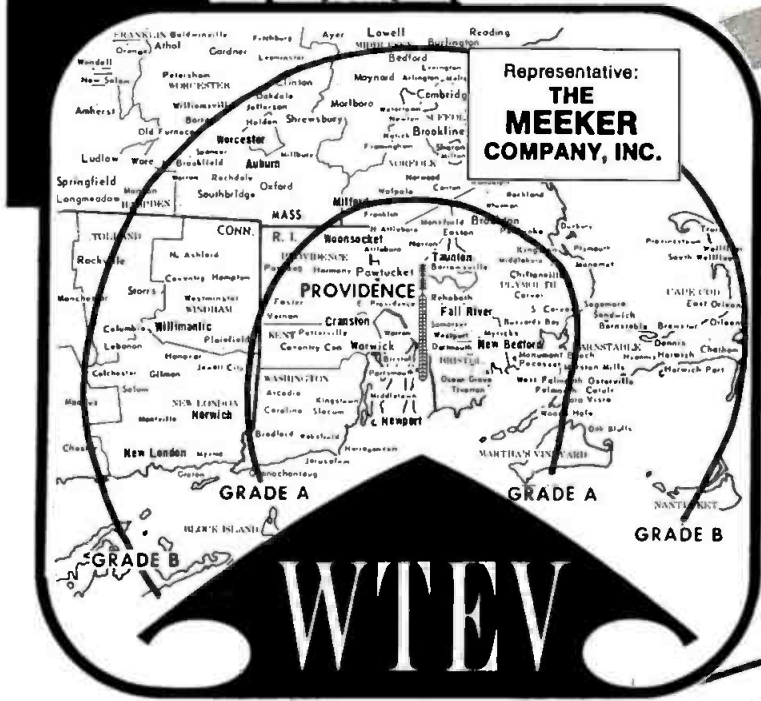
**IN CBS-TV'S CORNER** □ *Bob Wussler has changed face of CBS Sports in the 20 months since he took over. Many of his associates feel his success is one more step on his way to newer and bigger assignments.* **PAGE 81.**

Broadcast Advertising... 41	Closed Circuit..... 7	Finance..... 48	Playlist..... 63
Broadcast Journalism... 32	Datebook..... 14	For the Record..... 66	Profile..... 81
Business Briefly..... 10	Editorials..... 82	Media..... 27	Programming..... 37
Cablecasting..... 46	Equip. & Engineering... 49	Monday Memo..... 23	Stock Tables..... 79
Changing Hands..... 28	Fates & Fortunes..... 58	Open Mike..... 19	Where Things Stand..... 64

Broadcasting is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington. Single issue \$1 except yearend issue \$2.50. Subscriptions, U.S. and possessions: one year \$25, two years \$45, three years \$60. Canada add \$4 per year, all other countries add \$6 per year. U.S. and possessions add \$52 yearly for special delivery, \$65 for first class. Subscriber's occupation required. Annually: Broadcasting Yearbook \$23. Cable Sourcebook \$10.

# The Great Providence ADI is a spending market.

PROOF:  
**\$3,996,309,000**  
RETAIL SALES



To get your share of these purchasing dollars buy

# WTEV 6

PROVIDENCE, R.I. • NEW BEDFORD-FALL RIVER, MASS.  
NEW LONDON, CONN.  
Vance L. Eckerley, Manager

Source: Sales Management "Survey of Buying Power"

STEINMAN TELEVISION STATIONS

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



## Parity

It's now learned that one reason directors of National Association of Broadcasters voted at winter meeting to raise NAB president's salary to \$90,000-plus annually (BROADCASTING, Jan. 26) was to bring it up to level of salary now paid to Roy Danish, director of Television Information Office, NAB subsidiary. Mr. Danish's pay was quietly raised to \$90,000 at meeting of NAB Television Information Committee last year. When word belatedly reached NAB board members, they decided that \$75,000 previously paid Vincent Wasilewski, NAB president, was under market. Total budget for TIO, which was created years ago to dampen criticism of television, is now running some \$800,000 a year.

## Breathing room

Steering committee of Caucus of Writers, Producers and Directors, Los Angeles-based organization encompassing most of those who supply prime-time programs to television networks, has arranged to meet separately with network presidents (Fred Pierce of ABC-TV, Bob Wood of CBS-TV and, tentatively, Robert Howard of NBC-TV) to hash over issue of creative control. Meetings will be held after 1976-77 schedules are set.

Caucus members say that once series concept and stars have been approved, networks should stop interfering with individual scripts and with decision over cast and directors of particular episodes. "Why hire a top producer for a series if you're going to make him nothing more than a clerk?" asks one Caucus official.

## Heavy load

Effect of rebuild requirements on older 12-channel cable systems located near major markets—where often there are more than 12 must-carry signals—will be key subject addressed by California cable operators when they hold informal Washington reception (March 15) for FCC officials. Situation is particularly acute in San Francisco, Los Angeles and Sacramento-Stockton areas where systems are facing in excess of \$50-million rebuild requirements to accommodate all must-carry signals. California Community Television Association would like to see those systems given leeway to expand facilities as natural hardware obsolescence occurs.

## Missing personage

White House has quietly notified National Association of Broadcasters that President won't appear at association's annual

convention in Chicago March 21-24. Word is he's too busy to make trip. Same news will be given National Cable Television Association, which had invited Mr. Ford to speak at its convention April 4-7 in Dallas.

## Salvage

It turns out that President's television adviser, Robert Mead, was in one sense speaking for Mr. Ford in that talk that was warmly applauded by National Association of Television Program Executives two weeks ago (BROADCASTING, March 1; see also page 44, this issue). When he said broadcasters should be given five-year licenses and accorded same First Amendment rights enjoyed by print journalists, Mr. Mead was borrowing from speech President had planned to deliver at National Association of Broadcasters convention in Las Vegas last year but never did.

After approving final draft of speech that was written with audience's special interests and concerns in mind ("Closed Circuit," April 7, 1975), President was persuaded to talk instead about international and domestic affairs. Apparently, Mr. Mead decided some of original speech material was too good to waste.

## Winners weepers

Big question concerning Norman Lear's *Mary Hartman, Mary Hartman* is whether show can survive success. It's believed series will lose in excess of \$700,000 on first 26 weeks, half absorbed by Mr. Lear, other half by distributor, Rhodes Productions. Runaway ratings in number of markets have provided profit bonanza for stations that bought first time around (WNEW-TV New York, for example, is said to be clearing \$70,000 per week).

Go decision on another 26 rests on Lear-Rhodes ability to jack up prices second time around. Joker in that deck is that, in anxiety to get series accepted in first place, at least some deals (WNEW-TV's, for one) were written with second year's escalation already built in.

## Year of the shark?

There's discussion among cable people that 1977—year for renegotiating local franchises—could also be year for cable entrepreneurs to go after one another for franchises. Concern of small-system owners is that multiple-system operators, who have gone after few new franchises lately, may use 1977 as cheaper way to expand. After all, smalls reason, local franchise authority has already been sold on cable concept—only thing needed is promise of added trimmings.

## Broadcasters' slate

Don't bet yet on successor to venerated Mike Mansfield, majority leader, who has announced retirement. Insiders see number of contenders for election after next session convenes in January 1977. Favorite now is incumbent whip, Robert C. Byrd, of West Virginia. From broadcasters' standpoint on scale of one to 10, Senator Byrd would rate about six.

Here's how others expected to run would rate, based on past performances of interest to broadcasters: Edmund S. Muskie, of Maine, midway at five; Edward M. (Ted) Kennedy, of Massachusetts, maximum of three; Ernest S. Hollings, South Carolina, 10; Alan Cranston, of California, who has indicated he will run for whip, with Byrd succeeding Mansfield, 10, and Hubert H. Humphrey, of Minnesota (if lightning doesn't strike him for Presidency), broadcasters' favorite.

## Slow gestation

Nine months since it was first reported preparing fairness complaint against CBS for alleged underplaying of U.S. defense needs ("Closed Circuit," May 26, 1975), Institute for American Strategy is at last cranking up for filing. IAS researchers have been updating material published in its book, "TV and National Defense," analyzing CBS News coverage in 1972-73. John Fisher, IAS president, hopes that complaint will be ready in 90 days.

## Man with a cause

National Association of Broadcasters hasn't heard last of George Brooks, KCUE-AM-FM Red Wing, Minn., radio board member who presented NAB January board meeting with list of 16 grievances about NAB operations (BROADCASTING, Jan. 26). Mr. Brooks, accompanied by Victor Diehm Sr. of Hazleton Broadcasting Co., Hazleton, Pa., another radio board member, met with NAB President Vincent Wasilewski for four hours last Monday, and restated complaints, chief among which is that NAB has not had spectacular legislative or regulatory victory in years. He complained, too, about NAB executive committee domination of NAB policy and about "establishment" hold on NAB board.

Mr. Brooks has been collecting information and trying to corral allies for presentation to executive committee some time after annual Chicago convention. He says he has five board members on what he calls Committee for Creative, Innovative and Aggressive NAB (CIA) but won't name them because he fears they will be harassed.

**Don't Sign With NIS.**



# Unless You Can Handle Success.

## They can handle success.

**WERE Cleveland.**  
Audience levels up 13% in morning drive time in 16 weeks.

**WNNS-FM Louisville.**  
Nearly triple its audience from last spring.

**KHVH Honolulu.**  
Listeners up 26% in four months. Daytime audience up 74%.

## How about you?

You'll be programming a radio format with a decade of success behind it—all news and information. Your station will suddenly be the most prestigious in town.

So you'll have to know how to sell with big numbers. And, with your new upscale demographics, you'll have to get used to writing orders from the best clients in town, many brand-new to radio.

You'll begin to forget about those never-ending contests and fat music fees. They just aren't necessary with NIS.

Of course, there's getting used to working with NBC News. Up to 47 minutes an hour of news and information will be available to you from these pros. And you'll find they're good people to deal with.

We're at (212) 247-8300. But please don't call us if you can't handle success.



**NBC NEWS &  
INFORMATION  
SERVICE**

Source: ARB April/May 1975 & Oct./Nov. 1975 MSA, average quarter hour, adults 18+. Mon.-Fri. 6AM-10AM, Cleveland, Mon.-Sun., 6AM-Midn., Louisville, Mon.-Sun. 6AM-Midn., Mon.-Fri. 10AM-3PM, Honolulu. Note: Audience and related data are based on estimates provided by the rating services indicated and are subject to qualifications issued by these services. Copies of such qualifications are available on request.

**General Foods** □ For national rollout of its Cycle canned dog food, General Foods is investing about \$12 million in media advertising, with \$8-\$9 million allocated to TV over one-year period. Heaviest concentration will be in daytime and network TV, with spot TV used in selected markets at outset of introduction and expected to be expanded later. Grey Advertising, New York, is aiming to attract audience of women, 25 to 49.

**Allegheny Airlines** □ J. Walter Thompson, New York, has been chosen as new advertising agency for Allegheny Airlines, Washington, which has billings of approximately \$5 million. Estimated \$1.5 million of expenditures is in broadcast, largely in radio. Thompson assumes account on May 1 and replaces VanSant Dugdale & Co., Baltimore, airlines' agency since 1967. Allegheny advertises in almost 150 cities in 18 states and two Canadian provinces.

**Time Inc.** □ Three-month campaign for *Time* magazine will begin March 15 in limited number of TV markets, to run through late June. Spots are 30's geared to men, 18 to 49, and adults in general. Young & Rubicam, New York, is agency.

**Fiat** □ Continuing spring flights for import cars, using new creative material, will begin April-May cycle in 125 spot and network TV markets. Late fringe and prime-time 10's and 30's will be used. Flights vary in length from four to eight weeks depending on market. Theme is "A lot of car, not a lot of money!" Men, 18 to 34, are target. Agency is Carl Ally, New York.

**Sperry & Hutchinson** □ S & H Green Stamps are subject of spot-radio campaign scheduled to begin in late March and continue for 17 weeks. SSC&B Inc., New York, is putting together long list of markets, including Los Angeles, Dallas,

**Racing fans.** □ Kelly Springfield Tire Co., Cumberland, Md., through VanSant, Dugdale, Baltimore; Anheuser Busch (D'Arcy, MacManus & Masius, St. Louis); Airborne Freight Corp., Seattle (Soderberg & Bell, Seattle), and Amana Refrigeration, Amana, Iowa (Grey-North, Chicago) are sponsors of Kentucky Derby broadcast May 1 on CBS Radio and 15-minute special on race evening before, and of Preakness on May 15 and Belmont Stakes on June 5.

San Diego and Providence, R.I., to reach women, 18 to 49, via 60-minute spots in morning and afternoon periods.

#### **Gerber International Foods**

□ Division of Nestle Inc. will launch spot-TV spree during late spring and early summer for Price's cheese spread in 20 major markets. Via Wilson, Haight & Welsh Inc., Greenwich, Conn., Gerber is scheduling flights on May 7 for three weeks; June 21 for two weeks and July 19 for three weeks. Women, 25 to 54, will be target of campaign.

**Hartz Mountain** □ Various products will be highlighted in spot TV campaign in about 50 markets to begin later this month and run until late June. Via Hope Martinez Media Corp., New York, Hartz is buying fringe, prime-access and news periods to reach men and women, 18 to 49.

#### **Israel Government Tourist Office**

□ TV campaign begins mid-March for four to five weeks, promoting tourism in Israel with the theme, "This year, come and say Shalom." Fringe and prime-time 30's are set for six markets: Boston, Chicago, Los Angeles, Miami, New York and Philadelphia. Target audience is adults, 25 to 49. Doyle Dane Bernbach, New York, is agency.

**Stride Rite** □ Two-week spot-radio splurge will begin in late April for company's Stride Rite Booteries retail stores, promoting sneakers for boys and girls. Flight will be in 40 major markets using 60-second spots in day parts from 6 a.m. to 7 p.m. Quinn & Johnson, Boston, is targeting women, 25 to 34.

**Skil Corp.** □ Power tools by Skil Corp., Chicago, will be promoted in 34 television markets for five weeks, over seven-week period, beginning April 26. Fringe, news and sports 30's are targeted to men, 25-plus. Young & Rubicam, Chicago, is agency.

**Eureka** □ Vacuum cleaners by Eureka, division of National Union Electric Corp., Bloomington, Ill., will get TV push in 118 markets for three weeks beginning April 19. Daytime fringe 30's are targeted to women, 18 to 49. Young & Rubicam, Chicago, is agency.

**Speidel** □ Idents identification bracelets by Speidel, New York, will be advertised in 76 markets in campaign running April 12 to June 20. Women, 18 to 49, and teenagers, 12 to 17, are the target audiences for TV fringe 30's. Creamer, Colarossi,

**Rep appointments** □ WCMO(AM) Miami has appointed Buckley Radio Sales as national representative. KCMO(AM) Kansas City, Mo., has named Major Market Radio Inc., New York, as national sales rep. WPOC(AM) Baltimore and WCKY(AM) Cincinnati have appointed Eastman Radio, New York, as national representative. WILK(AM) Wilkes-Barre, Pa., has named McGavren-Guild, New York, as national rep. WKCI-FM New Haven, Conn., has appointed Kettel-Carter, Boston, as New England sales representative.

Basford, New York, is agency.

**Rath Packing** □ Wieners by Rath, Waterloo, Iowa, will be subject of 10-second ID's in all TV dayparts for four weeks, beginning March 15. Women, 25 to 49, in 12 markets are target audience. Full campaign of TV 30's is planned for spring. Theme is "Taste as good on the inside as they look on the outside." Earle Ludgin & Co., Chicago, is agency.

**Schwinn Bicycle** □ In its first major spot effort in several years, Schwinn will touch off TV and radio campaign in 20 markets on April 1 and continue for 13 weeks. George Bond & Associates, Chicago, is aiming to reach all-family audience through use of live personalities at stations. Tie-in advertising is expected from Schwinn dealers.

**Ronson** □ Spot-TV effort for Ronnie lighters this spring is being prepared in two flights—first running from April 5 for two weeks and second from May 10 for two weeks. Scheduled for 12 major markets, spot-TV activity is being handled by Norman, Craig & Kummel, New York, which is aiming for time periods catering to adults, 18 to 49.

**Gillette Safety Razor** □ New razor by Gillette, Boston, called Good News, will debut in mid-April campaign on three networks. Introductory flight will last through August, to be followed by three more flights during year. TV fringe 30's are targeted to men, 18 to 49. Benton & Bowles, New York, is agency.

**Miller-Morton** □ Company's Sergeant's flea collars, Chap Stick lip balm and Lip Quencher lipstick will be promoted this spring and summer in over 100 TV markets. Women, 18 and over, will be target audience. Commercials will appear



**WLWT Cincinnati is the best in its market.**

**So is Katz Television.**

You don't have to be big to be the best, but being big helps WLWT serve Cincinnati better.

Katz TV American is now selling for WLWT. Fourteen Katz sales offices, backed up by the biggest

sales research, promotion and audience development staff in the business, are selling the best station in Cincinnati.

Being big helps Katz serve stations better.



**WLWT. Katz. The best.**



## BAR reports television-network sales as of Feb. 22

ABC \$126,281,800 (31.5%) □ CBS \$137,585,600 (34.3%) □ NBC \$136,867,200 (34.2%)

Day parts	Total minutes week ended Feb. 22	Total dollars week ended Feb. 22	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	136	\$ 748,800	912	\$ 5,143,100	\$ 4,551,400	+13.0
Monday-Friday 10 a.m.-6 p.m.	1,005	11,994,600	7,393	88,406,200	79,442,900	+10.6
Saturday-Sunday Sign-on-6 p.m.	297	5,407,200	2,337	54,072,200	36,811,100	+46.9
Monday-Saturday 6 p.m.-7:30 p.m.	99	2,923,100	763	22,370,900	19,591,800	+14.2
Sunday 6 p.m.-7:30 p.m.	25	956,800	183	8,362,700	3,949,700	+111.7
Monday-Sunday 7:30 p.m.-11 p.m.	397	28,212,100	3,089	196,980,900	189,287,200	+ 4.1
Monday-Sunday 11 p.m.-Sign-off	188	3,219,300	1,420	25,398,600	22,522,200	+12.8
<b>Total</b>	<b>\$2,147</b>	<b>\$53,461,900</b>	<b>16,097</b>	<b>\$409,734,600</b>	<b>\$356,156,300</b>	<b>+12.5</b>

Source: Broadcast Advertisers Reports

in day, fringe and prime time. Creative is being handled by Compton Advertising and Dancer-Fitzgerald-Sample, both New York. Media placement is being handled by Mil-Mor Advertising, Richmond, Va.

**Shulton** □ Old Spice aftershave and

cologne by Shulton Inc., division of American Cyanamid Co., Clifton, N.J., is subject of three-month campaign to begin April 19. TV fringe 30's are pegged to men, 18 to 49, in substantial number of markets. Norman, Craig & Kummel, New York, is agency.

### Menley & James Laboratories

□ A.R.M. Allergy Relief Medicine by Menley & James, Philadelphia, will be subject of month-long campaign beginning April 26 in 21 markets. TV fringe 30's will be targeted to total women. Ogilvy & Mather, New York, is agency.

**B.F. Goodrich** □ Radio campaign for B.F. Goodrich Tire Co., Akron, Ohio, is scheduled to run four weeks beginning April 5 in substantial number of markets. Target audience is men, 25 to 64. Grey Advertising, New York, is agency.

**Bancroft Sporting Goods** □ On behalf of its tennis equipment, this division of Colgate-Palmolive is stringing together spot-TV campaign in 20 markets for four weeks, starting in early April. Norman, Craig & Kummel, New York, is directing its buys toward men and women, 18 to 34.

**Stokely-Van Camp** □ Gatorade drink, aimed at active, young men, is poised for spot-TV campaign in about 40 markets, principally in South and Midwest, for six weeks, starting in mid-April. Clinton E. Frank Inc., Chicago, is setting sights on audience of men, 18 to 34, via participations on sports and news programs.

**Hunt-Wesson** □ Various products will be featured in 13-week spot TV flight in extensive list of markets with number varying according to product. SFM Media Service Corp., New York, is buying and is seeking to reach women, 25 to 49.

**Sambo's Restaurants** □ Chain of 585 family restaurants is scheduled to break with six-week spot-TV campaign in about 60 markets in mid-April. Larson/Bateman Inc., Santa Barbara, Calif., is seeking to reach men and women, 25 to 49, and children, 6 to 11.

**Amalié Refining** □ Company's motor oil will be advertised via spot TV in 35 markets in South and Southwest, starting April 15 for 14 weeks. Bloom Advertising, Dallas, is directing campaign to men, 18 to 49.

**Jovan** □ Various fragrances by Jovan Inc., Chicago, will be promoted in 20 markets in two-week flight beginning April 29, followed by pre-Father's Day push June 10-18. Fringe and daytime TV 30's feature men's colognes and aftershave, women's perfume and cologne. Target audiences are men and women, 18 to 49. J. Walter Thompson, Chicago, is agency.

### Germaine Montell Cosmetics

□ Various products by Germaine Montell, New York, will be promoted in special-offer campaign to run nine days only, beginning April 16. TV fringe and prime-time 30's will run in 19 markets, geared to target audience of total women. Tatham-Laird & Kudner, New York, is agency.

**Starting now,  
local radio advertising  
as we know it will no longer exist.**

**MASTER  
PLAN**

**Great advertising that works. Created by Chuck Blore and produced by TM.**

Preview it at the NAB, Hilton Suite 2306—Or call Jerry Atchley collect — (214) 634-8511

1349 Regal Row Dallas, Texas 75247

**TM**  
TM Productions, Inc.



# Monday Memo®

A broadcast advertising commentary from Paul H. Levy, public relations director, Bernstein/Rein & Boasberg, Kansas City, Mo.

## Broadcasting backs up a bell-ringer promotion

Though this story is not primarily broadcast, we feel that it is a perfect example of a low budget advertiser using television and radio in an exacting way to maximize the effectiveness of a promotional campaign.

Bernstein/Rein & Boasberg, now in its 12th year, acquired in its early stages the account for Mount Moriah funeral home and Mount Moriah Terrace Park. The two were traditionally moderate TV advertisers, featuring their services in their spots.

In early 1975, Garnet Waddill, president of Mount Moriah, wanted something other than the direct-sell approach and proposed a public relations program that would widen awareness in the community of Mount Moriah. His idea was to purchase a full-size replica of the Liberty Bell and tour it throughout the Kansas City, Mo., metropolitan area.

The account team immediately began gathering all the information it could on the original Liberty Bell and on the awareness of the bell in the Mount Moriah marketing area. Within a few weeks, Mr. Waddill placed the order for the bell from a foundry in Annecy le Vieux, France, for nearly \$9,000. The agency proceeded to develop a public relations and marketing plan that would create and maintain a strong identification of Mount Moriah with the Liberty Bell.

We named the program "Proclaim Liberty Throughout the Land" after the Biblical inscription on the side of the bell. It soon became the first commercially sponsored program endorsed by the Kansas City Bicentennial Commission.

We designed a program incorporating the bell as part of a total living experience. Not only would people learn about the bell's history, but they would also touch and hear the bell, and meet a person representing that era.

A 15-minute audio-visual presentation was researched and produced by the agency that dramatically traces the history of the bell. A history teacher was employed to accompany the bell and present the program dressed in the long gown and bonnet typical of the Revolutionary War period. Our colonial lady, Joan Green, has since become the resident expert on the Liberty Bell. After presenting a slide show, talking and answering questions, she hands out a framable picture of the bell with a brief history printed on parchment tone stock.

The bell itself—all 2,080 lbs. of it—is mounted on a carpeted trailer that allows visitors to walk up close to the bell, ring it,



Paul H. Levy has a wide public relations and news media background, including work with seven newspapers and as director of a national public relations program for the city of Kansas City, Mo. Mr. Levy is public relations director of Bernstein/Rein & Boasberg, a full service advertising, marketing and public relations agency based in Kansas City, with offices in Denver, Phoenix and Las Vegas.

then step down the other side. A 13-star flag flies from one corner. When not in use, the bell is parked in front of Mount Moriah, facing a busy street. It has been the center of attention in parades, major Bicentennial events, and while being pulled along Kansas City's streets and highways.

To introduce the bell and our colonial lady to the Kansas City community, the agency organized an inaugural ceremony held at the Liberty Memorial, a landmark honoring the World War I dead. Kansas City Mayor Charles Wheeler was the keynote speaker and Representative Richard Bolling (D-Mo.) was the guest speaker. A number of state and local dignitaries also attended as guests. From the news coverage of the inauguration—the bell became an instant success. We had established an immediate high level of awareness of the bell and of Mount Moriah as the backer of the community project.

Reservations for bell appearances came in at a steady pace each day for the next couple of weeks. At this point most of the

reservations were from civic and social organizations; the fall term for the public schools would not begin for another three weeks. To assure that all the schools in the metropolitan area were aware of the program (offered free of charge) we decided to produce a 30-second commercial graphically depicting the bell and giving reservation information. The buy included 14 spots on one and 18 on another station over a two-week period. From the first day the spots aired, our phones rang off the hook. Starting from the inauguration ceremony July 19 to the end of the year, well over 100 programs were presented to schools, organizations, and at civic events, all from the limited TV and radio exposure mentioned above plus a number of news articles in suburban newspapers. On top of that, the bell has already been booked for more than 130 presentations in 1976.

It was decided to concentrate our efforts on TV for several reasons. The bell is so striking that it must be shown in full color and in three dimensions. Adding to the impact of the bell were close-ups of the inscriptions stamped around the bell's crown. Our colonial lady also needed to be introduced in the commercial, to add to the authenticity of the bell. And to let everyone know that the bell was not an un-touchable monument, we added a resounding ring for an added audio effect.

News releases are sent to area newspapers each time the bell makes an appearance, generally accompanied by photos showing each group ringing the bell. A striking photo release resulted when our photographer covered a visit to a camp for handicapped children. The colonial lady tied a long piece of rope to the bell's clapper, allowing the children to ring the bell from their wheelchairs. The excitement on the faces of those youngsters became an unforgettable photograph.

The Liberty Bell became a winner as did Mount Moriah. Mount Moriah's name—though kept low-keyed and never mentioned verbally at bell appearances—has established and sustained an extremely strong awareness throughout the city among varying age groups.

Thus far, the program has directly reached an estimated 33,400 adults and school-age children in Kansas City. Total impressions through radio and TV spots and news coverage amounted to 3,719,800 or more than 3.5 times per person in their four-county market area. And the beautiful part of the story is that the bell program will have an extended life well past the Bicentennial. It will be a year-after-year repeater in schools and at luncheons, dinners and a variety of civic events. Mount Moriah is making its mark, thanks to a little help from its friends: the electronic media.

■ indicates new or revised listing

## This week

**March 7-9**—Ohio Cable Television Association annual convention. Marriott Inn, Columbus.

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

**March 8-10**—Fifth annual seminar for client stations of *The BIAS (Broadcast Industry Automated System) Division of Data Communications Corp.*, Memphis. Speakers will be Terry Bate, Broadcast Data Services which operates BIAS system in London, and Frank U. Fletcher, Washington communications attorney. Regency hotel, Memphis.

**March 10**—FCC's deadline for comments on proposed rulemaking to allow captioning of TV programs for the deaf using vertical blanking interval (Docket 20693). Reply comments are due March 24. FCC, Washington.

**March 12**—FCC's new deadline for comments on proposed changes of mandatory regulation of cable system rates by local or state franchising authorities (Docket 20681). Replies are now due April 9. FCC, Washington.

■ **March 12-14**—South region meeting of *Women in Communications Inc.* Saturday luncheon speaker will be Judy Woodruff, NBC Southeast regional correspondent. Town House, Atlanta.

**March 14**—First open board meeting of *National Public Radio*. Senate room of Statler Hilton hotel, Washington.

## Also in March

**March 15**—Deadline for entries in annual *Broadcast Promotion Association/Michigan State University* awards competition for excellence in broadcast promotion. Twenty categories established, including new one for community events or attractions. Open to BPA member and nonmember stations. For information and entry forms: BPA, Box 5102, Lancaster, Pa. 17601.

**March 15**—Deadline for submission of entries for *Radio and Television News Directors Foundation Scholarship Awards*. Submissions are to be made to department head of applicant's school. Eligible: any sophomore or advanced undergraduate whose objective is broadcast news and who has declared a major in broadcast journalism. Interested students should submit sample 15-minute radio or TV news script prepared by applicant along with statement of interest in the career field.

**March 15**—Deadline for applications for six scholarships in 1976-77 academic year provided by *The Sigma Delta Chi Foundation of Washington, D.C.* Applicants must be full-time students in sophomore or junior year at a college or university in Washington area. Applications and correspondence: Theodore F. Koop, president, SDX Foundation of Washington, D.C., 2737 Devonshire Place, N.W., Apartment 7, Washington 20008.

**March 15-19**—Public Radio Conference for non-commercial public radio professionals, sponsored by the *Association of Public Radio Stations, Corporation for Public Broadcasting and National Public Radio*. Statler Hilton hotel, Washington.

**March 16-17**—*New York State Cable Television Association's* spring meeting; Rowntowner Motor Inn, Albany.

■ **March 17**—Deadline for entries for *New York Women in Communications* sixth annual Matrix awards, to be presented at annual dinner in May. Nominations for broadcast, advertising, print and public relations submissions should be sent to Anita Diamant, 51 East 42nd Street, New York 10016; (212) 533-9242.

**March 17-18**—*Kentucky CATV Association* spring

meeting. Continental Inn, Lexington.

**March 18**—FCC's deadline for comments on AM clear channel proceedings to allow I-A clears to operate with greater than 50 kw. Replies are due April 19. FCC, Washington.

**March 18**—*Women in Communications Inc.*'s Jacob Scher Awards (for reporting) dinner. Ritz-Carlton hotel, Chicago.

■ **March 18-19**—*Arkansas Cable Television Association* meeting. Ramada Inn, Fort Smith.

**March 18-20**—*Alpha Epsilon Rho The National Honorary Broadcasting Society*, 34th annual conven-

## Major meetings

**March 21-24**—*National Association of Broadcasters* annual convention, Chicago. 1977 convention will be March 27-30, Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2.

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

**May 5-9**—*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.

**May 12-15**—Annual meeting, *American Association of Advertising Agencies*. Greenbriar hotel, White Sulphur Springs, W. Va.

■ **June 3-5**—*Associated Press Broadcasters* annual meeting. Marquette Inn, Minneapolis. 1977 meeting will be held in St. Louis; site and date to be announced.

**June 13-17**—*National Association of Broadcasters* board meeting, Washington.

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

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

**Sept. 19-22**—*National Radio Broadcasters Association* 1978 Conference & Exposition. Hyatt Regency Embarcadero, San Francisco. Chicago will be 1977 site.

**Oct. 13-16**—Annual meeting, *Association of National Advertisers*. Broadmoor hotel, Colorado Springs.

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

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

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

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

■ **Feb. 12-16, 1977**—*National Association of Television Program Executives* 14th annual conference. Fontainebleau hotel, Miami.

tion. Sheraton-Blackstone hotel, Chicago. Information: Andy Orgel, AER president, c/o CBS Radio, 524 West 57th Street, New York 10019; (212) 975-2021.

**March 19**—*Pacific Pioneer Broadcasters* luncheon and presentation of Carbon Mike Award to Lowell Thomas. Art Linkletter will be emcee. Sportmen's Lodge, Studio City, Calif.

■ **March 19-20**—*Louisiana Association of Cable TV Operators*. Best Western Motel, Lafayette.

■ **March 19-20**—Eighth annual *Country Radio Seminar*. Agenda and speakers will focus on programming subjects, including engineering, audience and music research and FCC interpretations. Airport Hilton Motor Inn, Nashville. Registration: Country Radio Seminar, P.O. Box 12617, Nashville 37212.

**March 19-20**—*American Forces Radio and Television Service* annual worldwide conference. Conrad Hilton, Chicago.

**March 19-21**—Pacific Northwest region meeting of *Women in Communications Inc.* Battelle Research Center, Seattle.

■ **March 21**—*Association of Maximum Service Telecasters* annual membership meeting. Conrad Hilton hotel, Chicago.

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

**March 24**—*Electronic Industries Association* government-industry dinner. Mayflower hotel, Washington.

**March 24**—Forum on comparative advertising, sponsored by *United States Trademark Association*. Co-chairmen: Byron Hackett, J. Walter Thompson Co., and Lionel Wetnick, BBDO, both New York. Speakers: Robert L. Froelich, Ted Bates & Co.; Stockton Helffrich, National Association of Broadcasters; Alfred Schneider, ABC; Stephen A. Nye, Federal Trade Commission; Roland P. Campbell, National Advertising Division, Council of Better Business Bureaus; Kathryn Feakins, Ogilvy & Mather, and Gilbert Weil of Weil Gutman & Davis. Plaza hotel, New York.

**March 26-27**—*Alabama Cable Television Association* annual award meeting. George Lindsey, who sponsors *Celebrity Golf Weekend* in Montgomery, Ala., to aid special Olympics for Alabama's handicapped children, will receive *Citizen of the Year Award*. Kahler Plaza hotel, Birmingham.

**March 26-29**—Eighth annual international conference of the *International Industrial Television Association*. Sheraton-Anaheim hotel, Anaheim, Calif.

**March 29**—Kickoff banquet for *The Personal Communications Two-Way Radio Show* (March 30-April 1). FCC Commissioner Robert E. Lee will be keynote speaker. Las Vegas Convention Center, Las Vegas.

**March 31**—Sixth annual Communications Day of *Graham Junior College*, Boston.

**March 31**—*Council of Churches of the City of New York* 12th annual broadcast awards luncheon. Americana hotel, New York.

## April

**April 1**—FCC's new deadline for comments on its inquiry into release of American TV programs to Canadian stations before broadcast in U.S. (Docket 20649). Replies are due April 16. FCC, Washington.

**April 1**—Deadline for applications for fellowships in the humanities for journalists for the 1976-77 academic year, sponsored by the *National Endowment for the Humanities*. Twelve will be at the University of Michigan, 12 at Stanford University. For applications or information: Director, Fellowships in the Humanities for Journalists, 3564 LSA building, University of Michigan, Ann Arbor 48109, or C-3, Cypress Hall, Stanford University, Stanford, Calif. 94305.

■ **April 2**—FCC's deadline for comments on pro-

posed relaxation of TV tuning accuracy standard for channels 70-83 (Docket 20719). Replies due April 16. FCC, Washington.

**April 2-3**—Region 7 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in South Dakota, Nebraska, Kansas, Iowa, Missouri and at Southern Illinois University-Edwardsville, Wichita, Kan.

**April 2-3**—Region 10 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Washington, Oregon, Idaho, Montana and Alaska. Alderbrook, Wash.

**April 2-4**—Region 11 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in California, Nevada, Arizona and Hawaii. Nugget hotel, Reno.

■ **April 2-4**—Great Lakes region meeting of *Women in Communications*. Myrna Oliver, *Los Angeles Times* reporter, will speak. Indiana Memorial Union, Indiana University campus, Bloomington.

■ **April 3**—*Women in Communications Inc.* celebrity breakfast. Tarrant County Convention Center, Fort Worth.

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

**April 4-7**—*Association of National Advertisers* sales promotion conference, Hyatt hotel, Winston-Salem, N.C.

**April 5**—FCC's new deadline for comments on commission's inquiry as to its role in format changes at radio stations (Docket 20682). Previous date was Feb. 19. Replies are now due May 5. FCC, Washington.

■ **April 5-8**—*Washington Journalism Center* conference on "The Crisis of the Cities" to provide perspective on such key issues as the future of the central cities, urban problems and race relations, the role of government employe unions in cities today and proposals for federal aid to cities. Fifteen speakers in and outside of government will lead discussions. 2401 Virginia Avenue, N.W., Washington.

**April 7-8**—*Kentucky Broadcasters Association's* spring convention. Stouffers Inn, Louisville.

■ **April 9-10**—New England chapter of *American Women in Radio and Television* 24th annual meeting. Sheraton Tara hotel, Framingham, Mass. Contact: John Sanborn, WCVB-TV Boston: (617) 449-0400.

**April 9-10**—*Women in Communications Inc.* South-west region meeting. Holiday Inn, Denton, Tex.

**April 9-10**—Region 2 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Maryland, District of Columbia, North Carolina, Virginia. University of Maryland, College Park.

**April 9-10**—Region 4 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Michigan, Ohio, western Pennsylvania and West Virginia. Ramada Inn, Morgantown, W. Va.

**April 9-10**—Region 5 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Illinois, Indiana and Kentucky. Ball State University, Muncie, Ind.

**April 9-10**—Region 6 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in North Dakota, Minnesota and Wisconsin. University of Wisconsin-Madison.

**April 9-10**—Region 9 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Wyoming, Utah, Colorado and New Mexico. Little America motel Cheyenne, Wyo.

**April 10**—*Iowa Broadcast News Association* annual seminar. Iowa Memorial Union, Iowa City, and Carousell Inn, Coralville. Information: Thomas Bauer, School of Journalism, University of Iowa, Iowa City 52242.

**April 12**—Presentation of *Janus Awards*, designed to recognize excellence in financial news programing, at Mortgage Bankers Association of America national conference. Washington.

**April 12**—Broadcasting Day, sponsored by *Florida Association of Broadcasters* and *College of Journalism and Communications, University of Florida*. Reitz Union, Gainesville.

**April 12**—*Florida Association of Broadcasters* and *University of Florida College of Journalism & Communications* 18th annual Broadcasting Day. J. Wayne Reitz Union, campus of UF, Gainesville.

**April 14**—*New England Cable Television Association* annual meeting. Holiday Inn-Downtown, Portland, Me.

■ **April 15-18**—*American Advertising Federation* fourth district convention. Speakers will include Dr. Mortimer Fineberg, Psychological Associates Inc.; William Sharp, advertising manager, Coca-Cola Co.; Mark Tully, vice president and advertising manager of Maison Blanche, New Orleans. Hilton hotel, Tallahassee.

**April 16-17**—Region 12 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Arkansas, Louisiana, Mississippi and western Tennessee. University of Arkansas, Little Rock.

**April 16-17**—*Georgia UPI Broadcasters* conference. Royal Coach Inn, Atlanta.

**April 21-23**—*Indiana Broadcasters Association* spring meeting. Rodeway Inn Airport, Indianapolis.

**April 21-23**—*International Radio and Television Society* 13th annual college conference. Richard Pinkham Jr., CBS Television Sales, chairman. Biltmore hotel, New York. Contact: IRTS, 420 Lexington Avenue, New York, N.Y. 10017; (212) 532-4546.

**April 22-23**—*Institute of Broadcasting Financial Management-Broadcast Credit Association* quarterly board of directors meeting. Sheraton-Boston hotel, Boston.

**April 22-24**—*Kansas Association of Broadcasters* spring convention. New Hilton Inn, Wichita.

**April 23-24**—SDX Distinguished Service in Journalism Awards and Region 1 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in New York, central and eastern Pennsylvania, New Jersey, Delaware and all of New England. Rochester, N.Y.

**April 23-24**—Region 8 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Oklahoma and Texas. Austin, Tex.

**April 23-24**—*New Mexico Broadcasters Association* annual meeting. Hilton Inn, Albuquerque.

■ **April 23-24**—Annual meeting of *International Broadcasters Idea Bank*. Host: WPOC-FM Baltimore. Cross Keys Inn, Baltimore.

**April 23-25**—*Women in Communications Inc.* Northeast region meeting. Chatham Center, Pittsburgh.

**April 24**—*Sigma Delta Chi* annual Distinguished Service Awards banquet. Rochester, N.Y.

**April 24-25**—*Ohio AP Broadcasters* spring meeting. Carrousel Inn, Columbus.

■ **April 25**—*International Broadcasters Idea Bank* sales seminar. Cross Keys Inn, Baltimore.

**April 25-27**—*Chamber of Commerce of the United States* 64th annual meeting. Theme will be "200 Years of Prologue." 1615 H Street, N.W., Washington.

**April 25-27**—*Canadian Association of Broadcasters* annual meeting. Chateau Laurier, Ottawa.

**April 25-30**—Annual Broadcast Industry Conference, sponsored by *San Francisco State University*. SFSU campus, San Francisco.

**April 29-30**—*Minnesota Broadcasters Association* spring meeting. L'hotel Sofitel, Minneapolis.

## May

**May 3-5**—*National Association of Broadcasters* annual conference for state broadcast association presidents and executive directors. Mayflower hotel, Washington.

■ **May 4-5**—Annual convention, *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

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

■ **May 7-8**—Conference on "Communications Policy in the Public Interest," sponsored by *City of Boulder, Colo., Boulder Public Library and Community Free School of Boulder*. Purpose is to inform/involve

# DOUBLEDAY MEDIA INTRODUCES:



Dan Hayslett  
National Sales Manager



Dick Anderson  
General Manager



Bob Magruder  
Regional Sales Manager

Call us in Dallas  
(214) 233-4334



Doubleday Media

Brokers of Radio, TV, CATV and Newspaper Properties



**Ara Parseghian  
would rather build up a kid  
than run up a score.**





Start with highlights of top junior sports competition filmed on location around the country.

Add superstars demonstrating and talking about their particular sports.

Then add Ara Parseghian as the host and commentator.

You have a new weekly half hour of fast-moving sports action called "Ara's World of Sports." With the all-important additional ingredient of Ara Parseghian's own sensible approach to sports for youngsters, in which building character and teaching discipline are more important than running up a score.

Ara says participation is more important than competition, and competition is more important than winning. He stresses having fun, working hard, cooperating with teammates and doing your best.

It's an approach to sports that doubles as an approach to life for young people everywhere. And it's what makes "Ara's World of Sports" a great new series that will attract more than a crowd of young viewers.

Count on an all-family audience, with parents watching alongside their children. Because this is precisely the kind of programming parents are demanding of television. And it is programming that is gaining the strong support of concerned government agencies as well as schools and civic associations on the local level.

Call today for this advertiser-sponsored series that will build much more than an audience for your station.

# **"ARA'S WORLD OF SPORTS"**

**Now booked in 33 markets by Viacom.**

Join us at the NAB, Suite 1423 of the Hyatt Regency Chicago.



citizens in the media. Principal speakers include FCC Commissioner James H. Quello, Representative Timothy Wirth (D-Colo.), Charles B. Howe, state representative, and James Richards, Office of Communications for United Church of Christ. Panelists will include representatives of various government and state agencies, broadcast organizations, citizen groups, trade press, universities and research and motivation companies. Boulder Public Library and Boulder City Council chambers. Contact: Tom Cross, project director, P.O. Box 791, Boulder 80302; (303) 441-3009.

■ **May 10**—FCC's deadline for comments on commission's review of rules regulating network radio broadcasting (Docket 20721). Replies due June 7. FCC, Washington.

■ **May 11**—Connecticut Broadcasters Association spring convention. Western Connecticut State College, Danbury.

■ **May 12-14**—Washington State Association of Broadcasters spring meeting. Red Lyon Motor Inn, Pasco.

■ **May 12-15**—Annual meeting. American Association of Advertising Agencies. Greenbriar hotel, White Sulphur Springs, W. Va.

■ **May 12-16**—Pennsylvania Association of Broadcasters annual convention. Britannia Beach hotel, Paradise Island, Nassau.

■ **May 13-14**—Ohio Association of Broadcasters spring convention. Speakers include John Eger, acting director of Office of Telecommunications Policy; Ray Seddon, FCC chief of Emergency Broadcast System; Paul Peterson, Federal Trade Commission, and Carl Stevens of Personnel Management Workshops. Sawmill Creek, Huron.

■ **May 13-16**—Western Advertising Conference, sponsored by Western States Advertising Agencies Association. Friday luncheon speaker will be Erwin D. Canham, editor emeritus. *The Christian Science Monitor*, and past president of U.S. Chamber of Commerce. Canyon hotel, Palm Springs, Calif.

■ **May 16-18**—Illinois-Indiana Cable Television Association 12th annual convention. Forum 30 hotel, Springfield, Ill.

■ **May 17-18**—Virginia Cable Television Association spring conference. Holiday Inn, Afton Mountain, Waynesboro. Contact: Ron Roe, 560 Patton Street, Danville, Va. 24541; (804) 797-4131.

■ **May 17-18**—Kentucky CATV Association spring convention. Continental Inn, Lexington.

■ **May 20-21**—FCC-Federal Trade Commission joint panel discussions on over-the-counter drug advertising. FCC, Washington.

■ **May 20-22**—Iowa Broadcasters Association management conference. Des Moines.

■ **May 21-22**—Public Radio in Mid-America (PRIMA) spring convention. KIOS-FM Omaha, Neb.

■ **May 25-28**—Annual convention, ABC-TV affiliates. Century Plaza hotel, Los Angeles.

■ **May 27-30**—Missouri Broadcasters Association spring meeting. Rock Lane Lodge, Table Rock Lake, Branson.

■ **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, West Germany.

## June

■ **June 3-4**—Fifth annual national Public-Cable Conference. Campus Kutztown State College, Kutztown, Pa. Contact: Dr. Robert P. Fina, executive director of Public-Cable, Kutztown State College.

■ **June 3-5**—Associated Press Broadcasters sixth annual convention. William Sheehan, ABC News president, will be keynote speaker. FCC Chairman Richard Wiley will be featured speaker. Marquette Inn, Minneapolis.

■ **June 3-5**—Oregon Association of Broadcasters spring conference. Sunriver Lodge, Bend.

■ **June 4-5**—North Dakota Broadcasters Association spring meeting. Artclare motel, Devils Lake.

■ **June 5-9**—American Advertising Federation's 71st annual convention. Statler-Hilton hotel, Washington.

■ **June 6-25**—Eighth annual Institute for Religious Communications. Loyola University, New Orleans. Contact: Dr. James L. Tungate, IRC, Loyola University, Box 201, New Orleans 70118; (505) 866-5471.

■ **June 8-11**—Annual convention of National Broadcast Editorial Association. Mayflower hotel, Washington.

■ **June 10-12**—Florida Cable Television Association annual convention. Don-Ce-Sar Hotel, St. Petersburg Beach.

■ **June 10-12**—South Dakota Broadcasters Association annual meeting. Holiday Inn of Northern Black Hills, Spearfish.

■ **June 10-13**—Mississippi Broadcasters Association 35th annual convention. Phil Brady, WAPF(AM) McComb, is convention chairman. Sheraton hotel, Biloxi.

■ **June 12-15**—Television Programing Conference (TVPC), Marco Island, Fla. Contact: Tay Voye, secretary for TVPC, WTVJ(TV) Miami.

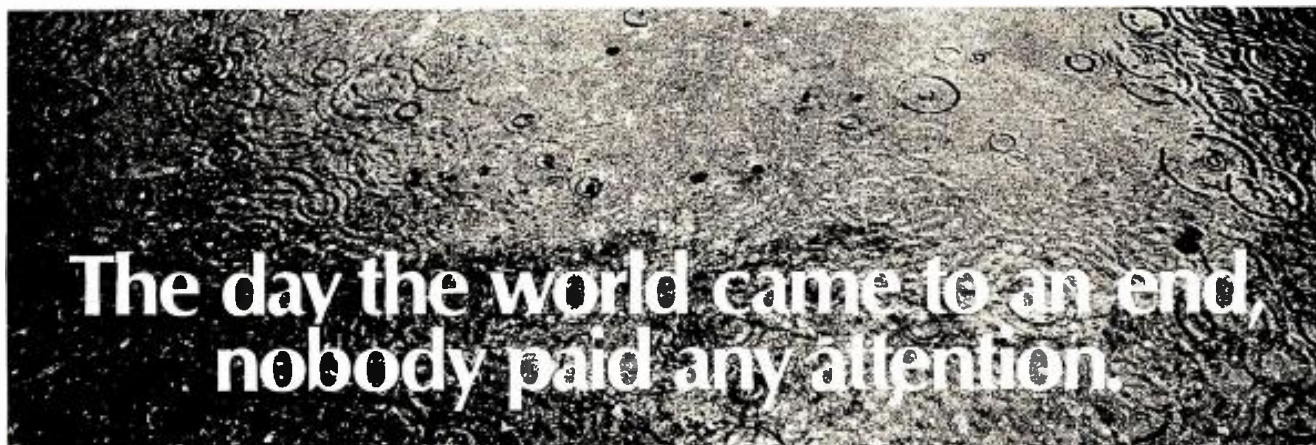
■ **June 13-16**—1976 Summer Consumer Electronics Show, sponsored by Consumer Electronics Group, Electronic Industries Association. McCormick Place, Chicago.

■ **June 13-16**—Video Systems Exposition and Conference, third annual video hardware exhibit, held concurrently with summer Consumer Electronics Show. McCormick Place, Chicago.

■ **June 13-16**—Florida Association of Broadcasters 41st annual convention. Breakers hotel, Palm Beach.

■ **June 13-17**—National Association of Broadcasters board meeting. Washington.

■ **June 14-18**—Broad/Comm '76, exhibition of broadcasting and communications equipment. Participation is limited to U.S. manufacturers. U.S. Trade Center, Mexico City. Information: Mary R. Wiening, project officer, Office of International Marketing, Domestic and International Business Administration, Dept. of Commerce, Washington 20230.



The day the world came to an end,  
nobody paid any attention.

The International Lutheran Laymen's League presents, free, for your Easter Week and Easter Sunday programming, a meaningful and moving drama: "Business as Usual." 30 minutes (29:00) long, it is the story of the world poised on the brink of the Flood—and ignoring it. Modern, biting, entertaining and apt, it will make your Holy Week programming unusually significant and appealing. It's yours, at no charge whatsoever, if you'll fill in the coupon.

**EASTER SPECIAL, 2185 Hampton Ave., St. Louis, Mo. 63139**


Please send me the disc of 'Business As Usual.'

Name \_\_\_\_\_

Station \_\_\_\_\_

Street \_\_\_\_\_

City, State, Zip \_\_\_\_\_



INTERNATIONAL LUTHERAN LAYMEN'S LEAGUE, 2185 Hampton Avenue, St. Louis, Mo. 63139



## More troops needed

EDITOR: It is a matter of record that radio revenues from national advertisers have had no real growth for many years. FCC reports show that in 1950 national advertisers spent \$124,600,000 in network radio and \$118,000,000 in national spot, split among 2,086 AM radio stations and 733 FM stations. The grand total came to \$343,400,000.

In 1974, national advertisers spent \$60,300,000 in network radio and \$386,800,000 in spot, a total of \$447,100,000, split among 7,500 stations.

By any yardstick, a 30% growth over 25 years is no growth. In fact, it is zero, if not minus, if you consider that the revenue is now split among roughly two and a half times the number of stations that were on the air in 1950 and that the 1974 dollar is worth only a fraction of the 1950 dollar.

The Radio Advertising Bureau does its very best to get the collective mind of broadcasters thinking in a positive direction, but while the RAB can point the way, it is still up to the broadcaster to formulate and execute practical sales approaches to national advertisers which will result in a higher level of acceptance for the medium and higher national revenues for the broadcaster.

At present, the specialized activity of reactivating national advertisers to the use of radio consists of a few individuals who operate independently of one another under the banner of a major radio network, a station group or a radio representative firm. It is fair to state that there is now enough tangible return from the few individuals in this specialized activity for the three major components to justify a much greater emphasis in terms of money and manpower investment, thereby assuring substantial real growth of national dollars in the years ahead.

The big question now for the individual broadcaster, whether the scope of his operation is national, regional or local: How important is the real growth of national business to my operation? It's a question he might want to kick around with other radio broadcasters at the upcoming National Association of Broadcasters convention in Chicago. —James A. Brown Jr., vice president, business development, Golden West Broadcasters, San Francisco.

## Understated

EDITOR: Thank you for your excellent coverage of the National Association of Broadcasters board of directors election in

the Feb. 23 issue. However, as the director-elect from district 14, I am going to get in trouble with NAB members from two of my states unless I point out that district 14 includes Utah and Wyoming as well as the states mentioned in your article—Idaho, Montana, Colorado and New Mexico. —Wayne C. Cornils, general manager, KFXD(FM) Nampa, Idaho.

## Cutting both ways

EDITOR: I see the National Association of Broadcasters is behind the bill to empower the FCC to require that all radio sets costing \$15 or more be capable of receiving both AM and FM. Maybe someday we'll have an FM station so we too can lobby in favor of a bill that is a direct violation of free enterprise. This is not to be compared with all-channel legislation in the TV industry. The public is well aware of the differences between AM and FM radio, and knows what they are buying.

Is free enterprise good when it makes money and to be restricted if it will make more money? In other words what was wrong with letting the public decide what kind of radio they wanted to buy? I thought we were in a campaign to save free enterprise from being strangled by government and regulation. Shall we make a buck and lose a principle? Shall I look for a congressman who will introduce a bill that will require all automobiles be equipped with AM radios? This would continue the tradition and should be of some help to my business. —Harold Christensen, manager, KHRT(AM) Minot, N.D.

## The eye on NATPE

EDITOR: As you probably know, the National Association of Television Program Executives conference [BROADCASTING, March 1] added something new to its annual meetings. Cameras, projection screens and video tape were programed in all full conference meetings. All sessions were video-taped as well. As the one who designed this usage for NATPE, I'm proud to say we've begun to use the tools of television instead of being used by the tool. Where else should such a dimension to telecommunications be premiered than at the ever-growing NATPE? —Don Azars, assistant program director, WLS-TV Chicago.

(The National Cable Television Association used a closed circuit TV system at its Anaheim, Calif., convention in 1973—not, however, using the Advent VideoBeams employed by NATPE in San Francisco.)

## 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®

The newsweekly of broadcasting and allied arts

## TELEVISION®

Executive and publication headquarters  
Broadcasting-Teletesting building  
1735 DeSales Street, N.W., Washington, D.C. 20038.  
Phone: 202-838-1022.

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, Randall Moskop,  
Jonathan Tourtellot, assistant editors.  
Mark Harrod, Mark Miller, Jay Rubin, staff writers.  
Ian C. Bowen, Barbara Chase, Linda Gimourginas (editor's office), Kira Greene, editorial assistants.

### BUSINESS

Maury Long, vice president.  
David N. Whitcombe, director of marketing.  
Doris 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 Pautus, Odell Jackson, Patricia Johnson,  
Gregg Karpicky, Joanna Mleso.

### PRODUCTION

Harry Stevens, production manager.

### ADMINISTRATION

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

### BUREAUS

New York: 75 Rockefeller Plaza, 10019  
Phone: 212-757-3280.  
Rufus Crater, chief correspondent.  
Rocco Famighetti, senior editor.  
John M. Dempsey, assistant editor.  
Joanne Ostrow, staff writer.

Winfield R. Levi, general sales manager.  
David Berlyn, Eastern sales manager.  
Ruth Lindstrom, account supervisor.  
Harriette Weinberg, advertising assistant.

Hollywood: 1680 North Vine  
Street, 90028. Phone: 213-463-3148.  
Bill Merritt, Western sales manager.  
Sandra Klausner, editorial-advertising 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, Telecast\* in 1953 and Television in 1961. Broadcasting-Teletesting\* was introduced in 1946.



\* Reg. U.S. Patent Office.  
Copyright 1976 by Broadcasting Publications Inc.

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

In fact, no story from CBS News is ever forgotten. Because of the magic global memory of the CBS News Information Retrieval System.

A computer schooled in journalism stores archive data for all CBS News services—on all its regular television news, informational, and documentary broadcasts. When the computer receives calls for coverage of the 37 postwar changes in Italian governments—or of wheat sales to Russia during this month or that period—it instantly locates the required film, tape, and files for a broadcast within the hour.

This retrieval system is just one resource within the CBS News Archives which encompass: a staff of research specialists, a general reference library, 67 million feet of newsfilm, 16,000 hours of news videotape, over 6,000 documentary programs, and more than 35 years of radio newscasts.

News is a compound of the past and an unfolding present. The background fact, event, or interview may be more important in its illumination of a newsbreak than in its first use as news. For this reason, the Archives staff processes over a thousand news requests a week. Their end-product: greater insight, accuracy, and trust in reports that go out on the air.

Guiding and giving order to this documentary treasury is Samuel Suratt, formerly archivist of the Smithsonian Institution. He and his colleagues manage the Archives, alert to their plural value: not only for the stop-watch of broadcast news but the calendars of history. In their care is one of the richest collections of primary-source materials for the past four decades.

CBS News Archives: Finders, keepers—and vice versa.

**EVERY STORY  
ON TONIGHT'S  
NEWS WILL BE  
UNFORGETTABLE**



**CBS NEWS**



## Top of the Week

### FCC rolls back restriction on the sale of political time by WGN

**Commission upholds complaint by Ford campaign agency, which wanted 30- and 60-second units; President also wins as request for equal time by Reagan is rejected**

The FCC, in a precedent-setting decision last week, overturned WGN Continental Broadcasting's policy of not selling time to political candidates in blocks of under five minutes.

The action came in a case in which Campaign '76 Media Communications, President Ford's re-election advertising agency, complained about the refusal of WGN to sell less than five-minute periods of time to candidates on WGN-AM-TV Chicago in accordance with a policy dating back to 1956.

WGN says its policy is based on the belief that political spokesmen need at least that much time to state a position on political matters if the public is to be fully informed. But the Ford committee wants to buy 60- and 30-second spots on the stations to advance the President's campaign in the March 16 Illinois primary, so it took its complaint to the commission under the provisions of the Federal Election Campaign Act of 1971.

What's more, the Ford agency's position was supported by two groups not likely to offer President Ford much help in other political matters—the National Black Media Coalition and the United Auto Workers. In a letter written in their behalf by the Media Access Project, they said that the WGN policy “blatantly discriminates against all nonwealthy candidates, including minority-group candidates, women candidates and potentially all non-middle-of-the-road-candidates.”

The questions raised by the complaint not only split the staff but produced an unusual 5-to-2 division among the commissioners themselves. Chairman Richard E. Wiley and Commissioner Glen Robin-

son, two of the three lawyers on the commission, voted to uphold WGN's position and reject the complaint. The two are rarely on the losing side of a divided commission. But they were unable to persuade Commissioners Robert E. Lee, Charlotte Reid, Benjamin L. Hooks (the commission's other lawyer), James Quello and Abbott Washburn.

The Ford agency cited two provisions of the 1971 act—both now incorporated in the Communications Act—in its complaint. One requires broadcasters to afford “reasonable access” to candidates for federal office, either on a paid or free basis. The other requires broadcasters to sell time to all candidates at “the lowest unit charge” available to any customer.

It was not clear last week what rationale would be produced by the commission to support the decision. The staff was still working on a draft of the order on Friday, and some of the commissioners in the majority did not seem entirely in accord, although it seemed likely that a major factor in the decision will be the “lowest unit charge” provision.

Commissioners Reid and Washburn both cited as their sole reason. Their feeling was that since the WGN stations have a policy of selling five-minute time blocks only to political candidates, it was not possible for the stations to offer discounts to them, as it can to commercial customers buying 60- or 30-second spots.

Commissioner Hooks thought elements of both provisions were involved. “Con-

gress wanted candidates to be able to buy time at the lowest unit rate, and to have reasonable access to broadcast stations,” he said. “So it is not right to deny candidates the right to buy spots available to commercial advertisers,” a point made by the Ford agency.

Chairman Wiley is understood to have argued that the commission should defer to the judgment of the licensee that candidates cannot fully inform the public in less than five-minute periods. That was a reasonable judgment and should not be disturbed, the chairman felt.

Commissioner Robinson said simply he does not feel the law applies as the commission majority feel it does. The reasonable access provision “does not specify that broadcasters must sell spots or time for spot campaigns,” he said.

With the commission's formal opinion not yet written early Friday, attorneys for WGN said it had not reached a decision on whether to appeal.

Although the WGN decision was the major piece of political-broadcasting news last week, it was not the only one. There were two other items that could be chalked up as plusses on the Ford side of the Ford-Ronald Reagan ledger.

On the same day that the commission upheld the Ford agency's complaint against WGN, it rejected a complaint Reagan backers had filed against WCKT(TV) Miami for refusing to grant equal time to their candidate after running six-minute segments of a taped interview with the



**Presidential newsmaking.** Bill Grove, vice president for news, WJXT(TV) Jacksonville, was the third Florida TV newsmen in a week to gain access for an oval office one-on-one with President Ford in that state's pre-primary period. WTVJ(TV) and WCKT(TV) Miami had preceded him (story page 32). A request by the Ronald Reagan campaign for news display equal to that given the President was made to WCKT, which turned it down. The FCC, in turn, backed up the station's decision.

President in five consecutive 6 p.m. newscasts (see story page 32).

The Citizens for Reagan said the station was giving the President an "extraordinary" forum in advance of the Florida Republican presidential primary in which the President and Mr. Reagan are contesting. But the commission said the program is a bona fide, regularly scheduled newscast and is, therefore, exempt from the requirements of the equal-time law.

The President is continuing to take advantage of the broadcast media's interest in him to aid his primary campaigns. On Sunday (March 7), he was to have been interviewed in the White House by about 30 Florida radio stations. The White House staff invited representatives of 81 stations in for a mass interview—as it did in the case of New Hampshire radio broadcasters last month—in response to a heavy volume of invitations to appear on individual stations. On Wednesday, anchor-men of four Chicago television stations—including Jack Taylor of WGN-TV—will drop in at 11 a.m. for a half-hour taped interview. The other anchor-men scheduled to participate are WLS-TV's Joel Daly, WMAQ-TV's Floyd Kalber, and WBBM-TV's Walter Jacobson.

The Democrats were involved in political-broadcasting news, too. An Atlanta advertising agency retained by Jimmy Carter in his campaign for the Democratic presidential nomination has petitioned the commission to defer action on the license-renewal application of WALB-TV Albany, Ga., pending an evidentiary hearing on the reasons the station's owner canceled a contract to clear time for a Carter fund-raising telethon on Feb. 14 (BROADCASTING, Feb. 14).

Gerald Rafshoon Advertising Inc. contends that James Gray, chairman of the licensee of the station, canceled the contract because of political antagonism toward the ex-Georgia governor, with whom he has been at odds politically. The station contends that the decision not to carry the telethon, which was carried on stations throughout the state, including some whose signals reach Albany, served the public interest.

---

**Loaded logo.** NBC's "N" logo, for which it paid Lippincott & Margulies "something under \$1 million," has cost the network another bundle in a settlement with the Nebraska Educational Television Commission, which had sued NBC for infringement of an "N" one of its staff artists designed on company time (BROADCASTING, Jan. 12). According to a joint announcement, NBC will give Nebraska color mobile equipment and associated gear and will reimburse it for relinquishing its "N" and developing a new logo. Qualified sources said the value of NBC concessions was more than \$600,000, although no official confirmation was available. Another earlier version of the NBC logo turned up at the National Bank of Cynthia, Ky. (BROADCASTING, Feb. 9).

---

## All's fairly quiet on House oversight front

**Macdonald subcommittee leaves cable de-regulation, family viewing for another day, FCC commissioners give briefing on their activities in other, less volatile areas**

Oversight hearings in which regulatory agencies review their activities for congressional committees with jurisdiction over them are annual rituals that sometimes generate news. Last week's FCC appearance before the House Communications Subcommittee did not produce much, largely because Subcommittee Chairman Torbert H. Macdonald (D-Mass.) had ruled two potentially newsmaking subjects—cable television and family viewing—off the agenda; he is saving them for special hearings.

But out of the welter of Q and A over the better part of the two afternoons that the commission testified, FCC Chairman Richard E. Wiley did report on a number of items that he expects the commission to complete in the next month or two and that could in sum affect the commission's license renewal procedures substantially.

There is, for instance, the long-promised short-form license renewal application for radio stations. The form, which the commission says is being designed to ease some of the burden of completing renewal applications, was close to being acted on several weeks ago but was pulled back for some revisions designed to simplify it even further.

Then there is the statement of policy the commission will follow in judging comparative hearings in which renewal applicants are involved. That item, which has been in production for months, is on the commission's calendar for action next week.

(Chairman Wiley, noting that Congress has not yet succeeded in passing license renewal legislation that would deal with such matters, said the commission would provide an "administrative answer" to the controversial question of how a renewal applicant should be judged when challenged by a newcomer for the frequency on which it operates. "We'll let Congress decide if it's appropriate," said Mr. Wiley. Representative Macdonald is expected to hold hearings on license-renewal legislation later this session.)

Another matter affecting the license-renewal process is working its way up to the top of the commission's workload—new standards for the staff to use in determining whether a station's programming is such as to permit routine renewal action by the staff, or to require commission scrutiny. The latter stations are usually queried as to the reason for the amount of nonentertainment programming they do.

At present, the staff is authorized to renew television, AM and FM renewal ap-

plications that show, respectively, at least 10%, 8% or 6% nonentertainment programming (news, public affairs or other). The new standards, based on a study of industry practices, will involve percentages also but will probably be applied to specific kinds of programming—news, public affairs and local.

Chairman Wiley touched on the proposed revision of staff delegations in renewal matters in responding to a question from Representative John M. Murphy (D-N.Y.) about "prescribing percentages of programming." Mr. Murphy thought that might be an answer to what he said were the complaints of viewers about "the disappearance of public affairs programming from prime time."

Chairman Wiley, touching on a theme he sounded several times during the proceeding, said, "I question whether government should be a programmer." That led him into a brief discussion of the staff delegations. But, he said, the commission wants to avoid creating the "mold" for determining "appropriate" programming. He thought that would create a First Amendment problem.

Representative Murphy was not the only member of the subcommittee interested in having the commission involve itself in programming matters. Representative Timothy Wirth (D-Colo.) pressed the commission several times for a commitment to examine the effect of ratings on program decision making. "With broadcasters selling viewers to advertisers," he said, "It's in the interest of broadcasters to maximize audiences . . . But maybe there are other criteria than maximization of audiences that broadcasters should consider."

The idea aroused little enthusiasm among the seven commissioners who were present. Although some indicated they would not object to examining the question, Chairman Wiley and Commissioner Glen O. Robinson indicated they felt there would be no point in it. Chairman Wiley said that of course ratings have an effect; "we have a commercial system." Broadcasters do have an obligation to ascertain and serve minority tastes, he said. "But how can we go into determining programming questions? There is a First Amendment and Section 326 [the no-censorship provision contained in the Communications Act]."

Finally, Representative Wirth urged the commission to take testimony from broadcasters, network executives, broadcasting industry representatives and rating company officials on how ratings are used. Then, based on its findings, Representative Wirth said, the commission could determine what action to take. He suggested the addition of a question to the renewal form asking broadcasters what use they make of ratings in making programming decisions.

Chairman Wiley said: "We'll take it under advisement." Actually, the commission has planned a meeting in April with officials of the Arbitron rating agency. However, that meeting, requested by Arbitron, is designed merely to inform the



**Quizzies, quizzers.** All seven members of the FCC trooped to Capitol Hill last Tuesday and Wednesday for oversight hearings conducted by Chairman Torbert Macdonald (at right) and his House Communications Subcommittee. L to r: Abbott Washburn, Benjamin Hooks, Robert E. Lee,

Chairman Richard Wiley, Charlotte Reid, James Quello and Glen Robinson. On Mr. Macdonald's right is Harry M. (Chip) Shooshan III, subcommittee counsel.

commission of the workings of the company's audience measurement system.

Ironically, if the discussion of the alleged vice of ratings hurt anyone, it might have been officials of nnncommercial WETA-TV Washington. Commissioner Benjamin L. Hooks said the "tragedy" of the concern for maximization of audience is that it has spread to public television. He said he had a copy of a letter a WETA-TV official had written asserting that the station does not schedule minority-oriented programming in prime time because of a desire to reserve that period for programs of a wider appeal.

The letter was written by Fred Flaxman, WETA-TV's director of programming, to Professor Benjamin G. Cooke, chairman of the department of Applied Communications at Howard University, and chairman of the National Friends of *Black Journal*. The letter, copies of which were made available by the commissioner's office, said that WETA-TV has "established a 'target audience' strip at 11 p.m., Monday through Friday, for programs designed for specialized audiences." It noted that when *Black Journal* was scheduled in prime time last year, it failed to attract 1% of those viewing, the station's criterion for continued scheduling.

Representative Macdonald asked for a copy of the letter, and said, "I'll be happy to take care of that in five minutes. They haven't got their full appropriation." (Congress approved a five-year authorization for public broadcasting, but is now working on an appropriation measure.) "They're not in business for that. They're a public broadcaster."

Commissioner Hooks proved to be something of a maverick in the hearing. At one point, he made a point of informing the subcommittee of the issues on which he differed from some of his colleagues. He did not object to prescribed percentages of programming, he said. He supported "without equivocation" the prime-time access rule, which Chairman Wiley blessed with little enthusiasm and which Commissioner Robinson termed a "disaster." He was satisfied with the present length of the broadcaster's license period—three years; he did not agree with Chairman Wiley about the desirability of a five-year license. And he noted that he, along with Commissioner Robert E. Lee,

dissented to the commission's decision to exempt political debates and candidates' news conferences from the reach of the equal-time requirements. "I want the record to show this," he said.)

The commission took some heat from the subcommittee on its decisions to exempt political debates and candidates' news conferences from the equal-time law and its decision not to hold open meetings.

Representative Macdonald and Representative Henry A. Waxman (D-Calif.) were critical of both actions. Representatives Macdonald seemed to think President Ford was given unfair advantage over his opponent for the Republican presidential nomination, Ronald Reagan, by being able to schedule a news conference, which the networks covered, in prime time a week before the New Hampshire primary. And Representative Waxman said he was "outraged" by the commission's closed meetings; "they should be open."

As for the Section 315 matter, Chairman Wiley pointed out that Representative Macdonald seemed to think Presi-5600) that would exempt presidential and vice presidential candidates from all of the equal-time provisions, a fact the congressman seemed to have forgotten. Mr. Wiley also stood by the commission's decision, which in any case has been challenged in court, as having been correct. "We would do the same thing again."

And as for the "sunshine" issue, Chairman Wiley noted that the commission had voted, 5-to-2, not to open its meetings to the public. Those who attended would be representatives of the Bell system and the networks; "people who have the resources, not the public," he said. And the result would be to inhibit discussion of staff and commissioners. "If you want us to open our meetings," he said, "pass a law which would affect all agencies."

Congress seems determined to do just that. The Senate has passed a sunshine bill, and the House Government Operations Committee voted out a similar bill last week (see page 31).

Representative Macdonald got behind a couple of matters now before the commission and pushed. One was the commission's decision announced two weeks to sponsor with the Federal Trade Commission a series of panels on May 20-21 on the effect of television advertising of over-

the-counter drugs on children and adults (BROADCASTING, March 1). The other is the commission's rulemaking aimed at establishing guidelines for broadcasters to follow in implementing the commission's equal employment opportunity rules.

Representative Macdonald, who had been one of those in Congress who has urged the FCC and the FTC to take some action regarding over-the-counter drug advertising, said he read of the commission's plans "with pleasure." But he said he wants "something as fast as it can happen" on the Bellotti petition. That is the petition filed by Attorney General Francis X. Bellotti of Massachusetts and 14 other state attorneys general urging the FCC to ban such advertising from TV before 9 p.m. "They've all been bugging me as to when they can expect action."

Chairman Wiley sought to dampen an expectation of quick action, saying, "We don't have enough facts to make a decision." It may be, he said, that the panels will show a need for more research. But, he said, "We get the message. This is an important matter. We want to get the information."

Representative Macdonald's questioning of the commissioners on the agency's EEO program indicated he was familiar with the criticisms citizen groups have expressed. He noted, for instance, that the commission has proposed raising from five to 10 or 15 the number of employees a station would have to show on its payroll before being required to file affirmative action programs. Thus, he said, the program would not cover the small stations, those where minorities can generally get a start in broadcasting.

Chairman Wiley sought to impress on the subcommittee the manner with which the commission is attacking the EEO issue. He said it expects to deal with rulemaking concerning EEO guidelines for broadcasters by "about May 1," then, within two weeks, issue notice of proposed rulemaking dealing with cable television. (Commissioner Robinson pointed out, however, there is some doubt about the commission's authority to impose EEO rules on cable systems. A case involving the Federal Power Commission now pending before the Supreme Court could have a bearing on that question.)

In the meantime, Mr. Wiley said, the



commission is conducting a "vigorous oversight" of stations' EEO performance. He referred to the commission's deferral of renewals, EEO reporting requirements imposed as conditions on renewal grants, short-term licenses given, even hearings set. "It's evolutionary," he said. "But we're getting the job done."

Representative Macdonald pushed the commission on another point, too—the creation of an office of public counsel. However, Chairman Wiley was not agreeable. He noted that the commission has taken a number of steps to involve the public in its processes—holding monthly open en banc meetings for anyone who wants to appear before it, conducting regional meetings around the country, among other things. And, "within the next two or three weeks," he said, it hopes to establish an office of consumer information, which would help members of the public and those regulated by the commission to find their way through the agency's procedures. But he did not think the commission needed an office to represent the public in proceedings.

## NAB retreats from hard line on copyright

**Association would go for compulsory license for local signals, fees on distant signals, no charges to under-\$25,000 cable systems**

The National Association of Broadcasters was circulating its new compromise proposal for cable TV copyright royalty payments last week. It calls on the House copyright subcommittee to pass a bill with no compulsory license for cable distant signals and a compulsory license but no fees for local signals ("Closed Circuit," March 1). The plan also has a provision that would give a break to small cable systems. It is similar to, but more restricted than, the provision in the copyright bill (S.22) that passed the Senate three weeks ago (BROADCASTING, Feb. 23).

Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and the Administration of Justice, the panel currently considering the House copyright measure (H.R. 2223), now has four cable rate proposals before it, including the provision in the Senate bill for statutory rates based on cable system revenues, the NAB plan and the Teleprompter proposal that would assess royalty payments only for nonnetwork cable distant signals based on program popularity.

The fourth is the proposal by the Communications Subcommittee for a per channel charge on distant signals only. That proposal was one of 10 recommendations in a scheme for reforming cable TV regulation worked out by the Communica-

tions Subcommittee staff (BROADCASTING, Feb. 2). The staff has since drafted legislative language to implement its suggestion and forwarded it to the Kastenmeier subcommittee and to the register of copyrights, Barbara Ringer.

The NAB proposal came as a surprise to many who have seen the association argue consistently in the past for a compulsory license for all cable signals with fees arbitrated by the proposed copyright royalty tribunal. The passage of the Senate bill and the growing popularity of the Teleprompter proposal among cablecasters (BROADCASTING, March 1), however, prompted NAB to alter its stance somewhat. "While our commitment to a settlement of the copyright issue has not waned, we believe that the new circumstances present an opportunity for a compromise proposal that has some distinct advantages over any other suggestions for section 111 (the cable rate provision of the copyright bill, H.R. 2223) yet made," the association said in a circular last week.

The NAB plan has five parts as follows:

- (1) all cable systems would be granted a compulsory license without any copyright payment for all local signals;
- (2) a compulsory license without any copyright fee would be granted for all local and distant signals authorized by the FCC for cable systems with revenues of \$25,000 or less per quarter (a similar provision in the Senate-passed bill would apply to all cable systems with revenues of \$40,000 or less per quarter);
- (3) normal copyright liability, with no compulsory license, would be imposed on all distant signals of large systems that do not qualify for small system exclusion, and for all additional distant signals authorized in the future;
- (4) the language in the House bill giving broadcasters the right to enforce copyright on cable systems would be made the same as in the Senate bill, which gives broadcasters the right to take cablecasters to court for "willful or repeated" violations;
- (5) the bill would state that no signal carried by a cable system can be changed by the cable operator unless required by FCC non-duplication rules.

The Kastenmeier subcommittee's main interest at this point is in passing a copyright bill this session, so it will think long before voting provisions not in the Senate bill. But Representative Kastenmeier said last week that he has an open mind about all the cable rate proposals. He also said that he and Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) are trying to avoid a conflict that would cause the Communications panel to exert its jurisdiction over the bill. A referral of the bill to the latter subcommittee is still considered possible, however, if it is displeased with the Kastenmeier subcommittee's resolution of the issue. Mr. Kastenmeier said he will have an "informal conversation" with Mr. Macdonald before his subcommittee concludes its markup of H.R. 2223. The markup has been suspended for two weeks so the subcommittee can finish another piece of legislation it is working on.

## A whimper, not a bang on VHF service for N.J.

**FCC discards ideas for allocating channel to that state, instead seeks different approaches**

The FCC on Thursday marched into its meeting room to grapple with the question of how to assure the state of New Jersey additional locally oriented service. It marched out again several hours later with a better idea of what it will not do than of what it will do.

It announced that it will issue a further notice of rulemaking requesting comment on a number of options for dealing with the problems—a confession that the commission still lacks the answers two years after the New Jersey Coalition for Fair Broadcasting petitioned it to provide New Jersey with its first local VHF service.

The commissioners did agree that reshaping the table of allocations would not be appropriate. They rejected as unfeasible a proposal to drop a new VHF channel into New Jersey or reallocate channel 7—on which WABC-TV New York now operates—to Freehold, N.J.

The options on which the commission will seek comment include some that had been advanced by the staff and others that were suggested by the commission in several hours of debate that failed to produce one idea on which a consensus could form and hold.

One option calls for New York and Philadelphia stations to establish a local "presence" in New Jersey. Comments will be requested on how "presence" should be



**Preface.** The day before the FCC took up the matter of New Jersey VHF service, the subject was raised on the Hill at the House Communications Subcommittee oversight hearings on the FCC (also see page 22). Representative Andrew Maguire (D-N.J.), a member of the parent Commerce Committee, was on hand to remind the commissioners of the political aspects of the case. He said residents of the state had become "schizophrenic" as a result of the lack of VHF service, "seeing everything through the eyes of New York in the north and Philadelphia in the south." He said, "It's not healthy."

defined—that is, in terms of production studios, electronic news gathering facilities or something else.

Another option officials expect to be included in the notice would carry the local "presence" a step further and require a station in New York and another in Philadelphia to treat New Jersey as their primary service areas.

The commission staff had suggested a New York and Philadelphia "presence" in New Jersey but without fully defining the term. Another staff idea expected to be explored is a requirement that the New York and Philadelphia stations file special reports on the news and public affairs programming they aim at New Jersey residents.

The commission also wants to consider the extent to which noncommercial WNET(TV) (ch. 13), which operates on a commercial channel allocated to Newark but which the commission permitted to move to New York in 1961, should serve New Jersey. The station's renewal application is now the subject of several petitions to deny—one filed by the New Jersey coalition—that allege WNET is not fulfilling the pledges it made at the time of the move to continue serving New Jersey.

Another option on which the commission will ask comment is hyphenation—changing some or all of the New York and Philadelphia assignments to assignments hyphenated with a city in New Jersey (New York-Newark, for instance).

The commission has directed the staff to prepare a draft of a report and order (disposing of the drop-in and reallocation proposals) and further notice within two weeks. And it said it intended to deal with the matter expeditiously.

## HBO begins to roll its own entertainment for pay cable

**Time-Life unit schedules 12 comedians for hour specials, taped before live audiences; no constraints to be placed on material; company reaches new agreement with Columbia**

Home Box Office moved on two fronts last week to replenish its pay TV programming arsenal, revealing details of a series of 12 one-hour entertainment specials that HBO itself will produce and announcing an understanding governing the licensing of feature films from Columbia Pictures.

HBO's series of 12 one-hour entertainment programs marks the first time a pay television firm will produce and finance its own major specials for its subscribers. The total budget for the package is about \$600,000.

The series, titled *On Location*, is to provide uncensored exposure for comedians, "the group of performers most often con-

## In Brief

■ Not one thing but number of little things contributed to last year's **mystifying drop in TV network ratings**, A.C. Nielsen Co. told networks Friday (March 5), tending to confirm long-standing speculation (BROADCASTING, Dec. 9, 1975, *et seq.*). Nielsen said 1975 sample had fewer households with children (which tend to watch more) and that this could have been among factors. If 1975 sample and procedures had exactly duplicated 1974's, Nielsen said, "one might argue that ... any decline in 1975 probably would have been insignificant, at least in prime time." At least some network sources said that, although satisfied with explanation as far as it went, they now wanted to see how changes may also have affected individual programs and shares, audience composition data and Nielsen's local metered services in New York, Los Angeles and Chicago. ■ ABC, CBS and RCA will include in proxy materials for annual shareholders meetings resolution urged on them by **Accuracy in Media**. It recommends that companies' TV networks appoint **ombudsman or in-house critic** for news departments. AIM resolution charging bias in defense news reporting was voted down overwhelmingly by CBS stockholders last year. Similar ombudsman proposal was supported by 5.1% of RCA stockholders last year. ■ Mobil Oil Corp. took full-page ad in *New York Times* Friday to protest that five-part series on gasoline prices on NBC-owned WNBC-TV New York newscasts in preceding week had been "**inaccurate, unfair and a disservice to the people.**" Ad answered 17 "hatchet jobs" it said occurred—and also said Mobil had offered to buy 30 minutes of air time to present its side "without any editing." Mobil spokesman said no decision had been reached on filing fairness doctrine complaint. In response, WNBC-TV noted Mobil had been invited to participate in series, but had declined. ■ House Speaker **Carl Albert** (D-Okla.) has withdrawn objection to resolution to permit live broadcasting of House floor proceedings (BROADCASTING, March 1). Man to watch now, insiders say, is Majority Leader **Thomas P. O'Neill** (D-Mass.), said to be "absolutely" opposed to proposal. Full Rules Committee takes up resolution Wednesday, and fireworks are expected. ■ **Associated Press Radio** will be delivered to West Coast points via satellite within weeks, Roy Steinfort, AP's assistant general manager for broadcasting, announced Friday. He said news-service-in-sound would use program channel to transmit direct from Washington, D.C., headquarters to Los Angeles, and that West Coast transmission would be demonstrated via special satellite drop in Chicago during National Association of Broadcasters convention later this month. ■ **Paul Klein**, audience expert who left NBC-TV to form independent pay television company several years ago, returns to network as vice president, network marketing and planning ("Closed Circuit," March 1; story page 37). ■ In **cable-related actions**, FCC last week: (1) rejected petitions for reconsideration of its TV-cable crossownership rule requiring breakup by Aug. 10, 1977, of situations in which cable system is co-owned with station providing community with its only city-grade signal; (2) decided against appealing decision that FCC lacked authority to pre-empt jurisdiction of state common-carrier regulation on use of two-way, point-to-point nonvideo communications. This week, FCC is expected to initiate inquiry into local regulation of cable subscriber rates. Notice will stress, however, that FCC has no intention of involving itself in such regulation. ■ Syndicator Sandy Frank has enlisted two agency recruits in renewed attempt to have FCC **ban multiple exposure** of series episodes in prime-time access periods (BROADCASTING, Feb. 16). Young & Rubicam and Grey Advertising, both with own syndication units, signed petition backing idea after Frank presentation at New York meeting Thursday. Similar meeting is scheduled for Beverly-Wilshire hotel in Hollywood this Thursday (March 11).



Klein

■ **Christopher P. Desmond**, VP-general manager of CBS-owned KMOX-TV St. Louis, succeeds W. Russell Barry as VP-general manager of company's KNXT(TV) Los Angeles. **John McKay**, VP-marketing, CBS TV Stations Division, will succeed Mr. Desmond. ■ **James O. Gilbert** will give up newly acquired presidency of Telcom Associates to return to broadcasting business. He had headed Television News Inc., before that was ABC executive and station manager. ■ Veteran broadcast and agency executive **Frank White**, 76, is seriously ill in Loudon hospital, Leesburg, Va. Mr. White is former president of both NBC and Mutual, before that was president of CBS's Columbia Records, later became board chairman of McCann-Erickson.



strained in style, context and time by the program practices divisions of the networks," according to Harlan Kleiman, vice president of programming for HBO.

The success of an earlier HBO program, *An Evening with Robert Klein*, prompted production of the upcoming series, the first of which features David Steinberg and was taped at the Playboy Club, New York, to premiere March 20, 23 and 28. Other *On Location* shows and locales will be: Rodney Dangerfield, Dangerfield's, New York; Mort Sahl, U.C.L.A.; Myron Cohen, Rainbow Grill, New York; John Byner, Frontier Inn, Las Vegas; Phyllis Diller, Royal York hotel, Toronto; Henny Youngman, Friars Club, New York; David Brenner, MGM Grand hotel, Las Vegas; Freddie Prinze & Friends, Improv, Los Angeles, and Joey Bishop, Sahara hotel, Las Vegas).

The agreement with Columbia was significant in that the two firms had had some difficulties in the past in interpreting deals they had made. The understanding reached contains the terms and conditions applying to licensing of features, particularly with the reporting, advertising and promotional uses of the film. It was stressed that the pricing and the availability of specific films are to be negotiated on a picture-by-picture basis.

The two companies said the first motion pictures licensed under the new understanding are "Shampoo," "Breakout," "Aloha, Bobby and Rose," and "Lies My Father Told Me."

## Disqualification of RKO lawyers in WNAC-TV case hangs on filings by Burch, law firm

The question of whether the Washington law firm of Pierson, Ball & Dowd will be allowed to continue representing RKO General Inc. in the Boston channel 7 proceeding hinges on the responses former FCC Chairman Dean Burch, now a member of the firm, and the firm itself file in affidavits the commission has requested. In requesting the affidavits, the commission indicated the standards it will follow in determining whether to require disqualification will be those laid down last week by the American Bar Association through its Standing Committee on Ethics.

Essentially, the commission wants to know whether Mr. Burch shared in any fees earned by the firm from the Boston channel 7 case. Mr. Burch has already filed an affidavit asserting he has not discussed the case with members of the firm or participated in the case since leaving the commission.

The disqualification issue was raised in the Boston case by Community Broadcasting of Boston Inc., one of two applicants seeking to supplant RKO as licensee of channel 7, on which WNAC-TV now operates. Community said that in view of Mr.

## Schoenbrun defends CBS's Dan Schorr while calling for self-policing; Rather adds ominous note

The press must "do a better job of policing ourselves or we are going to be policed," TV newsman David Schoenbrun told a luncheon meeting of the New York chapter of the Academy of Television Arts and Sciences. "If ever the idea that government can regulate the press becomes accepted," he said, "freedom of the press will be gone."

He saw several recent steps in that direction, notably the Nebraska court gag rule and the Supreme Court's decision last week narrowing press defenses against libel and slander suits in the Mary Alice Firestone-*Time* magazine case (story page 36). He characterized President Ford's proposed legislation for control of intelligence information as clearly embracing unconstitutional principles of prior restraint, and said the pending revision of the criminal code (S-1) contains provisions that are "the worst gag rule I've ever read."

Mr. Schoenbrun, a long-time CBS News correspondent, now a news analyst for WPIX(TV) New York, conceded that "the press in many ways has abused its privileges." He made clear, however, that in his view no such abuse occurred in the current Daniel Schorr case. He devoted a substantial part of his talk to Mr. Schorr—whom he described as "the outstanding newsman of the TV community today"—and the furors surrounding his

Burch's active participation in matters affecting the case while he was FCC chairman, between 1969 and 1973, Pierson, Ball & Dowd should be disqualified.

The new ABA ethics committee standards appear in an interpretation of the association's disciplinary rules governing private attorneys formerly employed by the government. And they were developed in response to expressions of concern over the effect of those rules on the part of government agencies and private attorneys who once worked for the government.

One of the rules prohibits a lawyer from participating in a matter in which he had "substantial responsibility" while in government. Another rule bars his partners or associates from the matter also.

The commission said that Mr. Burch's participation in the case while at the commission effectively bars him from representing RKO in the Boston case. But as for whether the firm is also barred, the commission said the ABA's new interpretation of the rules recognizes that there are "weighty policy considerations that favor a realistic construction" of the rules.

The commission said a broad interpretation would limit the potential employment of former government attorneys and restrict the government's ability to recruit competent attorneys, deter litigants from

acknowledged passing of a secret copy of the House Intelligence Committee's report to the *Village Voice* (BROADCASTING, Feb. 29, et seq; see also page 34).

Schorr did not one but seven broadcasts on CBS Radio and CBS-TV dealing with the report, Mr. Schoenbrun said, and produced "not one word of protest" from the White House, the Central Intelligence Agency or anyone else." Now, however, Mr. Schoenbrun continued, Mr. Schorr has been attacked not only by the public and the Ford administration but—and most unaccountably—by the press.

Another who joined Mr. Schorr's corner last week was historian Henry Steele Commager, who in a letter to the *Times* compared the CBS correspondent's actions with those of Benjamin Franklin two centuries earlier (in releasing private letters written by the royal governor). Mr. Commager compared Mr. Schorr's actions favorably with Mr. Franklin's, saying he had remained "loyal to the principle that the American people have a right to know what their government is about."

CBS correspondent Dan Rather told the Associated Press last week that "There's no question he [Mr. Schorr] is in trouble. One of the key questions will be whether he discussed it with CBS before he dealt with a third party and whether he told the company the truth from the beginning." Mr. Rather was quoted as saying "I don't subscribe to a double standard for journalists, and I've always said if I break a law, I expect to be held accountable.

"But," he added, "the government does like to take the heat off itself by putting it on someone else."

seeking specialized counsel, and permit one party in a case to deprive his opponent of knowledgeable counsel. Accordingly, the commission said it agreed with the ABA's views that if other means of accomplishing the goal of the rule were available, disqualification of the firm was not required.

## CBS will institute tripartite plan for children's programs

CBS-TV's Saturday schedule for fall will divide the morning and early afternoon into thirds, devoting 8-10 a.m. to animated comedy; 10-12 to adventure and 12-2 p.m. to variety entertainment and film festivals.

Four new series, announced by Jerry Golod, vice president, children's programs, CBS-TV, are: *Clue Club* (Hanna-Barbera Productions) and *Tarzan: Lord of the Jungle* (Filmation Associates), both animated; and *Ark II* (Filmation) and *Way Out Games* (Barry and Enright Productions with MGM Television), both live.

Programs headed off the air at the end of the 1975-76 season are: *Pebbles and Bamm Bamm*, *Scooby Doo*, *Valley of the Dinosaurs*, *The Ghost Busters*, *The Harlem Globetrotters Popcorn Machine* and *U.S. of Archie*.



## Cox renews in Atlanta challenged as monopoly

**ACLU and NAACP charge abuses of media power, discrimination against blacks by WSB-AM-FM-TV; other Southern stations also hit**

Calling the Cox Broadcasting interests in Atlanta "the most concentrated mass media ownership . . . in the nation's top-20 markets," the American Civil Liberties Union of Georgia and the Atlanta branch of the National Association for the Advancement of Colored People have petitioned the FCC to deny the renewal of Cox's licenses for WSB-AM-FM-TV and to deny certificates of compliance for cable systems there that are owned by the associated Cox Cable Communications.

The petition said that Cox's ownership of Atlanta's two daily newspapers, AM, FM and TV outlets and cable franchises for Atlanta and some suburbs gives it "incontrovertible monopoly power over both local advertising and the free flow of information in Atlanta."

The petition alleged that Cox underbuilt its cable systems by serving only 2,325 subscribers in Atlanta with fewer than 100 miles of cable, most of it in white neighborhoods, and "underserved the public" by offering no access channels, local origination or importation of distant signals that would "distract" viewers from its WSB-TV. The petition charged that Cox "has merged interests and taken controlling position with its only cable competitor in the city of Atlanta, in apparent violation of the Clayton Act" and carried only its own radio station as background on its cable system.

The petition alleged that Cox's stations and its papers, the *Journal* and *Constitution*, attract "83% of local mass-media advertising revenues." It asserted that Cox had used its power to assure "continued dominance."

The company was accused of swapping advertising on its own media "to its competitive advantage." It was also said to have "killed a newspaper column criticizing the Georgia Power Co., which is a heavy advertiser on Cox-owned WSB-TV" and to have "killed at least two television news series on (a) conditions in supermarket meat departments and (b) allegedly fraudulent supermarket advertising, which supermarkets were heavy advertisers in the Cox-owned newspapers."

The ACLU and NAACP also charged Cox with discrimination against blacks in news stories and public affairs programs and in hiring, promotions and pay.

Cox officials reserved comment on the allegations with the explanation that the petition would be answered in detail in a

filing with the FCC.

In other petitions, the Birmingham (Ala.) Community Citizens Group asked the FCC to deny the renewal of WJLD(AM) Birmingham for "inadequate programming service" and for violating the public interest by canceling a black religious program, broadcasting programs that are "50% to 70% commercials" and failing to properly identify the sponsors of various religious programs.

The National Organization for Women filed against WHYY(AM) Montgomery, Ala., and the Civil Liberties Union of Alabama against WJRD(AM) Tuscaloosa, Ala. Both stations were charged with failing to ascertain local needs and interests and to program the volume of news, public affairs and other programming they had proposed. Employment discrimination against blacks and women was also charged. The CLU of Alabama also said WJRD "failed to maintain its public inspection file as required by the FCC" and that the announced and actual location of the file differed.

## Eger takes up the cause of international communications

**He has met with his counterparts on three continents since last fall**

John Eger, acting director of the Office of Telecommunications Policy, is racking up an impressive amount of international travel. Late last month he spent a week between Paris and London. Earlier that month he was in South America. And last fall, it was Japan.

The chief of OTP's international division, Bill Fishman, sees the travel as reflecting Mr. Eger's growing concern with the international aspects of telecommunications.

"Over-all," he said last week, "international communications is a very dynamic field. It is growing five or six times as fast as domestic service. The world is increasingly interdependent, and telecommunications is the way that helps keep things together.

"It is important to exchange views."

Mr. Eger was accompanied to Europe by his military aide, Col. Charles E. Shepherd, and Robin Homet, chief of OTP's office of studies and analysis. In Paris, where they stayed from Feb. 22 to Feb. 24, they talked to officials of the Organization for Economic Cooperation and Development about matters involving the "interconnection of computers and communications on an international basis," Mr. Fishman said.

Mr. Eger stopped off in London for two days for a windup of a three-week conference of IMCO—the Intergovernmental Maritime Consultative Organization—

**Necessity of life.** The New York State Assembly voted 84 to 41 to make it illegal to seize a family's TV set to satisfy debts. Radio already has a legal necessity status in New York.

which is laying plans for an international communications satellite system that would serve ships at sea. OTP has drafted legislation that would create an international subsidiary of the Communications Satellite Corp. that would represent the U.S. in the new organization (BROADCASTING, Feb. 23).

The 10-day trip to Latin America was a follow to the Asian visit, said Mr. Fishman, who accompanied Mr. Eger and Colonel Shepherd on visits to Venezuela, Columbia, Brazil and Panama. The OTP officials talked to ministers of communications and U.S. ambassadors in each of the countries. "Mr. Eger believes it important for the U.S. to establish better bilateral relations with the countries of South America," Mr. Fishman said. "We have common problems. We share region II of the International Telecommunication Union with South America, so we should coordinate our views." He also said Mr. Eger is interested in encouraging South America to buy telecommunications goods and services in the U.S., as well as in sharing U.S. telecommunications knowledge and experience with countries to the south.

The one specific result emerging from the travels thus far is Mr. Eger's proposed Pacific Telecommunications Conference, in which the U.S. will meet with other nations of the Pacific on a wide range of telecommunications issues. A planning meeting is to be held in the fall, although the place and date have not yet been set. OTP is working with the State Department and with the FCC on the Pacific conference project.

Mr. Eger is scheduled to resume his traveling next month. Mexico City, which he was unable to fit into his South American trip, is the destination this time.

## Is turnabout fair play?

**Pennsylvania UHF broadcasts program originated on cable to dramatize what it says is unfairness of cable's use of broadcast signals for free**

Last Tuesday night (March 2), WLYH-TV Lebanon, Pa., picked up a cable system's originated coverage of a high-school basketball game and broadcast it over the air, in what may have been the first broadcast retransmission of cable programming.

Broadcasters have long argued that CATV's practice of picking up broadcast signals without compensation to the program owners is unfair. The Tuesday-night broadcast was intended to show that the

door can swing both ways.

"Our ability to select key programming from cable systems and broadcast it over our facilities opens up new sources of programming which WLYH-TV cannot afford to originate," said George A. Koehler, president of Gateway Communications Inc., licensee of WLYH-TV. "We intend to select, from time to time, other programs from cable sources and broadcast them to non-subscribers," he added.

The Tuesday-night broadcast was taken from the Blue Ridge Cable TV Service, Ephrata, Pa. at a subscriber's private residence and microwaved to the station. Similar arrangements could be made for access to the various other cable systems serving the Lancaster-Lebanon market, explained Mr. Koehler, including pay-cable programming.

Mr. Koehler admitted that there was little broadcasters would want to take from cable now, as most CATV systems originate modest programming of limited audience appeal. The 90-minute high-school basketball play-off game carried by WLYH-TV Tuesday night pre-empted the station's CBS network programming and cost the station some of its normal advertising revenue. The cable program contained some commercials, which the station broadcast.

As cable systems grow and acquire more programming, said Mr. Koehler, broadcasters will want to carry cable offerings.

WLYH-TV, said Mr. Koehler, is a UHF station that must compete against four

other stations in the market and as many as 15 to 20 other stations whose signals are brought into the market by CATV.

Mr. Koehler conceded that if copyright revisions are enacted into law, broadcasters could be inhibited from picking up cable programming. Revisions the Senate passed, he said, were "pure tokenism."

A spokesman for Blue Ridge Cable TV Service was uncertain as to what, if any, action the cable company would take. WLYH-TV's pickup came as a surprise.

"For the time being it appears to be a compliment," said Milton Schmidt, general manager of the Ephrata system, "but I'm not sure how the Pennsylvania Interscholastic Athletic Association views the telecast." Local-origination cable channels get a reduced rights price for covering the basketball games, he added.

## Changing Hands

### Announced

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

■ WSAI-AM-FM Cincinnati: Sold by Combined Communications Corp. to Broad Street Communications Corp. for \$6.5 million. CCC, which brought *Cincinnati Enquirer* last year, is selling stations to comply with FCC crossownership rules which forbid common acquisitions of newspaper and broadcast properties in the

same market. CCC also owns two AM's, two FM's, seven TV's, outdoor advertising firms and has purchased, subject to FCC approval, KSDO(AM) San Diego (BROADCASTING, March 1). Broad Street, through subsidiary, Covenant Broadcasting, owns WELI(AM) New Haven, Conn; WGSO(AM)-WQUE(FM) New Orleans; KTOK(AM)-KAFG(FM) Oklahoma City; Oklahoma News Network, Covenant Cable TV Inc., which operates three cable systems in Michigan, New Jersey and Pennsylvania, and communications consulting firm. Richard L. Geismar is chairman and Fred Walker is president. WSAI(AM) is on 1360 khz full time with 5 kw. WSAI-FM is on 94.1 mhz with 32 kw and antenna 600 feet above average terrain. Broker: R.C. Crisler Co.

■ KRMH(FM) San Marcos, Tex.: Sold by Advance Inc. to Pioneer Broadcasting Co. for \$440,000 plus \$86,000 noncompetition covenant. Seller is owned by R. Miller Hicks who also owns KIXL(AM) Austin, Tex., and has interests in KJOW(AM) Shreveport, La., and KIKN(AM) Sinton and KTRM(AM) Beaumont, both Texas. Principal in buyer is Wendell Mayes Jr. who has interests in Texas stations: KCRS(AM) Midland and CP for new FM there; KNOW(AM) Austin; KSNY(AM) Snyder and CP for new FM there, and various Texas cable firms. KRMH is on 103.7 mhz with 97 kw and antenna 530 feet above average terrain.

■ WFEA(AM) Manchester, N.H.: Sold by Century Broadcasting Group Inc. to Ocean Coast Properties for \$500,000. Seller is principally owned by H.D. Neuwirth who has no other broadcast interests. Buyer, which also owns WPOR-AM-FM Portland and WRDO(AM) Augusta, both Maine, is owned by Phil Corper, Roy Edwards, Charles G. Smith, Robert O. Delaney and Robert J. Gold. WFEA is on 1370 khz full time with 5 kw.

■ WEEZ(AM) Chester, Pa.: Sold by Radio DelVal Inc. to Upland Broadcasting Corp. for \$425,000. Seller is owned by Ernest Tannen who has no other broadcast interests. Principal in buyer is John Haggard Sr., businessman with varied interests in New York and Nashville. WEEZ is on 1590 khz full time with 1 kw. Broker: Blackburn & Co.

■ KCMX(AM) Ashland, Ore.: Sold by C&W Broadcasters Inc. to Rouge Radio Corp. for \$350,000. Seller is owned equally by Michael M. Lochrie, Walter A. Graff III, Thomas C. Howser and Ernest L. McKie, none of whom has other broadcast interests. Buyer is owned by F. Robert Fenton, John D. Feldmann and Arthur B. Hogan. Mr. Fenton has interests in KFIV(AM)-KITA(FM) Modesto, and KTOM(AM) Salinas, both California. Messrs. Hogan and Feldmann own media brokerage firm and are principals in KOWN-AM-FM Escondido, Calif. KCMX is on 580 khz with 1 kw full time.

■ KNIE(AM) Cheyenne, Wyo.: Sold by Rumberger Enterprises Inc. to Dencolo Broadcasting Inc. for \$300,000. Seller is owned by William J. Rumberger who has



## FEATURED BY AMERICA'S OUTSTANDING MEDIA BROKER

# GEORGIA AM-FM \$603,750 ESTATE SALE

Fine market of over 100,000. Best fulltime AM facility in market with companion Class A FM. New studio building and 22 acres of real estate included. Station has good revenues now and excellent potential.

Flexible terms can be arranged for a qualified buyer. Offer must be received by March 22.

CONTACT ROBERT A. MARSHALL  
in our Atlanta Office.

## 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) 346-6480

ATLANTA 30361  
400 Colony Square  
Suite 510  
(404) 873-5626

BEVERLY HILLS 90212  
9485 Wilshire Blvd.  
(213) 274-8151

76-10  
3-8





**Closing moments.** Completing the \$16.3 million sale of wlvw(TV) Cincinnati from Avco Broadcasting to Multimedia Broadcasting (BROADCASTING, Jan. 26) are (l to r) Wilson C. Wearn, Multimedia's president, Walter E. Bartlett, wlvw general manager, and John T. Murphy, president of Avco.

no other broadcast interests. Buyer is principally owned by Robert N. Kindred, William C. Pratt and R.N. Yarbro. Mr. Kindred owns Denver, Colo., advertising agency and is general manager of KGNC-AM-FM Amarillo, Tex. Mr. Pratt owns Amarillo feed and chemical manufacturing firm, and Mr. Yarbro owns cattle feed and sales and fertilizer companies in Hereford, Tex. KNIE is on 1590 khz with 10 kw day, 1 kw night. Seller, who bought station in late 1973, seeks waiver of FCC rule prohibiting resale within three years. Mr. Rumberger said station has suffered losses he can no longer support.

■ WHIT(AM) New Bern, N.C.: Sold by New Bern Broadcasting Inc. to David E. McCutchen for \$175,000. Seller is owned by Boyce J. Hanna and Gray Ingram. Mr. Hanna also has interests in WADA(AM) Shelby and WGAS(AM) South Gastonia, both North Carolina. Buyer is former part-owner and general manager of WDKD-AM-FM Kingstree, S.C. WHIT is on 1450 khz with 1 kw day, 250 w night. Broker: Chapman Associates.

■ WAWR-FM Bowling Green, Ohio: Sold by Portage Valley Broadcasters to Multi-Market Media Inc. for \$135,000. Seller, subsidiary of Ohio Radio Inc., is principally owned by Robert W. Reider and is licensee of WKTN-FM Kenton, WLKR-AM-FM Norwalk, and WRWR-FM Port Clinton, all Ohio. Buyer is owned by Stephen E. Dinkel, Richard M. Slaughter and Glen T. Cerny. Mr. Dinkel is general sales manager of KSLQ(FM) St. Louis, Mr. Slaughter is sales executive there and Mr. Cerny is public relations director for Boston Minutemen, professional soccer team. WAWR-FM is on 93.5 mhz with 3 kw and antenna 175 feet above average terrain. Broker: Richard A. Shaheen Inc.

**Approved**

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

■ KETV(TV) Omaha: Sold by Channel 7 Corp. to KETV Television Inc. for \$8.9 million plus \$553,000 in film contract liabilities. Seller is subsidiary of Peter Kiewit Sons Inc., publisher of *Omaha World-Herald*. Principal stockholder is

Peter Kiewit, head of international construction company. Buyer is wholly owned subsidiary of Pulitzer Publishing Co., St. Louis. Pulitzer owns *St. Louis Post-Dispatch* and KSD-AM-TV there; KOAT-TV Albuquerque, N.M., and *Tucson (Ariz.) Star*. Joseph Pulitzer Jr. votes all the stock. KETV is ABC affiliate on channel 7 with 316 kw visual, 60.3 kw aural and antenna 1,356 feet above average terrain.

■ KELP-TV El Paso, Tex., and satellite, KAVE-TV Carlsbad, N.M.: Sold by John B. Walton Jr. to Marsh Media Ltd. for \$3,075,000. Seller also owns KELP(AM) El Paso; KDJW-AM-FM Amarillo, Tex.; KIKX(AM) Tucson, Ariz.; KIDD(AM) Monterey and KFOX(AM) Long Beach, both California; is selling, subject to FCC approval, KBUY-FM Fort Worth, and sold KBUY(AM) there (BROADCASTING, Nov. 24, 1975). Buyer is owned by brothers, Stanley, Michael and Tom Marsh, and sister, Estelle Marsh, and has interests in KVII-TV Amarillo, Tex., and cable system there. Marsh sold KFWD(FM) Fort Worth (BROADCASTING, Dec. 22, 1975) and is buying KFDO-TV Sayre, Okla., which it plans to use as satellite of KVII-TV (BROADCASTING, Oct. 13, 1975). KELP-TV is ABC affiliate on channel 13 with 209 kw visual, 20.9 kw aural and antenna 820 feet above average terrain. KAVE-TV is on channel 6 with 26.3 kw visual, 5.3 kw aural and antenna 1,200 feet above average terrain.

■ Other sales approved by the FCC last week include: WPUJ(AM) Bartow, Fla.;

WVBC(AM) Cocoa, Fla.; WHEL(AM) New Albany, Ind.; KTOC-AM-FM Jonesboro, La.; WUOK(AM) Cumberland, Md.; WDMJ(AM) Marquette, Mich.; KBHM(AM) Branson, Mo.; WONT(FM) Oneonta, N.Y.; WCBQ(AM) Oxford, N.C.; KVDO-TV Salem, Ore.; KORE(AM) Springfield-Eugene, Ore.; WFNL(AM) North Augusta, S.C.; WROL(AM) Knoxville, Tenn.; KBOP-AM-FM Pleasanton, Tex.; WBLU(AM) Salem, Va.; WVIS(AM) Frederiksted, St. Croix, V.I. (see page 66).

Media Briefs

**Top-50 changes.** Two changes have shown up on 1976-77 Arbitron list of top-50 TV markets. Harrisburg-York-Lancaster-Lebanon, Pa., market, which was in 46 spot last year was not on list. Toledo, Ohio, also dropped down from its position of 50 year ago. Two new entries to list are Greensboro-Winston Salem-High Point, N.C., which was up from 52 and Syracuse-Elmira, N.Y., previously at 54. Figures were released by FCC to indicate markets covered by prime-time access rule.

**First Lady in WICI.** Betty Ford accepted honorary membership in Women in Communications Inc. during White House ceremonies Feb. 17. Certificate was presented by Myra Barrer, editor-publisher of Today Publications and News Service, who heads national legislative committee

# Pacific Northwest Fulltime AM-FM

University city in highly desirable growth market.

## Price \$295,000.

Terms to qualified buyers.

Contact: John H. Bone, San Francisco 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



of Austin, Tex.-headquartered WICI. Mrs. Ford was honored for her defense of equal-rights amendment and advocacy of dignity of women.

**Seriously now.** In answer to reports of EBS test announcements being broadcast with music or singing backgrounds, FCC has urged stations to refrain from such action since it doesn't "adhere to the seriousness of the EBS program."

**Lifesaver.** David A. Parks, pilot of helicopter used for WIBC(AM) Indianapolis traffic reports, risked his life to rescue two men stranded in flooded river in Indiana following canoeing mishap. Police were unable to land at scene because of gusting winds and larger size of their helicopters. Mr. Parks, former Vietnam War chopper pilot, landed on flood debris within 20 feet of men.

**Newspaper buys.** Harte-Hanks Newspapers Inc., San Antonio, Tex.-based publisher of 22 daily and 39 weekly papers and owner of KENS-TV San Antonio and WTLV(TV) Jacksonville, Fla., has bought one daily (*Russellville Courier-Democrat*) and six weekly papers in Arkansas from John Guion and Robert H. Breeden for undisclosed amount.

**Coe award.** Robert L. Coe Memorial Scholarship has been established by Ohio University's School of Radio-Television to honor late broadcaster, who retired in 1967

as vice president for affiliate relations at ABC-TV and afterward taught at Ohio for five years (BROADCASTING, Nov. 17, 1975). Scholarship award will be made annually to undergraduate with "demonstrated interest and achievement" in broadcasting history, management or engineering. Contributions may be sent to Robert L. Coe Memorial Scholarship, The Ohio University Fund, Athens, Ohio 45701.

**Not quitting.** Furniture City Television Co. has gone to court to supplant Southern Broadcasting Co. as licensee of channel 8 in High Point, N.C. Furniture City, composed of High Point area residents, has asked U.S. Court of Appeals in Washington to review the FCC's renewal of Southern Broadcasting's license and denial of Furniture City's competing application. Commission in January affirmed initial decision of administrative law judge in case who held that Furniture City's ascertainment and community leader and general public surveys were defective (BROADCASTING, Feb. 2).

**Jackson case expanded.** FCC review board has added issues in Jackson, Miss., channel 3 case to determine whether William Mounger, 40% owner of Dixie National Broadcasting Co., has engaged in improper activities and whether Dixie would refrain from discriminatory practices in its employment practices and services. Review board acted on petition of United Church of Christ and Community Coalition for Better Broadcasting, which contended that Mr. Mounger's association with private school they said has racially discriminatory admissions policy warranted addition of character issues against Dixie.

**Booth, Newhouse struggle.** Booth Newspapers has made attempt to rebuff latest effort by Newhouse Newspapers to buy into Booth. Newhouse has purchased 17% of Booth (BROADCASTING, Feb. 23) for reported \$30 million. Newhouse, which publishes 21 papers in 10 states, bid \$36 for each of 404,850 shares offered for sale by Cranbrook Institute, private school near Detroit. Booth countered with offer of \$38 for shares and both offers are being considered by Cranbrook's trustees.

**No travel pay.** FCC turned down American Civil Liberties Union's request that commission pay transportation and other costs of two ACLU witnesses in renewal proceedings for Gross Telecasting's WJIM-AM-FM-TV Lansing, Mich. FCC did shift burden of calling witnesses in matter from ACLU alone to be shared with FCC's Broadcast Bureau. Gross is accused of using stations to further its "economic, personal and political objectives."

**College assessment.** Copies of "The Indiana Report: What 320 Broadcasters Think about Radio and TV Academic Programs in Higher Education," by Darrell E. Wible, Ball State University, June 1975, are available. Report, critical of college radio-TV courses (BROADCASTING, Aug. 18, 1975), drew concurring sentiments from sources in broadcasting ("Open

Mike," Sept. 1, 1975). Microfiche price is 76 cents. Xerox copy is \$3.32. Write: ED112844, ERIC Document Reproduction Service, P.O. Box 190, Arlington, Va. 22210.

**Growing.** Hubbard Broadcasting has begun work on \$1-million expansion program at KSTP-TV Minneapolis-St. Paul which will double space for news operation and include heliport on building roof. Expansion project, which means additional 22,000 square feet in all, will allow station to operate completely automated electronic data center as well as also provide room for KSTP-FM. Hubbard Broadcasting, which also operates KSTP(AM) in Twin Cities, expects work to be completed within three months.

## FCC-crossed lovers

**Widowed owners of stations with overlapping signals plan marriage, ask commission for waiver allowing them to retain ownership**

Two broadcasters faced with what their attorney calls "an unusual dilemma" took it to the FCC last week.

Lady Sarah McKinney-Smith of Paducah, Ky., and Shelby McCallum of nearby Benton, Ky., both 50-ish and both widowed, plan to marry early next month.

But if they do and continue to operate their respective AM stations—wDXR Paducah and wCBL Benton—they are concerned that the commission may find them living in not sin, certainly, but violation of its rules.

For the service areas of the stations overlap.

Accordingly, despite their reluctance "to bring such a personal matter to the commission's attention," their attorney, William M. Barnard, filed a motion for a declaratory ruling that continued operation of the stations after their marriage would not be inconsistent with the commission's duopoly rules.

The motion states that Mrs. McKinney-Smith wants to retain control and management of the Paducah station, which had been owned by her late husband, and to pass the property on at her death to her three children. A son is now in college and plans to begin a career in broadcasting at wCBL.

According to the motion, Mrs. McKinney-Smith and Mr. McCallum intend to operate their respective stations after their marriage with the same degree of independence that they have operated them over the years; they even plan to execute a pre-nuptial agreement to that effect.

Under those circumstances, the motion argues, law and precedent are on the side of holding that the couple's marriage would not require either party to sell his or her station.

The motion also says that even if the commission is not persuaded that law and precedent are on the side of the couple, divestiture by either party still would not



The best country sound  
in Ashland, OH is put  
out by an AEL FM-25KD  
Stereo Transmitter

Just ask WNCO

AEL stereo transmitters always  
send the very best.  
FM: 2,500, 15,000, 25,000, 40,000,  
50,000 watts.  
AM: 5,000, 10,000, 50,000 watts.



Call or Write:

**AMERICAN ELECTRONIC LABORATORIES, INC.**

P.O. Box 552, Lansdale, PA 19446  
Tel: 215/822-2929 • TWX: 510/661-4976

SEE US IN BOOTH 601-NAB CONVENTION  
CHICAGO - MARCH 21-24

be appropriate. For when the duopoly rule was adopted, it notes, the commission determined that no divestiture would be required in case of an existing overlap barred by the rule.

In other words, that grandfather provision is reason enough to allow the future Mr. and Mrs. McCallum to keep the stations in the family.

Both parties have interests in other stations. Mr. McCallum has an FM in Benton as well as the AM, is the licensee of KMJS(AM) Portageville, Mo., and holds a one third interest in WABD-AM-FM Fort Campbell, Ky. Mrs. McKinney-Smith owns WDXR-TV Inc., licensee of an independent UHF in Paducah that is dark and that Mrs. McKinney-Smith expects to sell.

### House unit approves Senate-type sunshine bill

The House Government Operations Committee last week approved by a vote of 32-to-7 a bill to open most federal agency meetings to the public. Similar to the bill that passed the Senate unanimously last November (BROADCASTING, Nov. 10, 1975), the measure would require all meetings at 47 agencies, including the FCC and the Federal Trade Commission, to be open, save those that involve sensitive subject matter, such as national security secrets, internal personnel prob-

lems, trade secrets or matters that if made public would invade personal privacy.

The bill requires that transcripts of the meetings be made available and that a week's advance notice be given for all regularly scheduled meetings. It also prohibits contact between agency decision makers and outside interested parties in connection with on-the-record proceedings.

### Mexican-American to be tapped for CPB

#### Ford will nominate San Antonio businessman to post

President Ford says he will nominate Louis P. Terrazas, a San Antonio business leader active in Mexican-American affairs in the Southwest, as a member of the board of directors of the Corporation for Public Broadcasting. He would succeed Neal Freeman for the remainder of a term expiring in March 1978. Mr. Freeman resigned last June.

Mr. Terrazas's name was forwarded to the White House by Senator John G. Tower (R.-Tex.). Senate Communications Subcommittee Chairman John Pastore (D.-R.I.) prompted by a suggestion by the National Congress of Hispanic American Citizens, had asked the White House to nominate a Spanish-surnamed person for

the CPB board (BROADCASTING, July 7, 1975). The CPB board does not presently have any member who is from the Mexican-American community.

Mr. Terrazas, 44, is president and chairman of Gold Bond Manufacturing Inc., a carpet padding firm, in Netalia, Tex. He is a delegate on the Texas nominating convention slate for President Ford and has been active in economic development efforts for the Mexican-American community in the Southwest. Mr. Terrazas is an executive board director of the National Hispanic Assembly.

President Ford will also nominate Diana Lady Dougan, chairman of the board of Friends of KUED(TV) Salt Lake City, to fill the spot for which brewery executive Joseph Coors had been named originally (BROADCASTING, Feb. 23). There will be four more positions in the 14-member board vacant March 23 when the terms of Directors Robert S. Benjamin, Thomas W. Moore, Frank E. Schooley and Jack Wrather expire.

### More FCC money sought to unclog CB licenses

Senator Thomas Eagleton (D-Mo.), concerned about the FCC backlog that forces applicants for Citizens Band radio licenses to wait extended periods for their applications to be processed, said last week he

# 200 YEARS AHEAD OF OUR TIME!



Discover the success nearly 200 other stations already enjoy with our automated radio programming. Join us in our NAB hospitality suite (Conrad Hilton / Suite 1806 A) or visit our exhibition booth at McCormick Place. You'll hear the difference!

DRAKE-CHENAULT ENTERPRISES, INC. 8399 Topanga Canyon Blvd., Suite 300, Canoga Park, Ca. 91304

will introduce an amendment to an appropriations bill to give the commission \$335,000 this year to help it bring the license issuance process down to 20 or 30 days.

Senator Eagleton also wrote Communications Subcommittee Chairman John Pastore (D-R.I.) to ask for hearings to determine, among other things, whether radio and TV set manufacturers should be required to install filtering equipment to block out interference from normally powered CB radios.

Also last week, House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) promised FCC Chairman Wiley during oversight hearings (see "Top of the Week") that he, too, would try to get the commission more funds for its CB program.

## Research to continue in Mich. into use of video tape in courts

Michigan State University has received an additional \$300,000 grant from the National Science Foundation to continue for two years a study on the affects of the use of video tape in courtrooms.

"Efficiency and better use of jurors' time are some of the real advantages of using television in the courtroom," according to Gerald Miller, who has been heading the MSU research team since mid-1973, when the project was initiated. NSF has already provided grants totaling close to \$325,000 for the study.

Dr. Miller believes the use of video tape has no detrimental effect on how jurors respond or on the administration of justice. Many jurors like the idea of being able to see an entire trial unfold without the usual long courtroom delays, he added. Under the new NSF grant, areas such as the deletion of admissible evidence, the effect of introducing segments of taped testimony into an otherwise live trial, the effect of camera technique on the jury's decision and the ability of jurors to detect deception in taped testimony will be examined.

Dr. Miller noted that most video-tape use has been in civil proceedings rather than criminal trials.

## Ford talked to Florida, but a nation eavesdropped

**One-on-one interviews prior to that state's primary provided meat for national stories**

President Ford's one-on-one interviews with Florida broadcasters in the White House oval office before that state's presidential preference primary apparently has not only given the chief executive an opportunity to reach local audiences, but also a chance to prompt news stories, worthy of pick-up by leading national broadcast and print media.

After Richard Whitcomb, commentator and analyst for WCKT(TV) Miami, an NBC-TV affiliate, spent a half-hour with the President last Monday (BROADCASTING, March 1). NBC used some of the filmed interview on its NBC *Nightly News* and the *Today* show the following morning. CBS did a verbal report on the *CBS Evening News with Walter Cronkite* and reports ran over the Associated Press, United Press International and Reuters wires as well as in a variety of newspapers. It was during that interview, which WCKT divided into five parts running nightly last week, that President Ford expressed dissatisfaction with the use of the word "detente."

During an interview with WTJV(TV) Miami's News Director Ralph Renick a week earlier, the President not only said that former President Nixon's trip to China may not have helped his chances in the New Hampshire primary but also refused to rule out a possible Ford-Reagan Republican ticket and said that the problem of his son Jack smoking marijuana—"if it ever did exist" was solved. Portions of the interview with the CBS affiliate were enough to be used as the lead story on that network's evening news and excerpts were also picked up by ABC's *Good Morning*

*America* show, NBC's *Today* show as well as NBC radio news, and in print.

WJXT(TV) Jacksonville, Fla., also a CBS affiliate, scheduled to interview the President for 12 minutes last Thursday, perhaps had the easiest and least costly time with the arrangements. The only WJXT representative sent to Washington was the interviewer Bill Grove, vice-president for news. A three-man electronic news-gathering team as well as a producer were provided by WTOP-TV Washington, a commonly owned Post-Newsweek station.

In WCKT's case, Mr. Whitcomb, as well as a two-man ENG unit, was sent at a cost estimated at \$1,500. Ralph Renick conjectured that his station's expenses were double that figure with an ENG crew hired out from the Washington-based New Worlds Video.

According to WCKT-TV and WJXT, the equal-time provisions did not apply to their presidential interview. WCKT-TV's film was used during a regular news shows and at WJXT as a standard 12-minute segment on its weekly news magazine program. At WTJV, however, Mr Renick said, the interview balanced an earlier broadcast with Ronald Reagan.



**One.** President Ford told WTJV(TV) news director Ralph Renick—during the first of three one-on-one interviews with Florida stations—that such interviews provide "a unique opportunity for the American people to see me."



**Two.** The President's comment—to WCKT(TV) Miami newsman Richard Whitcomb—that he no longer feels "detente" is a useful word in describing our foreign affairs posture made headlines on the networks and in the printed press.

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**

### SUBSCRIBER SERVICE

- 3 years \$60
- 2 years \$45
- 1 year \$25
- Canada Add \$4 Per Year
- Foreign Add \$6 Per Year
- 1976 Cable Sourcebook \$10.00 (If payment with order: \$8.50)
- 1976 Yearbook \$23.00 (If payment with order: \$20.00)
- Payment enclosed
- Bill me

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.



# DuPont-Columbia comes down hard on network news

Annual survey cites what it sees as instances of backsliding in commitments to journalism

Although reminded of their "prodigious privilege and power" during Watergate, the networks and individual stations failed to increase their commitment to serious news and public affairs and "broadcast journalism might have actually lost ground" since the downfall of the Nixon presidency.

These are among the conclusions of the Alfred I. DuPont-Columbia University Survey of Broadcast Journalism, published in the March-April *Columbia Journalism Review*.

The report said there was backsliding at the three TV networks.

ABC's *A.M. America*, said the report, "gave the first overt entry into a network news operation to Frank Magid Associates of Marion, Iowa...a negative landmark of considerable importance." The new format for the show, *Good Morning America*, "even more slavishly followed Magid's recommendations, further cementing the uneasy marriage of news and entertainment." The cutback (by 50%) of ABC's *Closeup* documentaries, "seemed to be another instance of broadcast journalism's peculiar susceptibility to the vagaries of its own and other people's business," the report said. The *ABC Evening News* was accused of substituting "attention-getting tricks" for hard news judgment, and the resignation of Av Westin, executive producer of the *Evening News* (BROADCASTING, Feb. 16), was said to have resulted from this "double squeeze."

CBS showed little indication of a new commitment to news and public affairs "commensurate with its frequent courage under heavy administration attack," according to the report. The negative evidence: CBS News's investigative unit was reduced from four to one in August 1974; Dan Rather's reassignment (from the White House to *CBS Reports* and then to *60 Minutes*), "was hard to look on...as a promotion for bravery under fire." The slotting of *CBS Special Report* after the late-night news and keeping the network news to 30 minutes, allegedly to placate affiliates, were also cited.

At NBC, the report said, "a 13-hour ceiling had been set for scheduled prime-time news and documentaries for the season, less than half that allotted five years before." The good news came from radio, the report said, specifically NBC Radio's News and Information Service. But NIS has reportedly caused stations in some markets to drop news or to program appealing newscasts to beat the competition. (CBS Radio was named in the report as using market research to give the public what it wants in all-news formats).

Public broadcasting does not escape criticism: "News and documentaries on public TV continued to lose ground," the report stated.

The survey briefly considers the role of women in broadcasting and treatment of them on the air and concludes that the exemption of smaller stations from the equal employment opportunity requirements was "premature, to say the least." Industry lists of top management positions put the proportion of women at 5%; similarly, 95% of all news and public affairs directors responding to the survey are men.

For the first time since the DuPont-Columbia survey began in 1968, news directors shifted in favor of news consultants. The "most conspicuous new development," electronic news gathering, was called variously the possible salvation or the ruination of broadcast journalism, "but few in the business were indifferent to it."

Despite its conclusions, the DuPont jurors reported "a conspicuous growth in the incidence and quality of the investigative reporting submitted for awards," which were announced earlier this year (BROADCASTING, Feb. 2).

## News council effective, says evaluating group

Committee set up by foundations that fund operation not only claims it works well, but also urges it to expand its activities

The National News Council has made a "sound if not spectacular beginning" and should expand its role as it enters its third year of existence. This is the thrust of a report by an independent evaluation committee set up by the 10 foundations funding the council.

The evaluation committee is headed by Judge George Edwards, U.S. Court of Appeals for the Sixth Circuit, Cincinnati, with members William Bondurant, Mary Reynolds Babcock Foundation; Dean Burch, former chairman, FCC; Lloyd

Morrisett, president, Markle Foundation; Pauline Frederick Robbins (who has resigned due to a possible conflict of interest with a news assignment at the Public Broadcasting Service); and Harrison Salisbury, former *New York Times* correspondent.

The committee concluded that there is a positive need for the council, that opposition from "important media elements and personalities" is a "handicap" (Judge Edwards called the *New York Times*' non-cooperation "regrettable"), that the council's jurisdiction should be broadened to cover cases of national significance and "all media whether national or local in initial circulation" with regional representatives to help screen cases.

It also was recommended that the council consider cases on its own initiative, whether or not a specific complaint has been filed. For instance, the current controversy involving CBS's Daniel Schorr is an appropriate area for the council's attention, Judge Edwards said. Ned Schnurman, spokesman for the council, said, however, that the council's staff is uncertain how to enter the matter, but will quiz members on their interest.

The council's dual problems of financing and low visibility were noted and the committee urged funding groups to increase their support and urged the council to take steps to gain increased public and media attention. It will be 10 years before an evaluation of the "permanent usefulness" of the council can be made, the committee concluded.

For the time being, the committee said "every effort should be made not only to continue the council but actively to seek to deepen and broaden the opening pathway which it has hewed out." It went on to say the council "provides a public sounding board... for criticism of individual newspaper stories or television or radio broadcasts which vary from the truth either by deliberate slanting or from want of fair procedures. Further, the council can serve to deflate unfair criticism of the press by careful investigation and documented findings of fault or exoneration. The mere existence of a nongovernmental National News Council can help blunt any drive to restrict press freedom," the report says.



**P** AT LAST SOMETHING NEW IN STATION JINGLES  
The Newest MOR Package from the Originators of the San Diego Sound  
For Today's Youthful Life-style Casual-Fun-Full of Life

- Best West Coast Talent
- Contemporary MOR Sound
- 30 Cuts
- Exciting Jingle Concept for '76

Call or Write Today: **PETERS PRODUCTIONS, INC.**  
8228 Mercury Court, San Diego, California 92111 (714) 565-8511

# House hands big club to Schorr patrol

**Flynt's ethics committee given subpoena power, asks for \$350,000 to run down circumstances of CIA report's being published in 'Village Voice'; 13 House members counted in Schorr corner; Wicker and Safire columns defend his action**

The House voted last week to give its ethics committee broad subpoena power that could force persons outside the government to testify in the investigation of the leak that led to the publication of a secret report on the Central Intelligence Agency.

The investigation is several weeks from getting under way, but the vote last week was clear indication of the House's determination to find the culprit. Not nearly so clear, however, was how great an emphasis the investigation would place on Daniel Schorr, the CBS News correspondent who admits having funneled the report to the New York weekly, *Village Voice* (BROADCASTING, Feb. 16, 23, March 1). Some observers saw signs last week of a movement in the House to divert attention from Mr. Schorr and instead concentrate on finding his source, thereby averting a crisis over First Amendment, free press rights.

Chairman of the Committee on Standards of Official Conduct is John Flynt (D-Ga.), who said the investigation will not be directed against any particular person; i.e., Mr. Schorr. That correspondent's name was prominent in the resolution that ordered the investigation. Passed by a vote of 269-to-115, it specifies that "alleged actions of the said Daniel Schorr may be in contempt of or a breach of the privileges of this House."

Mr. Flynt told BROADCASTING last week that he does not know how Mr. Schorr will figure in the investigation, whether he will be subpoenaed or investigated. "At this time we have no specific plans for Mr. Schorr," he said. But he noted that his orders from the House do not instruct the committee to go after the CBS newscaster. Rather, he said, they say to inquire into all the circumstances of the leak. Mr. Flynt has a long familiarity with broadcasting; he was a member of the House Communications Subcommittee from 1955 to 1962.

In his opinion, the ethics committee—with five staff members—is ill-equipped to undertake the investigation. Thus, it has asked for a supplemental appropriation of \$350,000, and is preparing to hire about 20 outside consultants for the investigation, headed by a former inspector for the Federal Bureau of Investigation, David Bowers. Mr. Flynt said the committee does not propose to use any FBI investigators, or any other government personnel, in the search for the leak. Instead, "we intend to get them from the private sector," he said. The request for funds is pending before

the House Administration Committee.

The House's overwhelming vote to investigate the leak indicated that a big majority considered publication of the secret report a betrayal of Congress's will. Since then, however, several members have vocalized strong support for the press's right—specifically Mr. Schorr's right—to seek out and publish government secrets.

"That Daniel Schorr has become the target of a witch-hunting House of Representatives," said Representative Michael Harrington (D-Mass.) last week, "is certainly no great surprise. This chamber has shown its colors clearly enough in its decades of kowtowing to national security bureaucrats."

Mr. Harrington referred to the swell of adverse reaction to publication of the report as a "public relations coup" that is "occurring not in some obscure banana republic but here in the United States, where a vigorous free press has historically prided itself on its resistance to government pressure." He quoted *New York Times* columnist Tom Wicker, who wrote that to say it is wrong for "a good reporter like Dan Schorr" to get hold of and print a document classified by the President or the House "would be to say that either a President alone or the House by majority vote can decide what a free press may or may not publish." Mr. Wicker said the Supreme Court specifically ruled against any such doctrine in the Pentagon Papers case, and he concluded that the House CIA report "belonged where Dan Schorr put it—on the public record."

Mr. Harrington was one of 13 members of the House, led by Bella Abzug (D-N.Y.), who wrote in a joint statement in the *Congressional Record* that CBS's suspension of Mr. Schorr, combined with the House's resolution implying wrongdoing on his part, "appears to us to have a chilling effect on other reporters and constitutes a threat to freedom of the press and other First Amendment rights. The net result will be to strengthen the forces of secrecy that have concealed from the American people facts that they have a right to know."

They also said, "Although a majority of the House voted not to make the Pike report public, Mr. Schorr is not a member of the House and was not bound by its vote." They commended Mr. Schorr for an act of conscience "in the best American democratic tradition."

Beside Mrs. Abzug and Mr. Harrington, the congressmen included Herman Badillo (D-N.Y.), Shirley Chisholm (D-N.Y.), John Conyers (D-Mich.), James Corman (D-Calif.), Ronald Dellums (D-Calif.), Tom Harkin (D-Iowa), Augustus Hawkins (D-Calif.), Parren Mitchell (D-Md.), Edward Roybal (D-Calif.), James Scheuer (D-N.Y.) and Patricia Schroeder (D-Colo.).

The writers were as critical of CBS as of Congress. Mr. Harrington, calling the network's treatment of Mr. Schorr "shabby," said, "With the network's news chief Richard Salant ducking and running in this fashion, we have the clearest signal yet that the journalistic retreat ... has now

gone into full swing."

Another *New York Times* columnist, and former speech writer for Richard Nixon, William Safire, also came down hard on CBS last week. "I suspect that CBS plans to use the current furor over the publication of the Pike committee report in the *Village Voice* as its excuse to publicly chastise Mr. Schorr," he wrote. But he speculated that Mr. Schorr's "last straw" at CBS was not the passing of the CIA report to the *Voice*, but rather a story in which Mr. Schorr reported former CBS News President Sig Mickelson as saying CBS Chairman William Paley had once called Mr. Mickelson into a meeting with two CIA men to discuss CIA-CBS cooperation. "It is my guess that from that moment, Mr. Schorr's future at CBS was decided," Mr. Safire wrote. "Next day, the Pike report was printed, and soon CBS News made it ominously clear that after its press freedom issue had been defended, it would deal with the impertinent Mr. Schorr in its own way."

## Great experiment with 'new' 315 is foundering

**No commercial network is attracted to League of Women Voters' debates; seven candidates show at first, but only three make it to second and no commitments are in for third**

The League of Women Voters, which challenged the major presidential candidates to a series of debates and then challenged the networks to broadcast the debates under the FCC's revisions of equal-time requirements (BROADCASTING, Feb. 9), is not meeting with great success. Though the first *76 Presidential Forum*, in Boston Feb. 23, drew seven candidates—all Democrats—the second, in Florida March 1, attracted only three. And the only network that has covered the *Forum* debates live and in their 90-minute entirety, as they must be under the equal-time revisions, has been the Public Broadcasting Service.

Both the Boston and Miami forums were carried on the PBS national feed and were telecast by member stations at their option. The only departure from a live telecast came last week, when WNET(TV) New York took the Miami forum feed an hour and a half late to accommodate a statewide town meeting program scheduled earlier that evening.

A commission spokesman said the FCC would have no comment on the propriety of taped delays of the debates and their equal-time ramifications until complaints have been filed or a request for rulemaking and clarification is received. So far neither has come to the FCC's attention.

WNET is interested in producing the next forum, in New York March 29, for PBS distribution, but is waiting to see which candidates will agree to participate. The first Boston *Forum* saw seven Demo-



# Telegram

1976 FEB -4 AM 11:35

DB083 DDC100(1216)(2-017826EQ35)PD 02/04/76 1216

ICS IPMBNGZ CSP  
2146348511 TDBN DALLAS TX 191 02:04 1216P EST  
MR REID SHAW, PRESIDENT  
GENERAL ELECTRIC BROADCASTING COMPANY  
CORPORATION HEADQUARTERS BUILDING  
1400 BALLTOWN ROAD  
SCHENECTADY, NY

DEAR MR SHAW:

SF-1201 (RS-69)

OUR WARNEST CONGRATULATIONS TO YOU AT GENERAL ELECTRIC BROADCASTING ON THE TREMENDOUS RATING SUCCESS OF BOTH KOAQ DENVER AND WGFH ALBANY, SCHENECTADY, TROY. YOU'VE ACHIEVED A SPECTACULAR DOMINANCE WHICH WE BELIEVE TO BE UNPARALLELED IN AUTOMATED RADIO. IN DENVER, IN WHAT'S ACKNOWLEDGED AS ONE OF AMERICA'S TOUGHEST RADIO MARKETS, ARB REPORTS KOAQ RADIO TO BE NUMBER ONE ADULTS 18-34 AND NUMBER TWO ADULTS 18-49. IN ALBANY, SCHENECTADY, TROY, WGFH CONTINUES ITS OVERWHELMING DOMINATION OF THE CONTEMPORARY SCENE. NUMBER ONE IN TEENS, NUMBER ONE ADULTS 18-34 AND NUMBER ONE ADULTS 18-49. OUR MOST SINCERE THANKS, MR SHAW, TO YOU PERSONALLY AND TO THE HIGHLY PROFESSIONAL STAFFS OF THESE TWO FINE STATIONS, FOR THEIR CONTINUED BELIEF IN AND SUPPORT OF TM'S STEREO ROCK PROGRAMMING SERVICE AND GEORGE BURNS. TOGETHER, WE'VE DEMONSTRATED BEYOND QUESTION THAT QUALITY PROGRAMMING, IN CONCERT WITH SUPERB EXECUTION CAN WIN CONVINCINGLY, ACHIEVE NUMBER ONE RANKING AND DO IT FROM AN AUTOMATED POSTURE. WE'RE DAMNED PROUD OF THE ASSOCIATION. BEST PERSONAL REGARDS.

ERNIE WINN, EXECUTIVE VICE PRESIDENT  
TM PROGRAMMING INC  
NNNN

SF-1201 (RS-69)



TM Programming, Inc.  
1349 Regal Row  
Dallas, Texas 75247

For more information on TM's Stereo Rock, call TM collect at (214) 634-8511.  
Stereo Rock consulted by George Burns.



cratic candidates (the only major no-show was Alabama Governor George Wallace) and the second *Forum* saw that number dwindle to three: Senator Henry Jackson (D-Wash.), Jimmy Carter and Milton Shapp. Neither President Ford or Republican contender Ronald Reagan appeared at either forum.

The wait-and-see attitude exists also for PTV outlets in Chicago and Los Angeles, where the remaining two forums are scheduled for April 26 and May 24 respectively.

## Journalism Briefs

**Honored.** CBS News's *60 Minutes*; Mahlon R. Aldridge, general manager of KFRU(AM) Columbia, Mo., and Carl Nichols, chairman of Cunningham & Walsh, New York advertising agency, are among seven broadcast, print, and advertising winners of annual Distinguished Service in Journalism Awards to be presented by University of Missouri in April.

**Called to court.** Denny Bixler, WVAM-AM-FM Altoona, Pa., vice president, will comply with subpoena to testify at Sacramento, Calif., trial of Sandra Good, accused of threatening lives of business and government leaders. Miss Good, follower of Charles Manson and former roommate of convicted would-be presidential assassin Lynette Fromme, was inter-

viewed by telephone last September on *Bixler's Two-Way Radio* show, when she was said to have read list of Pennsylvanians scheduled for execution. Mr. Bixler was ordered to appear in court this month with tapes of show. Tapes were reportedly confiscated by FBI shortly after show was aired.

**Omission.** Stanley Field's "The Minidocumentary: Serializing TV News" is published by TAB Books, Blue Ridge Summit, Pa., as BROADCASTING failed to mention in its "Book Note" Feb. 23.

## Libel case goes against 'Time,' makes life tougher for journalists

**Supreme Court upholds decision by Florida court that divorce suit did not make woman a 'public figure'**

The news media's margin for error where libel is involved was narrowed last week. The Supreme Court, in a case in which *Time* magazine was seeking reversal of a \$100,000 libel judgment against it, held

that the protection it had given the media 12 years ago against libel suits brought by public figures does not apply to socially prominent persons.

What's more, it refused to mark out judicial proceedings as an area within which publications would know they have special protection from libel cases.

*Time* had been sued in Florida by Mary Alice Firestone for reporting that her husband, Russell, a member of the Firestone Tire & Rubber family, had been awarded a divorce on grounds of adultery. The divorce case, tried in 1967, had involved charges of adultery on both sides and the divorce court judge had cited testimony of the wife's "extramarital escapades." But adultery was not a ground on which the divorce was granted.

*Time*, in seeking reversal of the award, made by a state court jury and upheld by the state's supreme court, relied largely on the Supreme Court's 1964 decision in *New York Times v. Sullivan*. That one denied liability for defamation of a public official without a showing that the complained-of statements were made with knowledge they were false or in reckless disregard of the truth. Later, the court extended the rule to public figures.

But the Supreme Court, by a 5-to-3 margin, said that rule was inapplicable to the Firestone case. For although Mrs. Firestone had been mentioned frequently in Florida newspapers and the divorce trial had been widely reported—she herself had given interviews to reporters—she was not "a public figure," Justice William Rehnquist said, in the majority opinion.

He noted that the high court in a 1974 libel case had defined public figures as those who occupy positions "of such persuasive power and influence that they are deemed public figures for all purposes." And Mrs. Firestone, he added, "did not assume any role of especial prominence in the affairs of society, other than perhaps Palm Beach society."

However, one of *Time's* arguments—and one that may prove critical in the final disposition of the case—was accepted. *Time* had contended that the state courts had not established that *Time* was at fault in misinterpreting the divorce court ruling. And "fault" must be established in libel cases. Accordingly, the high court directed the Florida supreme court to consider that question.

Although *Time* may still win, on the question of fault, the high court's opinion troubles some communications lawyers. "Some legal decisions suffer from a lack of clarity," one lawyer noted last week. "That makes it difficult for reporters to analyze them and write a story. This opinion puts an awful burden on reporters."

The same lawyer also believes the opinion will put "something of a damper" on the gossip story—print or broadcast. The subjects of gossip stories, he noted, do not "put themselves in the limelight."

Speaking for lawyers with media clients generally, he said, "We're going to have to study this opinion very closely."

## Production Perfection.



**All music plus effects, all new and original. All from only one source.**

Preview it at the NAB, Hilton Suite 2306 — Or call Jerry Atchley collect — (214) 634-8511

1349 Regal Row

Dallas, Texas 75247

# TM

TM Productions, Inc.

## 'Sound of Music' helps ABC roll a number seven

TV ratings for Feb. 23-29 week gives ABC three nights, CBS two NBC gets some better numbers

ABC-TV made it seven weeks in a row at the top of the pile, thanks in good part to the television premiere of a blockbuster movie, "The Sound of Music."

The Sunday-night musical swept to a 33.6 rating and 49 share, making it easily the top-rated program of the week, and helped ABC attain an average 21.6 rating for the Feb. 23-29 period. CBS-TV was again second with 19.3 and NBC-TV third with 18.3.

In the season-to-date accounting, CBS remained first with 19.7, followed by ABC with 18.6 and NBC with 18.2.

The February-March local rating sweeps ended last week, which led some network sources to suggest that network programming—and consequently ratings—may soon begin to follow a more consistent pattern.

Though rival network sources contended ABC-TV would not have won the week without "The Sound of Music," ABC sources insisted they did so well on other nights that they could have won with "only a normal movie" that evening.

They were also pleased that "Music," which ran from 7 to 10:30 NYT, insured a good sampling of the pilot *Good Heavens* at 10:30 (although *Heavens* wasted some of its lead-in, its 21.9 rating and 40 share dropping from "Music's" 33.6 and 49). ABC sources said they were also encouraged by some ratings improvement in *Superstar* (to 12.0 and 22 share) despite its being up against the Grammy awards on CBS (23.7 and 47).

Instead of placing eight among the top 10 prime-time programs, as it did the preceding week, ABC had four and CBS six. But ABC again won three nights—this time Tuesday, Wednesday and Sunday—while CBS took two (Monday and Saturday) and NBC two (Thursday and Friday).

NBC was pleased with the performance of its *Lindbergh Kidnaping Case*, which filled Thursday's entire 8-11 p.m. block and swept the evening with an average 22.7 and 35, although its opening half-hour trailed both *The Waltons* on CBS and *Welcome Back, Kotter* on ABC.

NBC sources were also encouraged by continued gains in the new Danny Thomas Friday-evening series, *The Practice*, which with a 19.5 rating and 33 share enjoyed its best numbers since its premiere. The *Dean Martin Celebrity Roast* special, which followed, turned in a 22.7 and 37 to beat the movies on both ABC ("Griffin and Phoenix"; 19.3 and 31) and CBS ("Shark's Treasure"; 17.5 and 28).

CBS-TV reasserted its hold on Monday night, topping ABC by three rating points

and NBC by almost 10, and on Saturday was four points ahead of NBC and 10 ahead of ABC.

Its *Popi* remains its big problem for Tuesday night and one of its biggest for the week, and beginning this week it's doing a shift-and-pre-empt maneuver in an attempt to deflate ABC's *Happy Days* and *Laverne and Shirley* in the Tuesday 8-9 p.m. block. At least for the rest of March, *Good Times* moves from its 8-8:30 period into *Popi*'s 8:30-9 spot and the 8 o'clock period will be filled by three Dr. Seuss shows and a Charley Brown special.

After "The Sound of Music," *All in the Family* (CBS), *Laverne and Shirley* (ABC), *Happy Days* (ABC), *Maude* (CBS), *Rich Man, Poor Man* (ABC), *Rhoda* (CBS), *Mary Tyler Moore Show* (CBS), *Phyllis* (CBS) and *The Jeffersons* (CBS) filled out the top 10 in that order.

At the bottom of the week's list, in descending order, were *The Dumplings* (NBC), *Popi* (CBS), *Petrocelli* (NBC), *Sara* (CBS), *Bronk* (CBS), *Jigsaw John* (NBC), *Superstar* (ABC) and *Almost Anything Goes* (ABC).

If you've got it, flaunt it. ABC's not shy about its second-season success.



## NBC calls the doctor

Research expert Klein returns as VP, marketing and planning; he and Antonowsky report to Weinblatt, executive VP

NBC-TV rehired Paul L. Klein last week in a move obviously calculated to strengthen its program strategy and boost its ratings ("Closed Circuit," March 1).

He was given the title of vice president, network marketing and planning. NBC-TV President Robert T. Howard said in announcing Mr. Klein's return that he would be valuable in "a wide range" of activities, and other sources said he could be involved in virtually all network activities of consequence.

There seemed no doubt that his number-one priority would be programming. This has been one of NBC's most disastrous seasons, in terms of ratings, in recent memory. It has lately been number

Exclusive  
San Francisco Class B FM  
Available For Sale

Hogan-Feldmann, Inc.  
MEDIA BROKERS • CONSULTANTS  
16255 Ventura Boulevard, Suite 415  
Encino, California 91436  
Area Code 213 986-3201

three in the three-network race, both by the week and in season-to-date standings.

Mr. Klein will report to NBC-TV Executive Vice President Mike Weinblatt—as does Marvin Antonowsky, vice president, programs. There have been recurrent reports that Mr. Antonowsky would soon be leaving but these have been just as recurrently denied by NBC, whose officials said again last week that there was no basis for them.

Mr. Klein was with NBC from 1961 and was vice president, audience measurement, from October 1965 until the summer of 1970, when he left to form Computer Television Inc., a pay-as-you-view program service to hotels and motels. Time Inc. later acquired 80% of CTI, but sold all or most of its interest last December to Spectradyne Inc. of Dallas, an electronics manufacturer that also was engaged in providing video entertainment to hotels and motels. In January Mr. Klein sold his interest to Time Inc., which now owns 19%, according to Time spokesmen.

Mr. Klein made a reputation as a program scheduler during his earlier stay at NBC. He was also credited with successfully promoting the concept that size of audience isn't everything for the advertiser—that reaching the right target audience is more important than sheer numbers. In addition he was said to have been a leader in convincing NBC of the importance of its going 100% color.

Since leaving NBC he also has been a consultant to the Public Broadcasting Service, the Corporation for Public Broadcasting and the Ford Foundation on matters relating to TV programming and scheduling, and to Lincoln Center for the Performing Arts and motion picture companies. He recently completed an assignment for PBS involving the purchase and scheduling of programming for the March 7-21 "Festival '76" project in which PBS stations seek to enlist local viewers as subscribers.

NBC-TV President Howard called Mr. Klein "an invaluable human resource" who "has demonstrated extraordinary expertise in broadcast research, broadcast technology and equipment, marketing, programming and audience measurement techniques and application." Mr. Howard said "we will rely heavily on his ex-

perience in these fields across a wide range of TV network activities."

Before joining the NBC research department in 1961 as supervisor, ratings, Mr. Klein had been research manager for the Doyle Dane Bernbach advertising agency from 1955 through 1960 and research analyst for the old Biow Co. from 1953 through 1954. More recently, he has been president of the board of Schools for the Future, a nonprofit organization that, among other things, produces the "Pop-Up" reading "commercials" that appear in children's programs.

## Paul Simon and Natalie Cole top Grammy winners

**They take double honors; Captain and Tennille win for best single**

Veteran songwriter and performer Paul Simon and newcomer Natalie Cole were each honored twice with Grammy awards Saturday, Feb. 28, at the 18th annual presentations by the National Association of Recording Arts and Sciences, broadcast live by CBS-TV.

Mr. Simon, who already had racked up seven Grammy awards from his partnership with Art Garfunkel in years past, earned two more on his own—album of the year for his *Still Crazy After All These Years* and best pop male vocal performance for the album's title song. Miss Cole, daughter of the late singer, Nat King Cole, was named best new artist and awarded another Grammy for best rhythm and blues female vocal performance for *This Will Be*.

Two other new faces of 1975, Captain and Tennille, walked off with record of the year for their *Love Will Keep Us Together*. And Janis Ian, whose comeback to the recording industry after several years' absence brought five nominations, won best female pop vocalist for *At Seventeen*. Her album, *Between the Lines*, took an engineering Grammy. Best pop perfor-

mance by a group went to the Eagles for *Lyin' Eyes*. The best motion picture or television score went to John Williams for *Jaws*. *The Rockford Files*, theme from the NBC-TV series, won best instrumental arrangement honors for Mike Post and Pete Carpenter.

Among those earning top country honors were Linda Ronstadt, best female vocal performance for *I Can't Help It (If I'm Still in Love with You)* and Willie Nelson, best country male vocal performance for *Blue Eyes Crying in the Rain*.

Other award-winners were:

Song of the year (songwriter's award): *Send in the Clowns*, Stephen Sondheim.

Producer of the year: Arif Mardin.

Best pop instrumental performance: *The Hustle*, Van McCoy and the Soul City Symphony.

Best rhythm and blues male vocal performance: *Living for the City*, Ray Charles.

Best R&B performance by a group: *Shining Star*, Earth Wind and Fire.

Best R&B instrumental performance: *Fly, Robin, Fly*, Silver Convention.

Best R&B song (songwriter's award): *Where Is the Love*, H.W. Casey, Richard Finch, Willie Clarke, Betty Wright.

Best soul gospel performance: *Take Me Back*, Andrae Crouch and the Disciples.

Best vocal performance by a duo or group: *Lover Please*, Kris Kristofferson and Rita Coolidge.

Best country instrumental performance: *The Entertainer*, Chet Atkins.

Best country song (songwriter's award): *(Hey Won't You Play) Another Somebody Done Somebody Wrong Song*, Chips Moman and L. Butler.

Best inspirational performance: *Jesus, We Just Want To Thank You*, Bill Gaither Trio.

Best gospel performance: *No Shortage*, Imperials.

Best jazz performance by a soloist: *Oscar Peterson and Dizzy Gillespie*, Dizzy Gillespie.

Best jazz performance by a group: *No Mystery*, Return to Forever featuring Chick Corea.

Best jazz performance by a big band: *Images*, Phil Woods/Michel Legrand (and orchestra).

Best ethnic or traditional recording: *The Muddy Waters Woodstock Album*, Muddy Waters.

Best Latin recording: *Sun of Latin Music*, Eddie Palmieri.

Best recording for children: *The Little Prince*, Richard Burton, narrator.

Best comedy recording: *Is It Something I Said?*, Richard Pryor.

Best spoken word, documentary or drama recording: *Give 'Em Hell, Harry*, James Whitmore.

Best instrumental composition (composer's award): *Images*, Michel Legrand.

Best cast show album (composer's and producer's award): *The Wiz*, composer: Charlie Smalls; producer; Jerry Wexler.

**Classical awards:** Album of the year: *Beethoven: Nine Symphonies*, Sir Georg Solti conducting the Chicago Symphony.

Best orchestral performance: *Ravel:*

## LOCAL NEWS IDEAS

- WEEKLY FOLLOWUP IDEA TIPSHEET
- FOR NEWS DIRECTORS, ASSIGNMENT EDITORS
- BACKGROUND INFO, EDITORIAL & FEATURE IDEAS
- ALREADY IN USE NATIONWIDE (RADIO & TV)

★ SEND FOR FREE SAMPLE!



## FOLLOWUP FILE

216 W. Jackson Blvd.  
Suite 612, Desk R-5  
Chicago, IL 60606



*Daphnis et Chloe*, Pierre Boulez conducting the New York Philharmonic.

Best opera recording: *Mozart: Così Fan Tutte*, Colin Davis conducting, Royal Opera House, Covent Garden.

Best choral performance: *Orff: Carmina Burana*, Robert Page, director; Michael Tilson Thomas, conductor.

Best chamber music performance, *Schubert: Trios Nos. 1 & 2*, Artur Rubinstein, Henryk Szeryng, Pierre Fournier.

Best instrumental soloist performance (with orchestra): *Ravel: Concerto for Left Hand and Concerto for Piano in G Major; Faure: Fantaisie for Piano and Piano and Orchestra*, Alicia de Larrocha.

Best instrumental soloist performance (without orchestra): *Bach: Sonatas and Partitas for Violin Unaccompanied*, Nathan Milstein.

Best vocal soloist performance: *Mahler: Kindertotenlieder*, Janet Baker.

**Hall of Fame Awards:** Gershwin: *Porgy and Bess* (opera, released in 1951); *God Bless the Child*, Billie Holiday (1941); *Oklahoma!* (original Broadway cast album, with Alfred Drake, 1943); Rachmaninov: *Piano Concerto No. 2*, Sergei Rachmaninov (1929); *Take the 'A' Train*, Duke Ellington (1941).

**Craft Awards:** Best arrangement accompanying vocalist: *Misty* (Ray Stevens), Ray Stevens.

Best engineered nonclassical recording: *Between the Lines* (Janis Ian), Brooks Arthur, Larry Alexander, Russ Payne.

Best engineered classical recording: *Ravel: Daphnis et Chloe* (Pierre Boulez), Bud Graham, Ray Moore, Milton Cherin.

Best album notes—nonclassical: *Blood on the Tracks* (Bob Dylan), Pete Hamill.

Best album notes—classical: *Footlifters*, Gunther Schuller.

Best album package (art director's award): *Honey* (Ohio Players), Jim Ladwig.

## Post-Newsweek takes top TV prize from Freedom's Foundation; WJR wins best in radio

The Freedoms Foundation, Valley Forge, Pa., has honored a number of individuals, schools, organizations and corporations, including several broadcasters, for their efforts to "strengthen an understanding of freedom and the fundamentals of a free society."

Post-Newsweek Productions, Washington, received the television program principal award for its *American Documents* TV series. George Washington honor medal awards and distinguished service awards in the TV/motion picture category were given to ABC-TV for "The Right to Believe" from its *Directions* series and to NBC-TV and IBM for *IBM Presents Clarence Darrow*. Honor medals were also

awarded to Avco Broadcasting, Cincinnati, for "Sacajawea" from the *Young People's Specials* series; WKYC-TV Cleveland, for *Lest the Colors Fade*; KTVB(TV) Boise, Idaho, for *Duck Valley—a View from the Outside* and noncommercial WHYY-TV Wilmington, Del., for *Twice Upon a Congress*.

The principal award for radio programs went to WJR(AM) Detroit and Mike Whorf, Birmingham, Mich., for the *Sounds of Glory* series. Radio program honor medals were awarded to Bicentennial Radio Network Ltd., Hampton, Va., for "A most authentic living day-by-day accounting of the Revolutionary War"; Golden

Sounds, Knoxville, Tenn., for *Tennessee Valley A&I Fair Program*; Southern Baptist Radio Television Commission, Fort Worth, for *Master Control* and to WBAL(AM) Baltimore and First Federal Savings & Loan, Annapolis, Md., and Kunkel Piano & Organ Co., Baltimore, for *The Dan Spatz Show*.

William P. Cheshire, WRAL(TV) Raleigh, N.C., and John Salisbury, news director, KXL(AM) Portland, Ore., won honor medals for editorials.

Twenty-one broadcasters will be among numerous honor certificate recipients awarded during the year at regional presentations.

# Being First

## is a Western tradition.



The **FIRST 2.5 kW AM** broadcast station in modern times is KZUL, Parker, Arizona. Our congratulations, Rick Murphy!

The **Sparta 703B 2.5 kW AM Transmitter** is **FIRST** . . . but **NOT NEW**. For a decade it has proven dependable around the world — from the frozen, miles-high Peruvian Andes to Oceanic island locations. **THAT'S** dependability!

The **703B's solid state** intermediate amplifier design is the choice of dozens of 2.5 kW AM applicants. Think **NOW** of your own contingency order for the Sparta Model 703B.

Think **FIRST** of Sparta's complete, dependable transmitter line.



Satisfaction **GUARANTEED!**

 **SPARTA**  
Division of Cetec Corporation

5851 Florin-Perkins Road. Sacramento. Ca. 95828 (916) 383-5353

## Ohio State honors 69 for contributions in radio-television

Annual competition draws 815 entries from around world

Sixty-nine Ohio State Awards for meritorious achievement in educational, informational and public affairs broadcasting were presented Tuesday (March 2) in Columbus, Ohio, by the Institute for Education by Radio-Television, Ohio State University.

Tuesday's presentation marked the 40th annual Ohio State Awards luncheon. Seven panels of judges selected the 69 recipients from a field of 815 entries representing programming efforts by commercial and noncommercial broadcasters and production agencies in the U.S., Canada, Great Britain, Federal Republic of Germany, Egypt, and Malta. The 1976 winners:

### Radio formal instruction:

(Metropolitan) Social sciences (community problems), children and youth: WNYE-FM Brooklyn, N.Y., "This is Our Land."

(Local) Social sciences (community problems), children and youth: Alberta School Broadcasts, Edmonton, Alberta, "The Education of René Laboucan." Social sciences (community problems), children and youth: Manitoba Dept. of Education and Canadian Broadcasting Corp., Winnipeg, Man., "The 'St. Roch'" (special award). Social sciences (individual problems), children and youth: KBPS(AM) Portland, Oregon Public Schools, "Who Cares?: Is This Stealing?."

### Radio, informal instruction:

(Network) Performing arts and humanities, adults and general audience: Deutsche Welle, Transkriptionsdienst, Federal Republic of Germany, "Who Once Eats Out of a Tin

Bowl." Performing arts and humanities, adults and general audience: Canadian Broadcasting Corp., Toronto, "Gustav Holst, Planet Maker" (special award). Natural and physical sciences, adults and general audience: CBS News, "The Progress of American Medicine". Social sciences (community problems), adults and general audience: National Public Radio, Washington, "Plutonium: A Question of Life and Death." Social sciences (community problems), adults and general audiences, "Congressional Hearings: Events Coverage" (special award). Social sciences (individual problems), adults and general audience: Canadian Broadcasting Corp., Toronto, "Concern - Stroke." Bicentennial award. CBS News, New York, "America's Bicentennial 1776."

(Metropolitan) Performing arts and humanities, children and youth: Standard School Broadcast, San Francisco, "Music Makers." Social sciences (individual problems); children and youth: KGO(AM) San Francisco, "The Greatest Show on Earth." Performing arts and humanities; adults and general audience: Gamut Productions, Barrington, Ill., "Gamut: The Great Idea of Man." Performing arts and humanities, adults and general audience: KPFF(FM) North Hollywood, "Colette: Battles, Feasts and Solitudes" (equal merit award, "Gamut: The Great Idea of Man"). Natural and physical sciences, adults and general audience: KFRC(AM) San Francisco, "What's Shakin' in San Francisco." Social sciences, (individual problems); adults and general audience: WRFM(FM) New York, "Burn Care." Social sciences, (community problems), adults and general audience: WMAQ(AM) Chicago, "Milk Bilk." Social sciences, (individual problems), adults and general audience: WCBS(AM) New York, "A Life to Share" (special award). Bicentennial award: WRFM(FM) New York, "A Nation of Immigrants."

(Local) Social sciences, (individual problems), children and youth: KGW(AM) Portland, Ore., "Open Door: Excerpts Pt. 2." Performing arts and humanities, adults and general audience, WITF-FM Hershey, Pa., "Symphony Preview: Songs of a Wayfarer." Performing arts and humanities, adults and general audience: Minnesota Public Radio, St. Paul, "The Arts in Education in Minnesota" (special award). Natural and physical sciences, adults and general audience: KMOX(AM) St. Louis, "Heart Disease: The Number One Killer." Social sciences, (community problems), adults and general audience: KRAB(AM) Seattle, "Government Inspected: Inside Walla Walla" (equal merit award, with "The Old Folks Aren't Home"). Social sciences, community problems, adults and general audience: WFSU-FM Tallahassee, Fla., "The Old Folks Aren't Home" (equal merit award, with "Government Inspected: Inside Walla Walla"). KMOX(AM) St. Louis, "Over-all community service programming" (special award). Social sciences, individual problems, adults and children: WGBS(AM) Miami, "Grasses and Weeds Fruits and Roots—Overview: Alcohol." Bicentennial

award: WHA(AM) Madison, Wis., "Guernica."

### Television, formal instruction:

(Metropolitan) Performing arts and humanities, children and youth: Ontario Educational Communications Authority, Toronto, "A Portrait of the Artist As A Young Man." Social sciences, community problems, children and youth: Ontario Educational Communications Authority, Toronto, "Africa File—Tarzan Doesn't Live Here Anymore." Natural and physical sciences, adults and general audience: The Network for Continuing Medical Education, New York, "Thermal Injuries: Medical, Surgical and Psychiatric Care." Social sciences, community problems, adults and general audience: Capital Cities Television Productions, Philadelphia, "Why Can't I Learn" (equal merit award, with "Victorians—Voices from the Ranks"). Social sciences, community problems, adults and general audience: Media Centre, University of Toronto, Toronto, "Victorians—Voices from the Ranks" (equal merit award, with "Why Can't I Learn").

(Local) Performing arts and humanities, children and youth: ITV Cooperative/WETA-TV, Arlington, Va., "The Upstairs Room" (equal merit award, with "So What Happened to You?"). Performing arts and humanities, children and youth: WTVI-Charlotte-Mecklenburg Schools, Charlotte, N.C., "So What Happened to You?" (equal merit award, with "The Upstairs Room"). Social sciences, community problems, children and youth: Alberta School Broadcasts/National Film Board, Edmonton, Alberta, "Man Who Chooses the Bush." Social sciences, individual problem, children and youth: Agency for Instructional Television, Bloomington, Ind. 47401, "The Way We Live" (equal merit award, with "Phil Coxen Musician"). Social sciences, individual problems, children and youth: Central Virginia Educational Television Corp., Richmond, Va., "Phil Coxen: Musician" (equal merit award, with "The Way We Live"). Performing arts and humanities, adults and general audience: Oregon Educational and Public Broadcasting Services, Portland, "Creative Stitchery"

### Television, informal instruction:

(Network) Performing arts and humanities, children and youth: CBS Television Network, New York, "Danny Kaye's Look-in at the Metropolitan Opera." Social sciences, individual problems, children and youth: CBS Television Network, "Antonio and the Mayor." Performing arts and humanities, adults and children: NBC, New York, "Clarence Darrow." Natural and physical sciences, adults and general audience: British Broadcasting Corp., New York, "The Ascent of Man: Lower than the Angels." Social sciences, community problems, adults and general audience: NBC News, "And Who Shall Feed This World?." Social sciences, community problems, adults and general audience: CBS News, New York, "Mr. Rooney Goes to Washington" (special award). Social sciences, individual problems; adults and general audience: NBC News, New York, "Of Women and Men" (equal merit award, with "On Death and Dying"). Social sciences, individual problems, adults and general audience: NBC News, New York, "On Death and Dying" (equal merit award, with "Of Women and Men"). Bicentennial award: CBS Television Network, New York, "Benjamin Franklin—The Statesman."

(Metropolitan) Social sciences, community problems, children and youth: Daniel Wilson Productions, New York, "Over 7." Social sciences, individual problems, children and youth: Group W, New York, "Call It Macaroni: It's a Long Way Up" (equal merit award, with "The Skating Rink"). Social sciences, individual problems, children and youth: Martin Tahse Productions, Los Angeles, "The Skating Rink" (equal merit award, with "Call It Macaroni: It's a Long Way Up"). Performing arts and humanities, adults and general audience: KCET(TV) Los Angeles, "Ladies of the Corridor" (equal merit award, with "La Condena"). Performing arts and humanities, adults and general audience: WCVB-TV Boston, "La Condena" (The Sentence) (equal merit award, with "Ladies of the Corridor"). Natural and physical sciences, adults and general audience: Survival Anglia Ltd., New York, "Magnificent Monsters of the Deep." Social sciences, community problems, adults and general audience: Mactesuma Esparza Productions/McGraw Hill Broadcasting Co., Los Angeles, "La Raza—Survival." WKYC-TV Cleveland, "Montage" (special award). Social sciences, individual problems, adults and general audience: RKO General Television, New York, "The Middle Age Blues" (equal merit award, with "Old is Somebody Else"). Social sciences, individual problems, adults and general audience: WNEW-TV New York, "Old is Somebody Else" (equal merit award, with "Middle Age Blues"). WCVB-TV Boston, "Innovative and Diversified Public Interest Programming" (special award). Bicentennial award: Post-Newsweek Stations, Washington, "The Building of the Capitol."

(Local) Performing arts and humanities, adults and general audience: KPBS(TV) San Diego State University; San Diego, "Cities for People." Performing arts and humanities, adults and general audience: KMJ-TV Sacramento, Calif., "Art Speaks" (special award). Natural and physical sciences, adults and general audience: KHTV(TV) Houston, "Crib Death—Its Only Symptom Is Death." Social sciences, community problems, adults and general audience: WCCO-TV Minneapolis, "Towering Intuition" (equal merit award, with "Woman, Who Are You?"). Social sciences, community problems, adults and general audience: WPLG-TV Miami, "Woman, Who Are You?" (equal merit award, with "Towering Intuition"). Social sciences, community problems, adults and general audience: WITF-TV Hershey, Pa., "Of Mules and Men" (special award). Social sciences, individual problems, adults and general audience: New Jersey Public Broadcasting, Trenton, "Work, Work, Work." Bicentennial award: WBT(TV) Charlotte, N.C., "Candle in the Wilderness."

Introducing radio's first and only complete broadcast production and advertising sales support system.



Radio advertising masterworks created by Chuck Blore and produced by TM.

Preview it at the NAB, Hilton Suite 2306—Or call Jerry Atchley collect—(214) 634-8511

**TM**

TM Productions, Inc.

1349 Regal Row Dallas, Texas 75247



## Washburn finds children's TV much improved

**FCC commissioner notes some faults in personal survey, but finds things 'encouraging'**

In his one and a half years on the FCC, Commissioner Abbott Washburn has become something of a television critic—not in the sense of a Newton N. Minow, who in 1961 grandly disposed of television in general as a "vast wasteland," but in the sense of a critic who discusses individual programs, the good and not so good.

At a television workshop of the United Church of Christ, in Los Angeles, Commissioner Washburn delivered "a personal and informal assessment" of how broadcasters are implementing the guidelines the commission laid down in its policy statement on children's television programming in 1974. Among other sources he tapped for his survey were television station managers and "an advisory panel of sixth-grade students" who are classmates of his daughter, Julie.

And his conclusion, documented with titles of shows, was that there has been a net improvement:

■ While some stations "are doing as little as possible," many more are developing new local programs for children that rank high in quality. (One example he gave was



**Countering the TV culture.** Documentary of Super Bowl X co-produced by Top Value Television (TVP) experimental video group and by WNET/13 Television Laboratory (noncommercial WNET-TV New York), will be broadcast by PBS stations during Festival '76 national membership week, March 7-21. Program is touted as taking "irreverent, behind-the-scenes look at America's love of pro football and the hoopla surrounding Super Bowl Week." Among TVTV crew (l-r) were Bart Friedman, Nancy Cain, Tom Weinberg and Elon Soltes. The goal for new viewer contributions during Festival 76 has been targeted at \$7.5 million.

WXYZ-TV Detroit's *Hot Fudge*, which features Arte Johnson and puppets and which helps "kids understand their emotions." Other examples—*Wrap It Up* on WMAQ-TV Chicago and *How Come?* on KING-TV Seattle.)

■ The networks' Saturday morning programming, he said, is reaching "a high standard" of educational and informational content with such programs as *In the News* (CBS), *Schoolhouse Rock* (ABC) and *Westwind* (NBC). Considering how "barren" Saturday mornings used to be, he said, "one hopes and is encouraged to believe that the networks will continue to upgrade the programs in this time period." The networks, he said, are also doing well in Bicentennial and other special programs. ("The network specials for children are indeed special.")

He found the "biggest gap" in children's programming during the week, in the afternoon time after school. His daughter and her friends, he said, "after a busy school day, find nothing on their sets but reruns of *Green Acres*, *Andy Griffith*, *Love American Style*, *I Dream of Jeannie*, et al."

And he expressed disappointment that, "except for CBS's much-loved *Captain Kangaroo*" each weekday morning, there is not much for the preschooler to watch on television during the week. However, some local stations are taking up the slack, he suggested—WPLG-TV Miami, with *Arnold and Company*, for instance, and Group W, with *Playmates—Schoolmates*.

Over-all, Commissioner Washburn found "several encouraging and healthy trends" in children's television. Some broadcasters "are not just airing material which they think kids like or want," he said. "They are talking with young people, bringing them into the actual planning and production. The result is startling and marvelous diversity."

## Early April at latest for network schedules

The TV networks are sticking to their plans to lock up their 1976-77 prime-time schedules by late this month or early next.

Asked for their current lock-up targets at a meeting of the International Radio and Television Society in New York, program officials of the respective networks gave these replies: ABC, about March 26; CBS, about April 1; NBC, early April. They didn't get into it, but they're also expected to start the new season later than usual, toward the end of September, and thus allow more program production time in late summer as well as spring.

Participants in the IRTS question-and-answer program were Edwin T. Vane, vice president and national program director, ABC Entertainment; Lee Currin, vice president, programs, CBS-TV, and Marvin Antonowsky, vice president, programs, NBC-TV. Howard Eaton Jr., senior vice president and director of broadcasting for Ogilvy & Mather, was moderator.

## The best buys on television

**Arbitron 'SuperSweeps' pick 'Family,' 'Sanford' and 'Happy Days' as tops in demographics**

Arbitron Television reported last week that NBC-TV's *Sanford and Son*, CBS-TV's *All in the Family* and ABC-TV's *Happy Days* each lead two of six major demographic categories as the most popular programs on television.

Citing figures from the fall 1975 "Arbitron SuperSweep," which lists the nationwide rating of the top-50 network programs ranked by television households and five demographic classifications, ARB said *Sanford* was first in TV households and total men; *Family* in total men and women, 18 to 49, and *Happy Days*, total teen-agers and total children.

"SuperSweep" is based on a survey of 93,614 television households conducted last November in 208 markets.

Following are the top-10 shows in the six main categories:

### Television households

1. Sanford and Son (NBC)
2. All in the Family (CBS)

# TVP®

*is a registered trademark of the Archer Daniels Midland Company for our brand of Textured Vegetable Protein.*

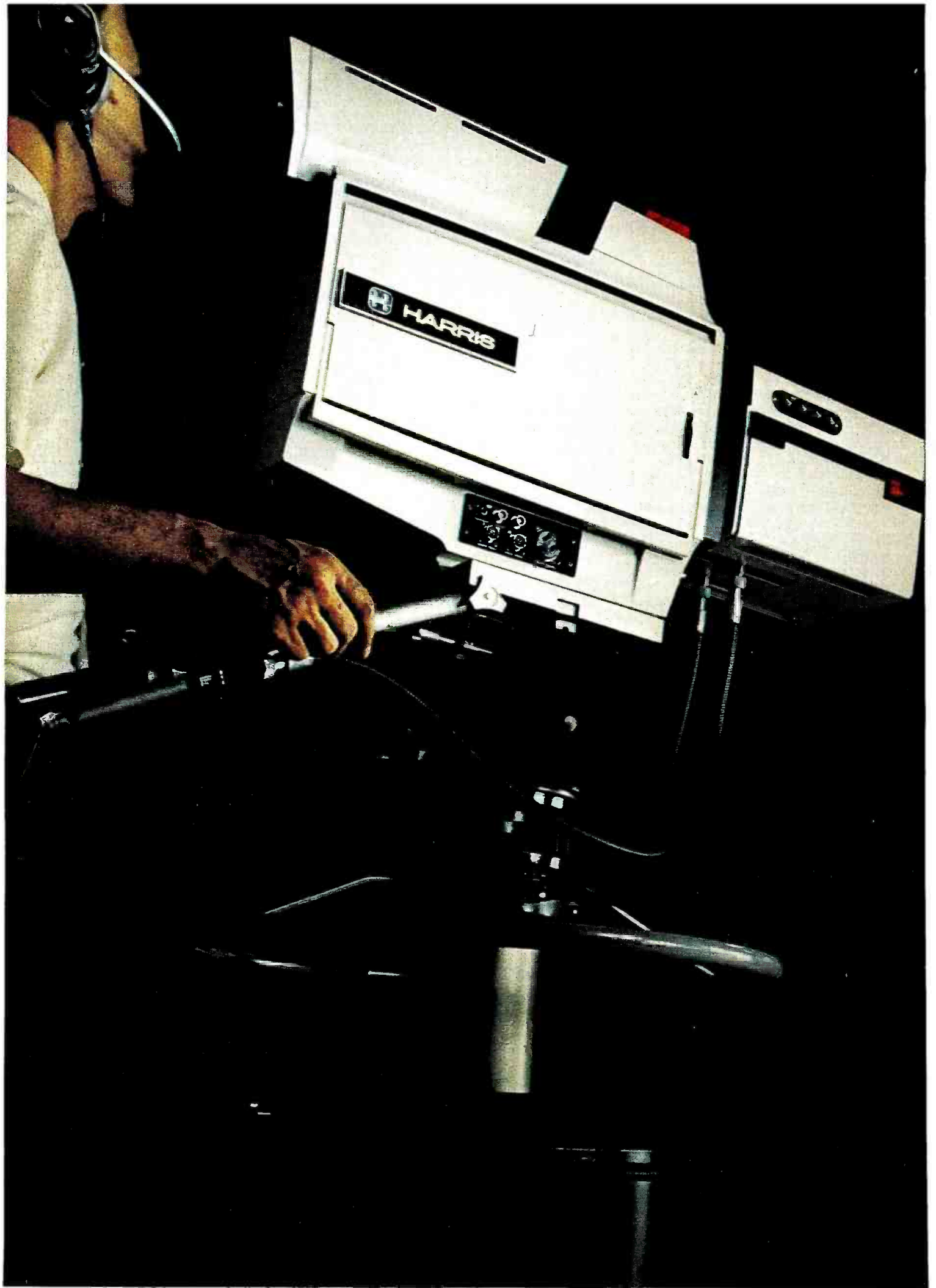
*Please don't use our trademark as a generic term or abbreviation.*

We're proud of our trademark. TVP® designates our brand of textured vegetable protein. TVP® is the original textured vegetable protein, and is a patented product—U.S. patent number 3,488,770.

While there are many textured vegetable proteins, there is only one TVP® brand. Please assist us in seeing that our trademark is not mis-used.







# Harris' superb new TC-80 features full automatics, and add-on Triax.

The deluxe TC-80 live color camera redefines "top-of-the-line", with unmatched picture quality, real operating convenience, super-stable mechanics, easiest setup . . . and add-on Triax.

This is the first American-built camera with add-on Triax . . . buy it now, or simply add it later in the field! No camera modifications required.

A full complement of automatics is standard in the TC-80,

including white balance, black balance, centering, and a unique automatic iris. Fewer operator adjustments for better picture quality.

All setup and operating controls are away from the camera head, and are brought up on the CCU front panels with knobs. No screwdrivers are needed.

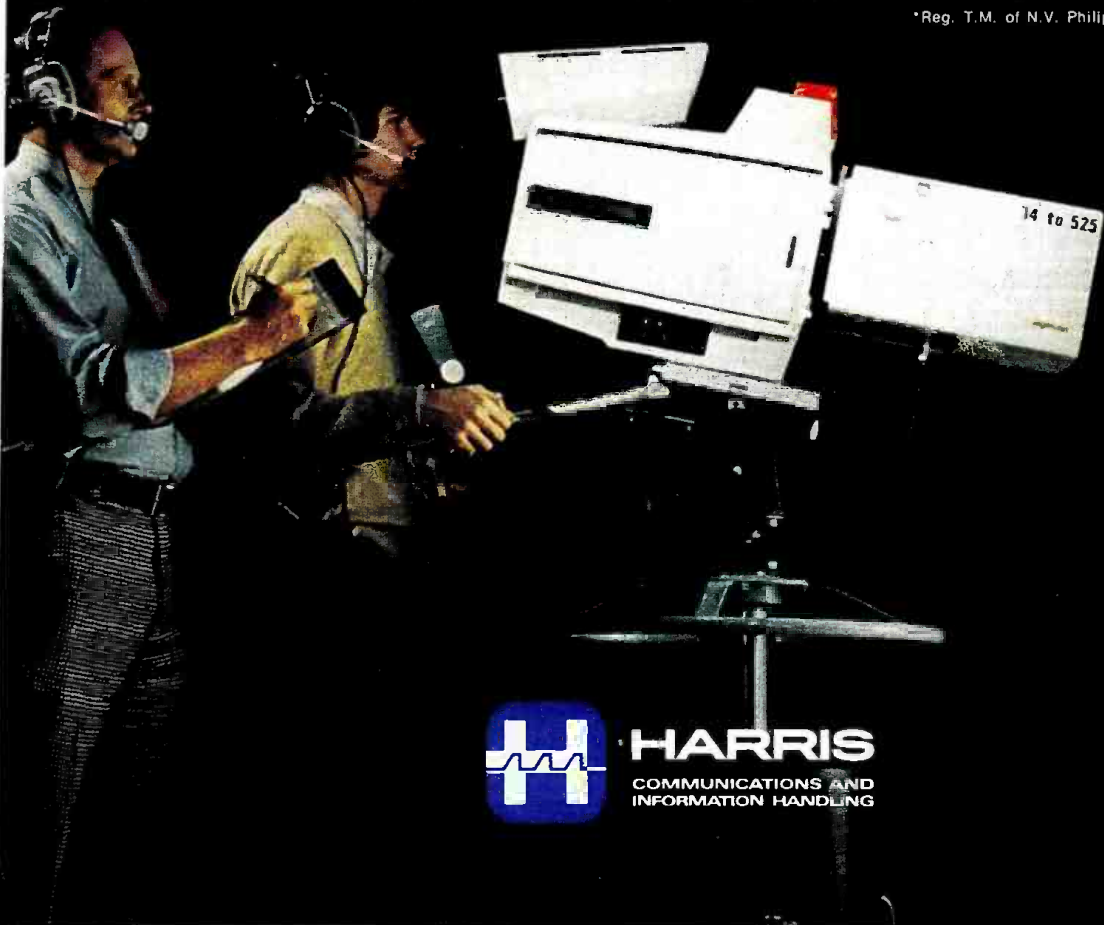
Use either standard or anti-comet tail Plumbicon\* camera tubes . . . without modifications. And a wide variety of lenses may

be employed, from the largest 34-to-1 to 10-to-1, or even smaller.

Prism, lens, tubes, yokes can all be changed and interchanged easily, without realignment.

There's much more. Write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Illinois 62301.

\*Reg. T.M. of N.V. Philips of the Netherlands



**HARRIS**

COMMUNICATIONS AND  
INFORMATION HANDLING

3. Rhoda (CBS)
4. Waltons (CBS)
5. Phyllis (CBS)
6. Little House on the Prairie (NBC)
7. Chico and the Man (NBC)
8. Mary Tyler Moore (CBS)
9. Maude (CBS)
10. Happy Days (ABC)

#### Women 18-49

1. All in the Family (CBS)
2. Happy Days (ABC)
2. Rhoda (CBS)
4. Sanford and Son (NBC)
5. ABC Sunday Night Movie (ABC)
5. Phyllis (CBS)
5. Waltons (CBS)
8. Little House on the Prairie (NBC)
8. Maude (CBS)
8. Starsky and Hutch (ABC)
8. Welcome Back Kotter (ABC)

#### Total Teen-agers

1. Happy Days (ABC)
2. Welcome Back Kotter (ABC)
3. Baretta (ABC)
3. Six Million Dollar Man (ABC)
5. Waltons (CBS)
6. All in the Family (CBS)
6. Little House on the Prairie (NBC)
6. Rhoda (CBS)
6. Starsky and Hutch (ABC)
10. Phyllis (CBS)
10. Sanford and Son (NBC)

#### Total women

1. All in the Family (CBS)
2. Sanford and Son (NBC)
3. Rhoda (CBS)
3. Waltons (CBS)
5. Little House on the Prairie (NBC)
6. Phyllis (CBS)
7. Chico and the Man (NBC)
7. Mary Tyler Moore (CBS)
7. Maude (CBS)
10. Jeffersons (CBS)

#### Total men

1. Sanford and Son (NBC)
2. NFL Monday Night Football (ABC)
3. All in the Family (CBS)
4. Cannon (CBS)
4. Kojak (CBS)
4. Six Million Dollar Man (ABC)
7. ABC Sunday Night Movie (ABC)
7. Chico and the Man (NBC)
7. Starsky and Hutch (ABC)
7. Waltons (CBS)

#### Total children

1. Happy Days (ABC)
2. Little House on the Prairie (NBC)
3. Wonderful World of Disney (NBC)
4. Waltons (CBS)
5. Scooby-doo, Where Are You (CBS)
5. Six Million Dollar Man (ABC)
7. Emergency (NBC)
7. Shazam-Isis Hour (CBS)
9. Bugs Bunny-Road Runner Hour (CBS)
9. Welcome Back Kotter (ABC)

## Out there alone with a smile and a shoeshine?

### Mead's proposal at NATPE for repeal of cigarette ad ban draws no support in Washington

Despite the hopeful message broadcasters received two weeks ago from presidential adviser Robert Mead, there is believed to be little or no chance that pending legislation to lift the ban on broadcast advertising of cigarettes will get any attention in this Congress. Provision to remove the ban is contained in Senator Roman Hruska's (R-Neb.) bill to abolish the fairness doctrine (S.1178).

It has been nearly a year since hearings were held by the Senate Communications Subcommittee on Mr. Hruska's bill and another introduced by Senator William Proxmire (D-Wis.), a Hruska aide pointed out last week. And although Subcommittee Chairman John Pastore (D-R.I.) indicated there would be more hearings, it is clear there will be none. "As long as Pastore's there, I just don't think there's any hope for the bill," the aide said. A Pastore aide said much the same.

The subject of cigarette advertising was raised in a speech at the San Francisco conference of the National Association of Television Program Executives by Mr. Mead, who said Congress should either ban antismoking advertising from TV and smoking advertising from newspapers or allow cigarette advertising back on television (BROADCASTING, March 1). Mr. Mead said he was reflecting the administration's view, although without specific clearance from the President. But the White House is not pushing for new cigarette advertising legislation in Congress, and Senator Hruska said last week he has had no contact with the administration of the matter.

Back at the White House, Mr. Mead—who had said in his NATPE speech that "when I get off the plane back in Washington tomorrow, people could meet me with placards and shouting"—was having a quiet week. While there were neither placards nor shouting, there were reports of whisperings backstairs in the White House. But reports of internal unhappiness with his bringing up the subject had not reached him. "They knew in advance what I was going to say," he told (BROADCASTING, "and there were no objections.")

### Barnum countersues JWT

A former executive of the J. Walter Thompson Co., New York, who was sued last year by JWT for \$10 million, is now suing JWT for an equal amount.

H. James Barnum Jr., president of Barnum Communications Inc., New York, claimed in New York state supreme court that the agency and two of its top officials had conspired to drive him out of business

**Totally for television.**

**WHERE  
YOU  
BELONG**

**Total thematic imagery from sign-on to sign-off. With instrumentals and custom vocals to put you on top.**

Preview the industry's newest, most effective all-television series at the NAB, Hilton Suite 2306 — Or call Jerry Atchley collect — (214) 634-8511

1349 Regal Row Dallas, Texas 75247

**TM**

TM Productions, Inc.



by involving him in extended litigation and by claiming falsely he had tried while still a JWT employe to obtain Thompson clients for an agency he was setting up. Named in the suit were the agency and its president and chief executive officer, Donald Johnston Jr., and its chairman, Edward B. Wilson II.

Early last year JWT sued Dr. Barnum in U.S. Southern District Court of New York, claiming that while he was head of the Thompson medical subsidiary, Deltakos, Dr. Barnum had conspired to move clients and personnel into an agency he intended to form. That action is still pending. Dr. Barnum left Thompson in 1974 and formed his own agency in 1975.

### They liked it in Chicago

ABC's WLS-TV Chicago, the chief beneficiary of changed ratings patterns when A.C. Nielsen Co. switched from diaries to overnight metered reports early this year (BROADCASTING, Jan. 26), has become the first Chicago station to subscribe to the overnights. WGN-TV, an independent shown by the metered measurements to be ahead of NBC-owned WMAQ-TV on occasion, was the second subscriber. Other sources estimate the rate for network affiliates in Chicago is about \$75,000 a year, while the rate for WGN-TV would be "less"

and for other independents—all UHF outlets—"less than that."

### Commercials pact OK'd

Members of the Screen Actors Guild have voted unanimously to ratify a contract in the television commercials area calling for more than 20% increase in fees and rates for performers.

The contract previously had been accepted by the American Federation of Television and Radio Artists, with which SAG jointly negotiates with advertisers and agencies in the TV commercials sector (BROADCASTING Feb. 23, March 1). Terms of the new three-year contract are retroactive to Nov. 16, 1975.

SAG and AFTRA officials will meet today (March 8) in Hollywood with members of the Joint Policy Committee of the Association of National Advertisers and the American Association of Advertising Agencies to work on the final drafting of the contract.

Industry sources have estimated that payment to TV performers will rise \$13 million to \$15 million annually. Management resisted two key demands of the unions which had sought, but did not win, provisions to institute a pay-for-play formula in the "wild spot" area and to limit the appearance of nonprofessionals.

**Opposed.** Proprietary Association, Washington, trade group for sellers and manufacturers of over-the-counter drugs, has petitioned Federal Trade Commission to withdraw proposed trade regulation rule on OTC advertising claims. Regulation would require that claims coincide with those permitted by Federal Drug Administration in 27 therapeutic categories. Proprietary Association charged that rule "is ambiguous, legislates words, is interpreted differently by FTC staff and abrogates advertising authority."

**Warnings.** At least 70 Florida radio stations are said to be airing public service announcements telling of new state law mandating three-year jail sentence for persons caught with gun while committing crime. Announcements are part of public service campaign using radio, 200 billboards and 10,000 posters. It is being sponsored by Florida Sheriff's Association and coordinated by Orlando, Fla.-based PR Inc. public relations firm. Diana Monahan, president of PR Inc., estimates that many more stations are using free announcements than 70 that have answered mailings. Estimated \$1 million in resources has been donated to campaign, with radio announcements prepared at WKIS(AM) Orlando.

# The NEW schaffer 903E...

**You could pay 10% more for an automation system.  
You could pay 10% less.  
Here are some reasons you SHOULD'N'T.**

Pay less and you get less. It's as simple as that. Pay more and you still won't get all you get in a Schaffer 903E.

If you want the most for your investment, now and in the future, you'll live to regret a compromise.

The Schaffer 903E is designed to do more for you today, and do more for you tomorrow, too. The 903E has built-in expansion capability, so you won't outgrow it. The 903E has a full three day memory so you can program it in advance, or for over a long weekend. The 903E also has the lowest per-event cost of any automation system on the market. And it's so easy to operate that in most stations the traffic person handles all the day-to-day changes in scheduling.

We know the Schaffer 903E is more automation for the money than anything else you'll find. Why not compare for yourself? Call or write for the Schaffer comparison pamphlet, and see why the 903E is the leader in value.



**Schaffer Electronics Corporation**  
75 Castilian Drive, Santa Barbara Research Park  
Goleta, California 93017 (805) 968-0755

**Tell me more about the 3-day-memory 903E!**

NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
STATION \_\_\_\_\_ ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

# TV's top programs are on Bias.

What makes Bias a top performer for TV stations all across the country? Top programs, that's what.

For over five years Bias computer programs have helped stations eliminate their traffic headaches, increase sales, and speed billing operations.

Now thanks to Bias 2 and its Burroughs 6700 computer, we're faster and more efficient than ever before.

For more information call 901-332-3544 collect; ask for Pat Choate, Director of Marketing.

# BIAS

**Broadcast Industry  
Automation System**

a division of Data Communications Corp.  
3000 Directors Row, Memphis, Tenn. 38131

## Cablecasting®

### N.Y. tightens grip on pay-cable rate regulation

**Failure of some systems  
to observe old mandate  
prompts order to file  
for rate approvals by April 30**

The New York State Commission on Cable Television has reaffirmed its jurisdiction over rates charged for pay cable services. All rates, including ancillary pay services, must be negotiated as part of the local cable franchise and approved by the state, the New York commission declared in a policy statement last week.

The announcement is a reiteration of a 1973 policy formulated at the conclusion of a case that involved Teleprompter Corp.'s Mount Vernon, N.Y., system. At that time, however, no specific action was taken by the commission since pay cable's growth was still relatively small—16,000 plus subscribers. The 1973 ruling served only to underline the commission's position that New York state law specifically places jurisdiction over all cable rates, within the commission.

Last week's announcement goes one step further in ordering all existing pay cable operations to file by April 30 for appropriate pay rate approvals with the local franchise. Very few of the 29 pay cable systems operating in the state have in the past sought approval for pay rates, according to a commission spokesman. As of last December, there were 142,500 pay cable subscribers in New York covering 40 municipalities. Typical pay rates range from \$7 to \$10 monthly.

The latest policy statement stemmed from the failure of cable systems to comply with filing requirements, the commission spokesman said. Cable systems have unilaterally raised pay service rates where they have been denied basic service rate increases and in some cases have used the lure of pay cable as a negotiating point to demand higher basic monthly rates from the local franchise authority, reported the spokesman.

Cable operators have argued that the FCC pre-empts state and local regulation of pay rates. The FCC however is now reviewing the whole issue of subscriber rate regulation (BROADCASTING, Feb. 9; Jan. 5). And while the FCC's position is uncertain, said a New York state commission official, the state laws expressly require state approval of all cable subscriber rates.

### Getting the CATV picture

The National Science Foundation has granted \$208,000 to the University of Missouri at St. Louis to test cable television picture quality. The study will carry

out a recommendation by the FCC's Cable Television Advisory Committee, which is intended to aid the commission in developing technical rules for CATV (BROADCASTING, May 26, 1975).

The Washington consulting firm of Malarkey, Taylor & Associates will coordinate the project, with Robert E. Welch Jr., of the university, as principal investigator.

Involved is a psychometric testing procedure to measure the viewer's perception of TV picture quality in the presence of random noise, intermodulation, synchronous crossmodulation and discrete frequency interference.

## Cable Briefs

**HBO goes to California.** Home Box Office's pay cable satellite network this week expands into California (state with greatest number of CATV subscribers) with March 8 turn-on of earth station at United Cable's Hayward system. New York-based HBO network became coast-to-coast operation last December when Teleprompter systems in Seattle and Tacoma, Wash., affiliated.

**Over to RCA.** RCA's Satcom I satellite has completed its test phase and is now serving Home Box Office pay cable network. Twenty-two earth terminals now in operation by HBO affiliates reoriented their antennas Feb. 28, with no difficulties reported. RCA has been providing HBO network service on transponders leased on Western Union's Westar II satellite.

**Channel 100.** Optical Systems Corp., Burlingame, Calif.-based pay cable program supplier, has added 13-movie American Film Theater package to its programming schedule. AFT package, sold by Irving Kahn, Broadband Communications, had already been purchased by Home Box Office (BROADCASTING, July 14, 1975). Films will preview this month on both HBO and Optical Systems cable affiliates.

**South Bronx assistance.** New York State Commission on Cable Television has signed agreement with newly incorporated South Bronx Communications and Media Access Center Inc. to provide technical assistance to develop video communications capability in community. Assistance was made possible by state legislation, sponsored by Assemblyman Jose E. Serrano, that appropriated \$50,000 to cable commission for support of media center.

**Regrets.** John Eger, acting director of Office of Telecommunications Policy, has advised National Cable Television Association he will not attend association's April 4-7 convention. NCTA had counted on Mr. Eger and publicized his appearance on Monday session, "Cable Regulation: A Government Forum." But according to OTP spokesman, Mr. Eger had never made firm commitment and only agreed to participate at convention barring any other circumstances. Commitment in area of international telecommunications policy has

surfaced and Tom Keller, OTP general counsel, is expected to take Mr. Eger's place.

**MDS for Z.** Los Angeles's Theta Cable Television is planning to extend availability of its Z pay-TV channel outside its service area via multipoint distribution service. Theta currently has over 36,000 of its subscribers taking the Z channel and expects to double that number when MDS is used to extend the pay service's reach. Extended service will primarily become available to other homes in Los Angeles county but outside present cabled areas, where Theta holds a franchise.

**Cable radio.** National Cable Radio Network, new subsidiary of Washington-based Ads Audio Visual Productions Inc. (which produces public service material for broadcasting), will offer audio and visual format for musical cable radio programming beginning this month. Programs consist of musical selections with digital-display information on screen spelling out name of album, label, artist and ordering information. NCRN concept envisions four-way split among itself, cable system, record companies and MSI Television—which is providing electronic hardware—of revenues generated from record advertising. NCRN presently is talking with RCA and Columbia Records, according to John Humphreys, NCRN manager.

**Sports world.** Newly formed Federal Broadcasting Co., Canton, Ohio, has signed several program producers for its *Sports World* program package (35 hours per week of original programming) that is being distributed to 12 cable systems. Thomas Ficara, FBC president, announced contracts with Marvin Sugarman Productions, Art Greenfield Co., ABC management and Pro Wrestling International for football, baseball, basketball and hockey events along with lesser known sports such as box lacrosse, jai alai, dog racing and rodeo.

---

## Nonbroadcast panel says pay cable is no threat to TV

**IRTS program features Baruch, Levin, Harris, CPI and Y&R executives, who view medium as a supplemental one**

Pay cable was pictured at a seminar in New York as a medium headed for impressive growth, and posing no threat to commercial television over the next five years.

Ralph Baruch, president of Viacom International Inc., New York, who was chairman of the program arranged by the International Radio and Television Society, gave an indication of things to come as he saw them when he reported that pay cable subscribers have jumped to more than 500,000 over the past few years and asserted that pay cable "will not prove to be a detriment to any other industry."

Gerald Levin, president of Home Box

Office Inc., New York, a cable programming firm that recently initiated satellite service, called this method of distribution "highly efficient" now and said it would be even more cost-efficient as penetration increases. He labeled pay cable "a supplementary medium."

Speaking from a pay cable system operator's viewpoint, Henry W. Harris, president of Cox Cable Corp., Atlanta, suggested that pay cable does not serve as a catalyst for additional subscribers to cable TV, but it does seem to enhance the value of CATV for current customers. He claimed pay cable "won't make a market viable if it isn't already viable." Mr. Harris's comment on the impact of CATV on other media: "Pay cable and cable television take no skin off the back of any other media."

Allen R. Adler, vice president, corporate development, Columbia Pictures Industries Inc., New York, pointed out that pay cable is a small market for a firm such as CPI (about \$1 million, compared with \$200 million yearly from theater distribution), but he projected it as a growing one, with subscribers numbering three to four million by 1980.

---

## Movie producers want to deal directly with cable systems

**UA, Fox and Paramount are said to be negotiating with pay operations; nothing firm yet**

Major motion picture companies are making a pitch to cable television system operators to deal directly with them in producing film product for pay cable services. United Artists, Paramount Pictures and 20th Century Fox are reportedly talking with various pay cable operators, but, according to one CATV executive involved in the negotiations, the motion picture companies have not come forward with a firm offer or arrangement for setting up direct sales to pay-cable systems.

Pay cable program suppliers such as Home Box Office, Telemation Program Services and Optical Systems, which now act as middlemen, would be circumvented if the motion picture companies can effect direct pay cable sales.

Not all pay cable program suppliers act to the same degree as middlemen. HBO distributes its offerings over a terrestrial and satellite network and contracts are made between itself and its affiliates with no direct contact between film owners and cable systems.

In other cases, cable systems draw up contracts directly with the film owners, but rely on a service such as TPS to act as their agent in assembling and packaging movie programs. It is that agent role that motion picture companies are looking to assume for themselves, attempting to sell to cable systems directly while offering their own promotional services.

Some cable operators are concerned,

however, that such an arrangement would give too much control to the major motion picture companies, which could then shut off smaller program suppliers as a source for pay cable product.

One motion picture executive explained the whole relation between the film industry and pay cable is still in the "primeval soup stage."

Nevertheless, it looks as if the soup is cooking.

---

## NCTA objects to ABC pre-release plea

**FCC has no authority to regulate program contracts with stations in Canada, says cable association**

The National Cable Television Association, in comments filed at the FCC, has opposed the imposition of any restrictions on U.S. cable carriage of Canadian television signals.

NCTA was responding to a commission inquiry prompted by an ABC petition for rulemaking seeking to restrict the exhibition by foreign television stations of U.S.-produced programming prior to its showing in this country. At issue is the carriage by American border CATV systems of Canadian signals that "pre-release" U.S. programs.

The door swings both ways, however, according to NCTA, which claimed that one reason Canadian broadcasters are willing to pay a premium for first release rights is that 40% of Canadian households subscribe to cable in order to have access to U.S. network stations.

Furthermore, NCTA said, the commission lacks jurisdiction to regulate program supplier contracts with Canadian stations. "There can be no justification for restraining the program suppliers' right of free speech where as a matter of contract the Canadian broadcast stations are willing to pay a premium to acquire first release rights to programming, rights which ABC requests be granted to U.S. broadcasters by administrative fiat."

Any pre-release restriction adopted by the FCC, said NCTA, will "severely discourage CATV growth and subscriber-ship" in areas where Canadian signals are carried.

In an "era of de-regulation," said NCTA, it would be "totally inconsistent" for the FCC to limit the ability of cable operators to carry Canadian signals absent some explicit need for such restrictions. And ABC has advanced "absolutely nothing" to demonstrate that pre-release practices have reduced any station's revenues to a point where its programming service is significantly impaired, said NCTA.

The commission should continue to rely on petitions for special relief to resolve those situations where a need for relief can be demonstrated, said NCTA.

The due date for comments on the pre-release issue has been extended to April 1.



Company	Period/Ended	CURRENT AND CHANGE					YEAR EARLIER		
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Ampex.....	9 mo. 1/25	190,492,000	+ 5.3%	7,188,000	-55.6%	.66	180,798,000	16,184,000	1.49
BBDO.....	Year 12/31/75	72,100,000	+ 1.1%	6,510,000	+ 8.0%	2.59	71,300,000	6,026,000	2.40
John Blair.....	Year 12/31/75	86,671,000	+ .7%	2,885,000	+288.2%	1.20	86,020,000	743,000	.31
Burnup & Sims.....	9 mo. 1/31	50,875,400	-34.9%	141,700	-616%	.02	78,140,600	2,297,800	.28
Combined Commun.....	Year 12/31/75	151,035,000	+25.7%	7,661,000	+24.5%	1.57	120,081,000	6,152,000	1.65
Comsat.....	Year 12/31/75	142,581,000	+ 6.8%	46,243,000	+ 2.9%	4.62	133,470,000	44,918,000	4.49
Cowies Commun.....	Year 12/31/75	8,748,000	+13.1%	3,280,000	-28.3%	.83	7,732,000	4,571,000	1.15
Foote, Cone & Belding.....	Year 12/31/75	57,787,000	+14.4%	3,622,000	+113.6%	1.70	50,475,000	1,695,000	.83
Gray Commun.....	6 mo. 12/31/75	5,867,545	+22.1%	353,672	+ 2.3%	.74	4,802,932	345,456	.73
Gross Telecasting.....	Year 12/31/75	6,666,026	+ .1%	1,121,542	- 4.3%	1.40	6,657,343	1,171,311	1.46
Gulf & Western.....	6 mo. 1/31	1,641,406,000	+29.7%	92,841,000	+ 7%	1.86	1,265,386,000	64,157,000	1.57
MCA.....	Year 12/31/75	811,484,000	+22.4%	95,513,000	+61.3%	11.01	663,173,000	59,230,000	6.87
McGraw-Hill.....	Year 12/31/75	536,475,000	+ 5.1%	33,121,000	+10.9%	1.35	510,382,000	29,848,000	1.20
Sonderling.....	Year 12/31/75	25,412,000	+11.5%	1,597,000	+49.5%	2.07	22,772,000	1,068,000	1.37
J. Walter Thompson.....	Year 12/31/75	39,792,000	+11.5%	3,011,000	+35.9%	1.14	138,152,000	656,000	.25

Finance

**'Jaws' pushes MCA to new money highs**

Revenues are up 21% and profits rise 61% over previous year

MCA Inc. reported 1975 was its fourth consecutive record-breaking year for revenues and profits, with net income last year skyrocketing to \$95.5 million, a 61%

increase over 1974 and a per-share gain from \$4.14 to \$11.01.

Revenues rose from \$663.2 million to \$881.5 million, a 22% increase attributed largely to the success of the movie "Jaws," said to be the number-one box office champion and giving MCA the all-time high theatrical motion picture revenues of any movie company.

For its television operations, revenues of \$189.6 million were reported, a 19% increase of 1974's \$158.5 million level. For the fourth quarter of 1975, revenues were up 30.9% over the same period in 1974,

from \$54.6 million to \$71.5 million.

Over-all, the company's fourth quarter showed a 22% rise, from \$17.3 million to \$24 million, or a 77-cent per-share gain to \$2.77.

**NCK holds down Warner**

Warner Communications Inc., New York, last week reported record income from continuing operations of \$50,118,000 for 1975, but with the reduction in the value of its interest in National Kinney Corp. of \$41 million, WCI wound up with profits pared to \$9,118,000.

After giving effect to the reduction in the carrying value of NKC, earnings per share fell to 53 cents (as compared with \$2.84 for continuing operations). Revenues for 1975 were \$313,787,000, as against \$291,653,000 in 1974. Warner earlier said it would dispose of its interest in National Kinney, which is involved in parking lots and building services.

Financial Briefs

**Upswing.** Starr Broadcasting, New Orleans-based group broadcaster and theater-chain owner (since last year), has announced revenues of \$9,656,380 for fourth quarter of 1975, with net earnings of \$370,655 or 31 cents per share. According to Peter H. Starr, group president, this marks first time in three quarters that earnings have rebounded as compared to previous year. Figures for same period in 1974 were revenues of \$8,085,303 with net earnings of \$372,855 (32 cents per share).

**Financing buys.** United Television Inc., subsidiary of Twentieth Century-Fox Film Corp., has secured \$20 million, 15-year term loan from Teachers Insurance and Annuity Association of America and Travelers Insurance Co. to finance purchases of KMOL-TV San Antonio, Tex., (BROADCASTING, Sept. 29, 1975) and KTVX(TV) (formerly KCPX-TV) Salt Lake City (BROADCASTING, Aug. 25, 1975).

The most powerful, most professional, most profitable broadcast advertising and production resource in all of radio.



Plus profit-proven, national-scale campaigns created by Chuck Blore, the master of radio advertising, and produced by TM.

Premiering at the NAB, Hilton Suite 2306 — Or call Jerry Atchley collect — (214) 634-8511.

1349 Regal Row Dallas, Texas 75247



## RCA modifies VTR's to run half-speed; Warner buys them

**It's said that technical problems have been overcome; twice as much information can go on tape as before**

Warner Cable Corp., New York, has bought RCA video-tape recorders that have been adapted for half-speed operations and promise to provide 50% savings in tape costs.

They will be the first RCA VTR's modified for the purpose and will permit the cable company to record twice the usual amount of TV information on a tape reel.

Though half-speed operation of quadruplex recorders has been possible for some years, according to RCA, there was a consequent loss in signal-to-noise performance which many users found unacceptable. RCA engineers developed modifications that the company says have "overcome this limitation and related problems" and the result is broadcast quality.

Warner Cable will acquire the four recorders at a price estimated at more than \$400,000. They will be used to originate programs for cable systems in Bakersfield, Calif., Canton and North Canton, Ohio, with a link to Akron, Ohio, and Fort Walton Beach, Fla. The fourth machine will be installed at Goldmark Communications Corp., Stamford, Conn., where it will be used to dub feature motion pictures to the 7 1/2-ips tape format and to build a tape library for future production of film cassettes.

## Mich. school district turns to slow-scan TV

**Technique involves sending signal over FM subchannel to sets with converters; still pictures only**

Slow-scan television, in which still video images are broadcast over an FM station's sideband signal, is being used in upper Michigan to provide in-school teaching and learning aides. The experimental project is funded by the Department of Health, Education and Welfare and the state of Michigan at \$129,000.

Twenty of the 37 schools in the Copper County Intermediate School District are now able to receive the slow-scan programming broadcast from Michigan Tech's WGGL-FM Houghton. The subchannel that carries the video image is piggybacked above WGGL-FM's main carrier and is receivable only by TV sets equipped with a signal converter. The converters being used cost about \$5,000 each and are manufactured by Colorado Video, Boulder, Colo.

The slow-scan television process in-

volves compressing the standard 4-plus mhz television signal to an audio bandwidth of about 8 khz. The regular 30-picture-per-second rate of conventional television becomes a one-picture-per-10-seconds rate for slow scan—in effect limiting programming to still images. The compressed subchannel signal is picked up by an SCA receiver and sent to a video expander to restore the 4-plus mhz bandwidth.

Several years ago, similar slow-scan projects were initiated in several Indiana schools and in the Flint School District in Michigan.

### Technical Briefs

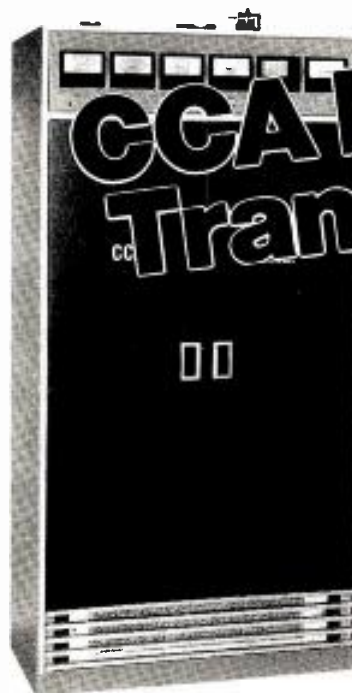
**Ampex's MM-1200.** New multichannel audio recorder for recording studio or broadcast production use, designed for post-production and mixdown applications, was introduced last week by Ampex Corp., Redwood City, Calif. Prices for the recorder/reproducer range from \$17,000 to \$23,000 to \$32,000 for eight-, 16- and 24-channel versions.

**Daylight.** Rosco Laboratories, Port Chester, N.Y., has developed portable daylight unit for television news gathering that provides camera crews with over 80 lumens per watt. Hand-held television lamp uses metal halide bulbs rather than more common tungsten-halogen lamps. When lamp is fully loaded with silver zinc

**In effect.** Radio stations and networks began paying AT&T about 3% more in rates for service last week. New tariffs that the company filed with the FCC in January became effective on Sunday, Feb. 29. However, the legality of the higher rates, which affect interstate telephone and private line services, will be the subject of an FCC hearing. The new tariffs were protested by a number of customers, including newswire services, but not by broadcasters. The new rates are expected to mean an annual increase of between \$600,000 and \$700,000 for audio service customers, with about one third of that charged the four major networks. Television service is being treated separately by AT&T; the company plans to file new tariffs for that service by August.

batteries, it weighs less than 15 pounds and provides up to 45 minutes of light.

**Schneider lens.** Tele-Cine Inc., Massapequa, N.Y., sole distributor of Schneider TV lenses, is making available 20X lens that covers focal lengths of 17-340 mm, f/2.0 and 15X broadcast lens with wide angle capabilities of 12.5-190 mm, f/1.7. Lenses are available for most one-inch color TV cameras and 15X lens will fit most one and one-quarter inch color cameras as well.



# CCA Broadcast Transmitters

**Now Available on 6-week Delivery!**

- FM Transmitters - 10 Watts to 50,000 Watts
  - AM Transmitters - 100 Watts to 100,000 Watts
- \*6-week delivery on FM transmitters up to 25 kw and AM transmitters up to 10 kw. Delivery on some AM transmitters may be 8 weeks depending on frequency. Delivery on high power and special transmitters upon request.



**CCA ELECTRONICS CORPORATION**  
716 Jersey Avenue • Gloucester City, N.J. 08030  
Phone (609) 456-1716 • Telex 84-5200

**IN CANADA:**

Caldwell A/V Equip. Co. Ltd.,  
1080 Bellamy Rd. North, Scarborough, Ontario, Canada.  
Phone: (416) 438-6230.

**IN MEXICO:**

CCA Electronics S.A., de Mexico, Medellin 94-B Mexico 7, D.F.  
Phone: (905) 511-4796.

**IN GREECE:**

CCA Electronics Corp. Int'l Div., Athens Tower, Bldg. B, Athens, 610, Greece.  
Phone: 779-0602.

## A big lift for the old ball game

**Broadcasters happily spend about \$6.6 million more in 1976 than in previous year for baseball rights; advertisers are waiting in turn**

Copyright 1976. Broadcasting Publications Inc.

The bounce is back in baseball for broadcasters. And there's extra spin on the ball for the major league clubs too.

For the past two seasons, sales to sponsors had been slowed by such factors as the gasoline shortage, travel restrictions and a general economic lag. This year, the vast majority of broadcasters covering the national pastime happily report that sales ran well ahead of previous seasons.

In turn, new contracts with the networks and local stations mean that the majors will realize \$50,820,000—\$6.6 million more for baseball rights than they received in 1975.

The 1976 radio and television money going to baseball will break down this way:

■ \$27,545,000 to the individual clubs from local and regional broadcasters for the rights to cover the games.

■ \$23.2 million to the majors from ABC-TV and NBC-TV under new four-year contracts that start this season.

■ \$75,000 to the leagues from CBS Radio under a four-year agreement that commences next month.

The coming season will see a lot of new faces, broadcast organizations and prices.

National television coverage of major league baseball will be split up for the first time in 28 years. In the new TV contract, totaling \$92.8 million over four years, NBC gave up exclusive rights to the package and shares its major elements with ABC-TV (BROADCASTING, March 17, 1975). ABC-TV gets *Monday Night Baseball* and NBC-TV keeps the *Saturday Game of the Week*, and the two networks will alternate the World Series (on NBC this year) and All Star game and league playoffs (on ABC this year). ABC's share of the four-year package has been put at about \$50 million, or \$12.5 million a year, and NBC's at \$42.8 million, or \$10.7 million annually. The four-year total of \$92.8 million is almost \$21 million more than the \$72 million NBC paid for all events in the preceding four-year contract.

If the season opens on schedule, ABC-TV plans to launch *Monday Night Baseball* on April 12 and cover 16 games in all in the prime-time series. Subject to change if the season is delayed, the dates are April 12 and 19; May 10, 24 and 31; June 7, 14, 21 and 28; July 5; Aug. 2, 9, 16, 23 and 30 and Sept. 6. New features include a "weekly wrap-up," presenting highlights of the preceding week's crucial games, and a "Closeup On..." feature showing major league stars off the field.

The All Star game is scheduled for July 13.

ABC-TV authorities say they have approximately 50 baseball advertisers set thus far and estimate that approximately 80% of the second- and third-quarter baseball availabilities have been sold. One-minute rates are pegged at \$50,000 in *Monday Night Baseball* (the same as NBC's top Monday night rate last year); \$110,000 in the All Star game (up \$10,000 from NBC's 1975 rate) and \$75,000 for National and American league playoff games played at night and \$50,000 for those played in daytime—the playoffs will be scheduled as day-night doubleheaders.

Major advertisers set for ABC's baseball coverage are Chevrolet (Campbell-Ewald), Firestone (Sweeney & James), Gillette (BBDO), Miller Brewing (McCann-Erickson) and Texaco (Benton & Bowles). In addition to about 40 with lesser buys, the following are said to have bought five minutes or more: Block Drugs (BBDO), Brylcreem (Kenyon & Eckhardt), Kentucky Fried Chicken (Burnett), Sears (Foote, Cone & Belding) and State Farm Insurance (Needham, Harper & Steers).

ABC-TV announced last week that Warner Wolf would be host on its baseball coverage. Bob Prince, who was released last year after 28 years as Pittsburgh Pir-

ates announcer, will do the ABC-TV play-by-play. Mr. Prince earlier had been signed by the Houston Astros. Third man in the ABC-TV booth will be Bob Uecker, who also does color for the Milwaukee Brewers.

NBC-TV plans to cover 26 games in the *Saturday Game of the Week* series but is reserving the starting date until baseball gets its own plans organized. Joe Garagiola will handle the play-by-play and Tony Kubek the color, with Jim Simpson and Maury Wills handling the backup games. These four, with others, are also expected to get World Series assignments.

The Saturday games are priced at \$25,000 a minute, up from \$19,000 last year, the World Series minutes average \$112,000 to \$113,000. The latter are virtually all sold out—"the earliest in memory," one sales official said—and the Saturday games are completely sold through the second quarter.

World Series advertisers are AMF (Benton & Bowles), American Gas Association (J. Walter Thompson Co.), Beecham (Kenyon & Eckhardt), Chrysler and Gillette (both BBDO), Foster Grant (Geer DuBois), Kentucky Fried Chicken (Burnett), Champion Spark Plug (JWT), Merrill Lynch, Pierce, Fenner & Smith (Ogilvy & Mather), Miller Brewing (McCann-Erickson), Polaroid (Doyle Dane Bernbach), Quaker State Motor Oil (Kenyon & Eckhardt), RCA (Burnett), Sony (DDB) and Xerox (Needham, Harper & Steers).

Saturday baseball advertisers on NBC-TV include Allstate Insurance (Burnett), Ace Hardware (D'Arcy-MacManus & Masius), Chrysler (BBDO), Delco (Campbell-Ewald), Gillette (BBDO), J.B. Williams (Parkson Advertising), Kentucky Fried Chicken (Burnett), Miller Brewing (McCann-Erickson), Michelin tires (Al Paul Lepton), Pharmacrific (Rumrill-Hoyt), STP (JWT), Sears (Foote, Cone & Belding), State Farm Insurance (NH&S) and Schweppes (Ted Bates & Co.).

The Saturday games last year averaged a 7.0 rating and 28 share, about the same as the year before, but the World Series games shot to new records, with no share less than 46, four above 50 and with the crucial seventh game reaching a 60 share. NBC researchers estimated the audience for that seventh game was 75,930,000 viewers, largest in sports history. They also calculated that the seven-game series had a cumulative audience of 393,530,000, the largest in series annals, and that the average game was seen by 56,220,000, another series record.

Network baseball rights, formerly held by NBC as part of its four-year \$72-million package, went to CBS Radio this year at a price described by Commissioner Bowie Kuhn's office as "in excess of \$300,000" for four years (BROADCASTING, May 12, 1975). The contract covers the World Series, the All Star game and the American and National league championship playoffs.

CBS Radio authorities said announcing teams have not been set but selling is under way. Kelly-Springfield (VanSant,

Would a computer office system profit your station now?

# TAKE THE TEST

NAB BOOTH 108

or call

(800) 426-8872

**PAPERWORK SYSTEMS INC.**

P. O. Box 38 2000 "A" St., Bellingham, WA 98225 (206) 733-8510



Dugdale) and Anheuser-Busch (D'Arcy-MacManus & Masius) have been signed as participatory sponsors for the All Star game, playoffs and World Series. Airborne Freight Co. (Sederberg & Bell) has joined them for the All Star game, and Amana Refrigeration Inc. (Grey-North) for the playoffs and World Series.

On the local level, the champion Boston Red Sox appear to have also taken the honors for the highest radio-TV rights sale: \$2 million. But the reverberations from Boston broadcasters are that they're perfectly happy. WMEX(AM) Boston, the new radio originator for the Sox, reported a sellout. Along similar lines, the Cincinnati Reds organization, which sells its own radio, put out an SRO sign to sponsors as early as last Nov. 6.

Sales admittedly were slow for those clubs that performed less successfully on the field. And in two cases—the Chicago White Sox and the San Francisco Giants—transfers of ownership delayed selling. However, Bill Veeck took over the White Sox at the beginning of the year and the team's broadcast plans have rounded into good shape.

San Francisco's situation was not resolved until last Tuesday when the new owners, financier Bob Lurie and Bud Hersheth, Phoenix meat packer, were approved by the other club owners.

Still a problem is the threat of a players' strike, though that is not expected to carry over to the opener (April 8) as did a strike two seasons ago. Immediately threatened are exhibition games that could upset preseason broadcast plans.

For the 1977 season, Seattle has already been awarded an American League franchise and the club league owners will be concentrating on such questions as parallel expansion for the National League and interleague play during regular season. The latter possibility is regarded an opportunity for local broadcasters to offer a more diversified and attractive lineup of radio-TV games.

BROADCASTING, as it does each year, checked in in each major-league city for a rundown of broadcast plans. Prego and postgame sponsors are listed in the team capsules that immediately follow; sponsors of the actual play-by-play broadcasts are shown in the league charts on pages 54 and 55.

## American League-East

### Baltimore Orioles

Broadcast plans in Baltimore last spring suffered several near balks due to speculation about an Orioles franchise switch. This year the team is firmly settled not only in that city, but at its usual radio and television perches. The result: Sales went both well and early.

WBAL(AM) Baltimore will originate the full 162-game season plus 10 preseason



**Clean-up broadcasters.** Paul Kelly (seated, r), vice president and general manager, WMEX(AM) Boston, has good reason to smile: the station is 100% sold out on its coverage of Red Sox games in the first year the station holds broadcast rights. Representing one major sponsor on the baseball schedule is Frank Moynihan, account supervisor for Young & Rubicam on New England Chrysler-Plymouth Dealers. Standing: Jim Woods (l) and Ned Martin, announcers on the Sox games.

games, starting tomorrow (March 9). The coverage will be fed to a regional network of more than 35 stations. Metro Communications, Bethesda, Md., is coordinating the arrangements.

Chuck Thompson and Bill O'Donnell will be back to handle radio as well as television.

WBAL's sports director, Ted Patterson, will handle a pregame program sponsored primarily by Hardees (direct), Gabriel shock absorbers (Airtime) and Federal Savings and Loan.

James P. Fox, general sales manager of WBAL, underscored the happier sales picture for baseball this winter. "There's been a renewed interest in baseball by the fans and by the sponsors," he observed. "It was easier selling this year; in fact, we had sold out by Christmas."

WJZ-TV Baltimore, television home of the Orioles since 1964, will telecast 51 regular-season games and one exhibition—the first major-league baseball game in the New Orleans Superdome. That will

be March 20 with the Orioles facing the Pittsburgh Pirates. The TV schedule will be nine home and 43 away dates.

The regional television network so far includes WDCa-TV Washington (for 26 games), WSBA-TV York, Pa., (40 games), and WBOC-TV Salisbury, Md., (20 games). Negotiations are being conducted with seven other TV stations.

WJZ-TV's principal promotions will be a WJZ-TV Banner Day (Aug. 15) and an Orioles Jacket Day (Aug. 28) at Baltimore's Memorial Stadium.

Broadcast rights are held by Carling National Brewing Co. National Brewing was merged into Carling last year.

### Boston Red Sox

After 30 years of broadcasting Red Sox games, WHDH(AM) Boston relinquished the rights, claiming it could not make a profit from the coverage of the World Champions. Stepping in is WMEX(AM) Boston, which reports a sell-out of its coverage and calls it a profitable undertaking.

WMEX will be in the first year of a five-year contract. It will broadcast 15 preseason and 162 regular-season games. A regional network of 52 stations has been assembled.

Returning for his 15th year as Red Sox play-by-play announcer will be Ned Martin. Jim Woods will be the color man. Mr. Martin will conduct the 10-minute pregame *Dugout Interview* sponsored by Household Finance Corp. (Needham, Harper & Steers). A postgame 10-minute show will feature Mr. Woods and will be sponsored by the Amoco Dealers of New England (Barron, Hillman & Mellnick).

WSBK-TV Boston is in the second year of a five-year contract with the Sox and is offering five preseason and 100 regular-season games. The UHF station will feed coverage to five other stations in New England.

Back for announcing chores will be Dick Stockton (play-by-play) and Ken Harrelson (color). A post-game show of 15 to 20 minutes also will be carried. The management of the station has a policy of not revealing sponsors but one official said the schedule is about one-half sold and more

## WJFM The power to persuade

With 500,000 watts, WJFM covers 26 counties in southern Michigan—about 750,000 households. And they are listening, as proved by the mail bags we receive.

Who are these listeners? They're those 18 to 49 who appreciate this good music station, programmed to the adult who enjoys the very best—and often buys the very best.

The nation's most powerful FM station.



*The Folger Station*  
 RADIO AND TELEVISION STATIONS  
 WJFM GRAND RAPIDS AND WESTERN MICHIGAN  
 WJFM-TV GRAND RAPIDS AND WESTERN MICHIGAN  
 WJFM-TV GRAND RAPIDS AND WESTERN MICHIGAN  
 WJFM-TV GRAND RAPIDS AND WESTERN MICHIGAN  
 WJFM-TV GRAND RAPIDS AND WESTERN MICHIGAN  
 WJFM-TV GRAND RAPIDS AND WESTERN MICHIGAN

**WJFM**  
 CBS RADIO FOR GRAND RAPIDS AND WESTERN MICHIGAN  
 Avery-Knodel, Inc., Exclusive National Representatives

advertising dollars are committed to date than last year.

Sources in Boston believe that the rights figures for the Red Sox are the highest in the major leagues.

## Cleveland Indians

WWVE(AM) Cleveland will again carry all 162 regular-season Indians games with a network of 23 radio stations (five more than last year). The announcing team of Joe Tate and Herb Score remains intact. With some automotive packages and a soft drink sponsor nearly sold, the station reports "super" sales this year, saying its basketball and hockey coverage has lent momentum to some sponsorships.

WJW-TV Cleveland begins a two-year contract this year, the station's 16th year with the Indians. The station will carry 40 games (25 away games); WLYT(TV) Youngstown, Ohio, also will pick up the coverage. No pregame or postgame shows are planned. For the fourth year, Harry Jones and Jim (Mudcat) Grant, former Indians pitcher, will be play-by-play announcers. The station expects "very, very good sales" with the addition of some new clients.

## Detroit Tigers

WJR(AM) Detroit is in the second year of a five-year contract and its 24th year with

the Tigers. The station will carry 162 season games and 13 exhibition games on a network of 50 stations. Ernie Harwell and Paul Carey return to handle play-by-play announcing. Mr. Harwell will do pregame and Mr. Carey, postgame shows, each 10 minutes in length. The station reported sales are "pretty good...better than last year."

WWJ-TV Detroit is also in the second of a five-year contract with the team and plans 46 games again this year. A network of five stations will carry 40 games; six Sunday games will be broadcast in Detroit only. Sponsors are not yet sold for the 15-minute pregame shows and the station has no plans for post-game shows.

Announcers George Kell and Don Kremer will be joined by Larry Osterman, who last year was featured on road games, and by retired Tiger Al Kaline.

Most of last year's sponsors will renew, with several additions to be announced, for both radio and television.

## Milwaukee Brewers

WTMJ-AM-TV Milwaukee is on tap again for the Brewers under another one-year rights contract.

The radio network is being expanded to 52 affiliates with WTMJ originating coverage of 10 exhibitions and the regular-season schedule.

Merle Harmon will be in his seventh year with the Brewers doing the radio play-

by-play plus alternate color assignments on TV.

Pregame programming will include the consecutive *Merle Harmon Show*, *Hank Aaron Show* and *Alex Grammas Show* (featuring the Brewers manager).

WTMJ-TV will offer 30 telecasts and have a regional hook-up with five other outlets.

Veteran sportscaster Ray Scott is taking over the Brewers' play-by-play on TV. Bob Uecker returns for his second season on color, alternating with Mr. Harmon. Mr. Uecker also will do a postgame scoreboard program on the radio side.

## New York Yankees

WMCA (AM) New York will carry the 162 regular and 11 preseason games of the Yankees during the second year of a three-year contract. Radio rights to the games are held by the Manchester Productions Inc., New York, which produces and sells the broadcasts. It has arranged a regional network of about 35 stations in New York, Pennsylvania, Connecticut and Massachusetts.

Back for announcing on radio and television will be Phil Rizzuto (coming up for his 20th year), Frank Messer and Bill White. There will be a 10-minute pregame radio show titled *The Bullpen*. Though a definite decision has not been made on the host, the probability is this role will be rotated among the three game announcers. No sponsors are firm for the show.

Approximately 60% of the advertising in the schedule has been sold by Manchester, "putting us well ahead of last year at this time," according to a company spokesman. This marks the second year Manchester is producing and selling the Yankee radio games.

WPIX (TV) is heading toward the 26th year of its Yankee coverage and is in the first year of a new three-year contract. It will carry a total of 80 contests, including two preseason games. Though plans are not complete, the station expects to have a regional network of about 10 stations. There will be no pregame or postgame program.

Business is much improved over last year, according to a station official. He said the schedule was about 75% sold by late February.

Home games will originate in 1976 from new radio-TV facilities of Yankee Stadium, which has been extensively refurbished during the past two years.

## American League-West

## California Angels

For the 16th season KMPC(AM) Los Angeles will carry the Angels, distributing the games to a regional network of 19 stations. A three-man announcing team of Don Drysdale, Dick Enberg and Dave Niehaus, will do play-by-play, color com-

## Broadcasting's new source of production wealth.



Commercial production music and sound effects together as only TM could do it.

Premiering at the NAB, Hilton Suite 2306 — Or  
call Jerry Atchley collect — (214) 634-8511

1349 Regal Row Dallas, Texas 75247

**TM**  
TM Productions, Inc.

*continued on page 56*

# 41 ADVERTISERS ARE PARTICIPATING IN THE FIRST ISSUE OF

## MEDIA SCOPE INFORMATION CARDS

The new, low-cost SRDS direct response service that helps sellers of media show and buyers of media know.

Penton Publishing . . . The Christian Science Monitor . . . GRI Direct Response . . . TGI . . . the Philadelphia Bulletin . . . Eastman Kodak . . . and Katz Radio are all enjoying its unique salespower.

For the first time ever, 41,000 buyers of all classes of media, including direct mail, are being exposed—and are reacting—to advertising for a broad range of media and related products and services. And 41 forward-looking sellers are blanketing their market. Now you can, too.

### WHAT IS MEDIA-SCOPE INFORMATION CARDS?

It is a booklet of post cards, offering media and related availabilities to buyers of advertising. This cooperative direct response vehicle provides marketers with a viable sales tool that can be closely coordinated with all other selling efforts.

### WHAT ARE ITS BENEFITS?

It generates leads and new-business sources. It improves mailing lists, distributes literature, performs surveys and marketing tests and announces special offers. It can even make direct sales. And these are just a few applications.

MEDIA-SCOPE INFORMATION CARDS is singularly effective and efficient. It reaches virtually every prospect, and does so at one of today's lowest costs. Where else can you mail 41,000 pieces — to qualified buyers — for \$700 or less? And that

price includes use of the list, plating, printing, paper, handling and postage. Plus, you zero in exclusively on prospects — primary and marginal, known and unknown, large and small.

### WHO RECEIVES MEDIA-SCOPE INFORMATION CARDS?

It serves 41,000 buyers of advertising: 19,000 in agencies and 22,000 in advertiser companies. In-depth research enabled SRDS not only to compile this list from every available source, but also to identify each name as a qualified buyer of advertising and/or mailing lists.

### WHEN ARE ITS ISSUE — AND CLOSING — DATES?

Published quarterly: March, June, September and December. Closing dates: First day of month preceding publication.

### HOW LITTLE DOES ADVERTISING COST?

Rates: one time \$700; two time \$675; four time \$650; twelve time \$600.

Rates based on number of cards run in a 12-month period.

### WHAT IS THE FORMAT?

MEDIA-SCOPE INFORMATION CARDS is published in booklet form with three post cards on each right-hand page. Image area of each card measures 5-5/8" x 3-5/16", leaving a stub (as in a check book) of 1-7/8" x 3-5/16", which can be used for additional selling copy.



Another useful communication tool from  
Standard Rate & Data Service, Inc.

### SALES OFFICES:

Skokie 60076 (312) 966-8500 / New York 10022 (212) 935-7580  
Los Angeles 90048 (213) 651-2311

**Next mailing: June 1  
Closes: May 1**

For more information and a sample copy, or to schedule advertising, fill out the attached coupon or call Howard Krause at (312) 966-8500, or your SRDS Representative. And buyers of advertising who are not receiving this Service, but wish to, should write Howard Krause, SRDS, 5201 Old Orchard Road, Skokie, Illinois 60076.

Howard Krause/Standard Rate & Data Service/5201 Old Orchard Road/Skokie, Illinois 60076

Please reserve \_\_\_\_\_ post card(s) in each of the following mailings:

June 1, 1976    Sept. 1, 1976    Dec. 1, 1976    March 1, 1977

Please send a sample copy of MEDIA-SCOPE INFORMATION CARDS and more details at no obligation to me.

Deadline for camera-ready copy is 30 days before mailing date.

NAME \_\_\_\_\_ Title \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_



# Baseball's '76 opening line-up: money, stations, sponsors

## AMERICAN LEAGUE-EAST

Team	1976 rights	1975 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Baltimore	\$ 825,000	\$ 825,000	WJZ-TV 2	WBAL 35	TV: Carling National Brewing (Donor), Ezrine Tire Co. (Jack Gerber), Tasty Cake (Lewis & Gilman), Standard Oil of Indiana (D'Arcy), B. Bugatch Stores (furniture) (direct), Fox Chevrolet (Rosenbush), RPS Auto Parts (Mathis, Burden & Charles), Maryland State Lottery (Rosenbush). Radio: Carling National Brewing, RPS Auto Parts, Maryland State Lottery, Baltimore Buick Dealers (Van Sant, Dugdale), Equitable Trust Bank (Doner).
Boston	2,000,000	1,525,000	WSBK-TV 5	WMEX 52	TV: TBA. Radio: Plymouth Dealers of New England (Young & Rubicam), Zayre Department Store, (Ingalls Associates) 1/6th; Budweiser (D'Arcy-MacManus & Masius), Boston Globe (Quinn & Johnson), Getty Oil (Air Time), Delta Airlines (Burke Dowling & Adams), Coca-Cola (McCann-Erickson), all 1/9.
Cleveland	900,000	800,000	WJW-TV 1	WWWE 23	TV: Genesee Beer (Estly), City Savings & Loan (WB, Doner), American Motors (Cunningham & Walsh), Blue Cross-Blue Shield (Carl Liggett), Miles Alka Seltzer (J. Walter Thompson). Radio: Stroh's Beer (direct), Gabriel shock absorbers (Airtime), Blue Cross-Blue Shield of N.E. Ohio, Convenient Food Mart (Gaffney), Cleveland Plain Dealer (Meldrum & Fewsmith).
Detroit	1,200,000	1,200,000	WWJ-TV 5	WJR 50	TV: Expected renewals with several additions: Pabst (Kenyon & Eckhardt), American Oil (D'Arcy-MacManus & Masius), Lincoln-Mercury Dealers Association (K&E), PepsiCo (BBDO), Hygrade Foods (Doner), Automobile Club of Michigan (Stockwell & Marouse). Radio: TBA.
Milwaukee	600,000	600,000	WTMJ-TV 5	WTMJ 52	TV: Pabst (Kenyon & Eckhardt), True Value Hardware (direct). Radio: Chevrolet (Campbell-Ewald), Graf's soft drinks, Mautz paints (direct).
New York	1,200,000	1,300,000	WPIX 10	WMCA 35	TV: Miller Brewing (McCann-Erickson), 1/4; Toyota (Dancer-Fitzgerald-Sample), 1/6; Chevron Oil (BBDO), 1/8; Colonial Provision for Yankee Franks (Hill, Holliday, Connors, Cosmopolos), 1/8; Panasonic (Bates), 1/16. Radio: Gabriel shock absorbers (Post, Keyes-Gardner); Getty Oil (DKG); Morsan Sporting Goods (direct); Yoo-Hoo chocolate drink (Weiss & Geller); Planters—Curtiss candies (Lee King & Partners); Colonial Provisions (Hill, Holiday, Connors & Cosmopolos), Amco transmissions (Albert Jay Rosenthal); F & M Schaefer (Summit); Jack-in-the-Box restaurants (Doyle Dane Bernbeck).

## AMERICAN LEAGUE-WEST

Team	1976 rights	1975 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
California	1,000,000	1,000,000	KTLA	KMPC 19	TV: Goodyear (Bruce Wert Advertising), Home Savings & Loan (Honig, Cooper & Harrington), J.C. Penney (Penco), Toyota (Dancer-Fitzgerald-Sample), Harris and Frank (Mark 4 Advertising). Radio: Anheuser-Busch (Gardner), Chevrolet (Campbell-Ewald), Continental Airlines (Benton & Bowles), Standard Oil (BBDO).
Chicago	1,750,000	1,200,000	WSNS	WMAQ	TV: Chicagoland McDonald's Assn. (G.M. Feldman), Zenith Radio Distributors Co. (Interocean), Commonwealth Edison (Burnett), Interlake Inc. (Huwen & Davies), True Value Hardware (Home Products Marketing), Household Finance Corp. (Needham, Harper & Steers), Amco Transmissions (Rosenthal). Radio: Chevrolet (Campbell-Ewald), Zenith, Chicagoland McDonald's, Standard Federal Savings & Loan (The Media Bureau).
Kansas City	350,000	350,000*	KBMA-TV 4-8	WIBW 50	TV: (network) Hamm's Beer (Dancer-Fitzgerald-Sample), Standard Oil of Indiana (D'Arcy-MacManus & Masius), Southwestern Bell (D-M&M), (spot) Union Pacific (Media Marketing Affiliates), Western Auto (Berrickman), Sheraton Royal (direct), Noxzema, Consolidated Cigar, Quaker State oil. Radio: Guy's Foods (Berrickman), A.C. Delco (direct), Hills division of Riviana Foods (direct), Bumper to Bumper auto parts (Fomml).
Minnesota	1,050,000	1,025,000	WTCN-TV 8	WCCO 30	TV: Midwest Federal Savings and Loan (M.R. Bolin), three innings: Schmidt beer (Burton Sohigian), two innings: Phillips Petroleum (Tracy-Locke), one-half inning: Kentucky Fried Chicken (Burnett); Ford Motorcraft (K&E); Ski Power Tools (direct); Valley Fair shopping center (direct). Radio: Pabst beer (K&E), General Mills, Gabriel shock absorbers (Airtime), Chevron Chemical.
Oakland	1,000,000	1,000,000	KPIX 3	KEEN TBA	
Texas	700,000	700,000	KXAS-TV 12	WBAP 24	TV: Chevrolet (Campbell-Ewald), Champion Spark Plugs (J. Walter Thompson) and Coca-Cola. TV spot buyers are Frey Meats (Fessel, Siegfried & Muller), Southwestern Bell, Arlington Convention Bureau, Brylcreem, Noxzema and Western Co. Radio: Chevrolet, Champion Spark Plugs, Coca-Cola. Radio spot buyers are Frey Meats, Southwestern Bell, Arlington Convention Bureau, Gabriel shock absorbers, Guys chips, Sanger Harris (Haggar slacks) and 7-11 Stores.
<b>AL totals</b>	<b>\$12,575,000</b>	<b>\$11,525,000</b>			

Not included in the table is ABC's payment for nationally televised games that will amount to \$12.5 million this year and NBC's payment for nationally televised games that will amount to \$10.7 million this year. Both are under a new four-year contract that begins this season. In addition, CBS Radio has acquired radio rights for four years for "in excess of \$300,000" (see page 50).  
\*Revised figure

## NATIONAL LEAGUE-EAST

Team	1976 rights	1975 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Chicago	\$ 1,200,000	\$ 1,200,000	WGN-TV 15	WGN TBA	TV: Union Oil (Burnett), Kentucky Fried Chicken (Burnett), True-Value Hardware (Home Products), Yellow Pages (Earl Ludgin), Zenith Radio Distributing Corp. (Intercean Adv.), Commonwealth Edison (Burnett). Radio: G. Heileman Brewing—Old Style Beer (Campbell—Mithuri), Chicagoland Buick Dealers (Post-Keyes-Gardner), True Value Hardware, General Finance Corp. (P-K-G), Chicagoland McDonald Operators (Rothenberg, Feldman & Moore), Skill Corp. (Young & Rubicam).
Montreal	1,100,000	1,000,000	CBC (English) 43 (French) 13	CFCF (English) 11 CKAC (French) 24	TV: Expected but not confirmed (as of Feb. 19) are Tremco Inc. building supplies (Liggett); Carling-O'Keefe Breweries/K-Tel (Caledon; Hayhurst); General Motors (Foster); Gillette (McKim); Texaco (Ronalds/Reynolds). Radio: Carling-O'Keefe Breweries; Texaco; Steinberg's supermarket chain (Grey), Sun-Life Assurance Co. of Canada (Ingalls), Gabriel shock absorbers by Maremont (Post-Keyes-Gardner), Loto Quebec (direct), Canadian Pacific Hotels (McKim), MacDonald Drive-Ins (Needham, Harper, Steers).
New York	1,500,000	1,500,000	WOR-TV	WNEW 25	TV: Schaefer Brewing (Summit Advertising) Manufacturers Hanover Bank (Young & Rubicam), Chevrolet Dealers (Campbell-Ewald), Radio: Schaefer (Summit), Astoria Federal Savings & Loan (Mihac Advertising), Getty Oil (D-K-G).
Philadelphia	1,700,000	1,600,000	WPHL-TV 3	WIBG 21	TV: Chrysler Dealers, Gino's Restaurants and Rustler Steak Houses (all Young & Rubicam), Buick Dealers (Newton), Goodyear Tire & Rubber (Bruce West Advertising), Philadelphia Savings Fund Society (Weightman), Girard Bank (Aitkin-Kynett), Schmltd Brewing (Rosenfeld, Siowitz & Lawson), Tasty Baking (Lewis & Gilman), Two Guys (Ed Libov Associates), Ceritano Wines (direct), Barrett Shoes (Beta), Pennsylvania Lottery (Saunders, Levitt & Sigorsky). Radio: Chrysler Dealers, Gino's (Y & R), Daily Juice Products (Lewis J. Sawtelle), Girard Bank (A-K), Celebrity Travel Club (direct), MAB Paints (Ted Riemel), Parodi cigars (Promotional Opportunities), Sun Oil (Wells, Rich, Greene), Tasty Baking, Philadelphia Daily News, Acme Markets, Al Berman Clothes Ceritano Wines (all direct), Buick Dealers (Newton).
Pittsburgh	1,200,000	1,200,000	KDKA-TV 4	KDKA 48	TV: Pittsburgh Brewing's Iron City beer (Ketchum, MacLeod & Grove) 1/3, U.S. Steel (Compton) 1/9, Mellon Bank (McCann-Erickson) 1/12. Radio: Pittsburgh Brewing, Chevrolet (Campbell-Ewald), Second Federal Savings & Loan, Daily Juice Products, Ziebart undercoating, Open Pantry convenience stores.
St. Louis	1,000,000	1,000,000	KSD-TV 14	KMOX 115-120	TV: Anheuser-Busch (Gardner), Lennox Dealers heating and air conditioning (Deppe), Blue Cross (Total Communications) Kentucky Fried Chicken (E.M. Reilly & Associates), First National Bank of St. Louis (Gardner), Phillips 66 (Tracy-Locke), Uniroyal (Ogivy & Mather) Schnuck's Food Markets (Stoiz), Lincoln-Mercury Dealers of St. Louis (K&E). Radio: Anheuser-Busch, General Finance Corp. (Post-Keyes-Gardner), Chevrolet Division of General Motors for Chevy trucks (Campbell-Ewald), Sun Oil Sunoco and DX gas (Wells, Rich, Greene), First National Bank of St. Louis (Gardner), Miserany Appliances (King, Towne).

## NATIONAL LEAGUE-WEST

Team	1976 rights	1975 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Atlanta	1,000,000	1,000,000	WTCG 29	WSB 50-60	TV: (network) Coca-Cola (McCann-Erickson), Chevrolet (Campbell-Ewald), Delta Airlines (Burke, Dowling, Adams), Goody's headache powder (Tucker-Wayne), Applejack chewing tobacco (Stuart-Ford), (partial network) General Finance (Post-Keyes-Gardner), Cotton States Insurance (McRae & Bealer), Gabriel shock absorbers (Post-Keyes-Gardner), Kahn's weiners (McRae & Bealer), Midas Muffler (Wells, Rich, Greene), S.S.S. Tonic and 20-20 Eyedrops (Tucker-Wayne), Trust Co. Bank (Tucker-Wayne), Black & Decker power tools (direct), A.C. Delco (direct), Union Oil (Burnett). Radio: Miller Brewing (McCann-Erickson), Union Oil (Burnett), Toyota (Dancer-Fitzgerald-Sample), Goodyear (Bruce Wert), Pinkerton Tobacco (Cunningham & Walsh), Block Drug (Grey), Vitalis (direct) Gum Out (Aitkin-Kynett), Noxell, Mennen, Royal Braka Centers (direct), Speir Insurance (direct).
Cincinnati	1,660,000	1,560,000	WLWT 13	WLW 124	TV: Hudepohl Brewing (Leonard Sive & Assoc.), Frisch's Big Boy restaurants (Rollman), Fifth-Third Bank (Freedman), Jake Sweeney Chevrolet (direct), Tressler oil (direct), Ford Motorcraft (Kenyon & Eckhardt). Radio: Stroh Brewing (DDB), Marathon oil (direct), Frisch's Big Boy restaurants, First National Bank of Cincinnati (Northlich/Stolley), Pepsi-Cola (Robert Acomb), Kings Island amusement complex (J. Walter Thompson), River side Ford (direct), Conwood Tobacco Co. (Tucker-Wayne).
Houston	1,000,000	1,000,000	KPRC-TV 20	KPRC 25	TBA
Los Angeles	1,800,000	1,800,000	KTTV	KABC 19	TV and radio: California Federal Savings & Loan (Jensen), Union Oil (Burnett), Farmer John meat products (Pacific West), Southern California Datsun Dealers (Parker), Continental Airlines (Benton & Bowles) will be on radio only.
San Diego	710,000	710,000	Being negotiated	KOGO	TV: Arrangements with XETV is being negotiated; sponsors TBA. Radio: Schlitz (Burnett), Culligan Soft Water Dealers, Mission Cable Co., Champion spark plugs (J. Walter Thompson).
San Francisco	1,100,000	1,100,000	TBA	TBA	TV: Security Pacific Bank (Young & Rubicam). Radio: TBA.
<b>NL total</b>	<b>\$14,970,000</b>	<b>\$14,670,000</b>			
<b>Majors' total</b>	<b>\$27,545,000</b>	<b>\$26,195,000</b>			

mentary and alternate in pregame and postgame shows. Pregame and postgame sponsors include J.C. Penney Co. (Penco), Disneyland (Vista Advertising), Orange County Transit District (Basso-Boatman) with special double-header program—*Angel's Club House*—sponsored by Let's Dine Out (direct).

KTLA(TV) Los Angeles will telecast the Angels for the 13th year. The same three-man announcing team will provide coverage for television.

Gene Autry, chairman of the board of KMPC and KTLA (Golden West Broadcasters) is also chairman of the Angels.

## Chicago White Sox

WMAQ(AM) Chicago is in the fifth consecutive year with the White Sox and will again cover nine preseason games and 162 regular-season games. No regional network is planned.

Two announcers will alternate radio and television broadcasts: Harry Caray, who will again handle a 10-minute pregame program, will be joined this year by Lorn Brown, who will handle the 10-minute postgame show.

WSNS(TV) Chicago will carry 125 regular-season games and has no network this year (but will feed to 116 cable systems).

In addition to announcing by Messrs. Caray and Brown, WSNS will air a pre-pregame program called *Bob Elson, Sports & Comment* conducted by Bob Elson. Once again, remote production of games is handled by a unit of WGN-TV Chicago.

Both WMAQ and WSNS report the selling season began a few months late this year, due to problems with the change of the ball club's ownership.

## Kansas City Royals

WIBW(AM) Topeka, Kan., in the second year of a three-year rights agreement, will broadcast all 13 exhibitions and the 162-game regular schedule. About 50 stations have signed on for a regional network to cover six states. Chief announcing duties will be handled by Denny Matthews, with back-up from Fred White.

Aside from pregame and postgame shows, WIBW will offer *The Whitey Herzog Show*, featuring the Kansas City Royals manager. That show, sponsored by Gabriel shock absorbers (Airtime) will precede the pregame show, sponsored by Milgram Food Stores (Bernstein, Rein & Boasberg) and Raintree Lake (Jim Everitt). Gabriel also will sponsor the postgame show.

KBMA-TV Kansas City, Mo., has locked in four stations and has hopes of doubling that number in a regional network as it enters the third year of a three-year contract

with the Royals. Dick Carlson will be doing play-by-play for the 35 road games to be telecast.

According to KBMA-TV Sales Manager Stuart Powell, the postgame show has been dropped this year because of the low audience pull it has had in the past. A pregame show, *Royals Dugout*, will continue and although it hasn't yet been firmed up, State Farm Insurance again is expected to sponsor the show.

## Minnesota Twins

WCCO(AM) Minneapolis-St. Paul continues as the radio outlet of the Twins for four exhibitions and the entire regular-season schedule. Coverage will be fed to a regional network of 30 stations in Minnesota, Montana, Iowa and the Dakotas.

Herb Carneal will be back for his 15th season as a Twins sportscaster. He will be joined by Frank Quillici, Twins manager through last season, who has been doing special assignments for WCCO during the last five years. The *Gene Mauch Show*, with the Twins manager, and Mr. Carneal's *Scoreboard Show* will precede and follow the games.

WCCO said that it will continue to sell rotating spots throughout baseball, rather than sell by innings. The plan, instituted in 1974, permits commercials in one-minute and 30-second lengths.

The station supports its advertisers by a Twins ticket-allowance plan, a special VIP sponsor box at games, a World Series excursion offer plus other promotions.

WTCN-TV Minneapolis-St. Paul, which took over as Twins television outlet last year, will telecast four home and 46 away contests this season. Coverage will be relayed to three stations in Minnesota, three in North Dakota and two in South Dakota.

Joe Boyle will do play-by-play. A color man is to be announced.

WTCN-TV reported brisk baseball sales and that its advertiser line-up was in shape earlier this year.

WCCO and WTCN-TV have agreements with Midwest Federal Savings and Loan Association there, which holds the Twins broadcast rights under a contract through the 1979 season.


## Oakland A's

After four seasons on KEEN(AM) San Jose, Calif., club officials were negotiating a possible switch but did not entirely rule out a return to KEEN.

Westinghouse's KPIX(TV) San Francisco has TV rights for the third straight year and plans to feed at least two other California stations and possibly one in Nevada. KPIX will cover 25 games, same as last year.

Monte Moore, voice of the A's for 15 years, will again do play-by-play, with KPIX Sports Director Wayne Walker handling color on Oakland and Anaheim originations, others on road games. KPIX, a net-

**At last.  
Station identification  
that works.**



**The most significant advancements in station self-promotion ever developed. The "You" Campaign. "Energy Force". "Synergy". "Good Feelings II".**

Hear broadcasting's newest most heralded station ID products at the NAB, Hilton Suite 2306. Or call Jerry Atchley collect — (214) 634-8511.

1349 Regal Row      Dallas, Texas 75247

**TM**  
TM Productions, Inc.



work affiliate, which rarely has been able to accommodate pregame and postgame shows, plans none this year. In-game advertising contracts were still being negotiated as uncertainty over season's start date continued.

## Texas Rangers

For the third straight year, the Rangers' broadcast picture has improved. WBAP(AM) Fort Worth-Dallas returns to cover 170 exhibition and regular-season contests, feeding 164 games to a regional network of 18 stations. Big additions are affiliates in Oklahoma City, Amarillo, Tex., and Lubbock, Tex.

KXAS-TV Fort Worth-Dallas plans to telecast 25 games and 15 of the contests will be carried on a new 12-station TV network. Last summer, the Rangers ran a trial TV game in a number of prospective markets and in 10 of 12 areas drew a number-one rating, according to the club.

The Rangers broadcast team continues to be Dick Risenhoover and Bill Merrill.

Pregame and postgame sponsors on radio and television include Dr. Pepper and the Dallas and Tarrant County Chevrolet Dealers Association.

The City of Arlington, Tex., through a separate corporation, holds the broadcast rights to the Rangers under a 10-year agreement that is going into its fifth year. The city's Entertainment Division handles all sales and other radio-TV arrangements.

"Business is good, though some crucial signings still pend," said Roy M. Parks, sales manager-public relations director. "But at this point [Feb. 25] our projections are that our total revenue will be up by \$400,000."

## National League-East

### Chicago Cubs

WGN(AM) Chicago has sold out the schedule of 10 exhibition games and 162 regular season games of the Cubs. The three new sponsors—General Finance Corp. (Post, Keyes, Gardner), Chicagoland McDonald Operators (Rotherberg, Feldman & Moore) and Skil Corp. (Young & Rubicam)—join three returning sponsors at "slightly more than \$100,000" one-sixth sponsorship for all games. This is the first season of a new three-year contract with the Cubs. Returning play-by-play announcers are Vince Lloyd and Lou Boudreau.

Sales are running late for WGN-TV Chicago. The station reports 145 games will be carried by an affiliate network, tentatively set at 15 stations. WGN-TV has carried Cubs games since 1948; WGN(AM) since 1959. The TV station likewise enters the first of a three-year contract.

Returning announcers are Jack Brickhouse and Jim West. The 10-minute



**Red-hot combination.** Colonial Provision Co., Boston, added television to baseball games and hot dogs and last year made a grand slam for its "Fenway Franks" in the land of the Red Sox. This year it hopes the same formula will clear the bases in New York for "Yankee Franks."

Colonial and its agency, Hill, Holliday, Connors, Cosmopolis Inc., Boston, in 1975 hit upon the idea of developing a new frankfurter; giving it a name that linked it to baseball, and then advertising it as "the beef frank you can buy at your supermarket with the taste that takes you out to the ball game." Out of this emerged Fenway Franks, named after the Boston Red Sox ball park. The franks were sold at no other athletic arena than Fenway but were available in supermarkets. Supporting the introduction was heavy television and radio on Boston stations and on Red Sox telecasts on wsbk-TV there. The pay-off: in less than a year, Colonial jumped from number four to number one in New England in terms of frankfurter sales, and sales at the ball park more than doubled from 1974 to 1975.

Now Colonial is branching out to New York with the Yankee Franks. Yogi Berra, Yankee coach and former baseball star and New York Mets manager, is featured in the commercial that stresses the point that the hot dogs are available not only at Yankee Stadium but in local supermarkets.

Through its agency, Colonial has bought into coverage of the Yankee games on WMCA(AM) and WPIX(TV), both New York, and schedules on other stations in the area during the 1976 season.

pregame show, *Lead-off Man*, sponsored by Danley Lumber Co. (Rocklin-Irving Assoc.) and the 10-minute postgame show, *10th Inning* (sponsor TBA), will return with the postgame feature scheduled only when time permits.

### New York Mets

WNEW (AM) New York moves into the second year of a three-year pact with the New York Mets and will broadcast 10 preseason and 142 regular games. The Mets will have a regional radio network of approximately 25 stations.

Announcing again on radio and television will be Lindsey Nelson, Bob Murphy

and Ralph Kiner. There will be a 10-minute pregame and postgame show featuring Chip Cippola but with no sponsorship details available.

WOR-TV New York begins its 15th season of Met telecasting in 1976. The station is going into the third year of a three-year pact. On tap this year will be three preseason and 117 regular-season contests. There will be a postgame *Kiner's Korner* program but sponsorship information has not been released.

The station reports impressive gains in in-game sponsorship. "It's a super year," according to Robert Fennimore, vice president and general sales manager of WOR-TV, who attributed the upsurge to "more widespread acceptance of our product (the games)" and to the improvement in the economy.

## Montreal Expo

CKAC(AM) Montreal is again the anchor station for the French network of 24 stations. Most radio affiliates will carry a minimum of 140 games (likely 150), along with the 15-minute pregame and 10-12-minute postgame shows for most Expo games.

CFCF(AM) Montreal is in the second year of a three-year contract as originating station for the English-language network comprising 11 affiliates and including three American stations.

Radio announcers for the English-

**ever Hear of a  
TROUBLE FREE  
FM antenna?**

CCA Electronics has a new series of circularly polarized FM Antennas that are **RADICALLY DIFFERENT** from existing antennas—

both in appearance and in results!

Visit our exhibit at the NAB (Booth 602) and we'll show you what we mean.

© CCA Electronics Corp. 1976

**CCA**

CCA Electronics Corporation  
719 JERSEY AVENUE, GLoucester CITY, NEW JERSEY 08030  
PHONE: (609) 456-1710 TELE: 94-2200

language stations are Dave Van Horne and Russ Taylor with the addition of Duke Snider. French stations will again feature Jacques Doucet and Claude Raymond on play-by-play.

Radio sales have been good, if delayed. CKAC reports 12 of 16 spots have been sold and the expectation is a sellout with interest in the Expos at a peak. CFCF notes that with Toronto almost getting a team (from San Francisco, ruled out the second week in February), advertisers had a 'wait and see' attitude until the last minute.

The Canadian Broadcasting Corp. is in the second year of a six-year television rights agreement with the team and will televise 20 games this season, most on Wednesday nights with two or three on Saturdays. As last year, 43 English and 13 French stations in Canada will carry the schedule. The announcing teams continue as Dave Van Horne and Duke Snider (English) and Guy Ferron and Jean-Pierre Roy (French).

The sales picture is "about the same as last year" for CBC, with a projected 60-75% of total sales, according to Gordon Craig, head of sports.

## Philadelphia Phillies

WIBG (AM) Philadelphia will broadcast 162 regular season games and 20 preseason contests of the Philadelphia Phillies in the first year the station is carrying the schedule, replacing WCAU(AM) there. A regional radio network of 21 stations has been assembled.

The ball club owns the radio rights to the games and sells the ingame sponsors. An official of the Phillies said about 90% of the advertising schedule has been sold and a sell-out is expected by the time the season opened.

Returning for announcing chores on TV and radio will be Harry Kalas and Richie Ashburn. Byrum Saam, after 38 years with the Phillies games, has retired, and replacing him is Andy Musser. WIBG has sold sponsorship in pregame and postgame programs, plus adjacencies, to Aamco (Group II), Pep Boys automotive parts (direct), Colonial Federal Savings

and Loan and Warren Cards & Gift Shop (Callahan) and Gabriel shock absorbers (Post-Keyes-Gardner).

WPHL-TV is beginning a new three-year contract and will telecast 70 games, including two exhibitions. Three other outlets in Pennsylvania are picking up the coverage. There will be a 15-minute pregame show with Richie Ashburn sponsored by the Philadelphia Buick Dealers (John Newton Advertising) and 10-minute postgame program with Bob Bradley, sponsored by Household Finance (direct).

Approximately 75% of the in-game sponsorship already has been picked up.

## Pittsburgh Pirates

KDKA-AM-TV Pittsburgh is on deck for the Pirates with Westinghouse Broadcasting Co. (two-thirds) and Pittsburgh Brewing Co. (one-third) as holders of broadcast rights.

KDKA will feed coverage to 48 other stations with Milo Hamilton, formerly of the Atlanta Braves, and Lanny Frattare as the new announcer team.

Principal pregame sponsor is Joe Ziskind (general maintenance-home repair) and The Coach House is buying a postgame show. *Doubleheader News* has been taken by Homelite Products.

KDKA-TV plans are for one preseason telecast and a minimum of 38 regular-season telecasts. Four stations are on a regional network so far.

Messrs. Hamilton and Frattare will also handle the television side.

Bill Strong, KDKA-TV general sales manager, indicated that sales were comparable to last year, despite a slowdown in an area where the Pittsburgh Steelers' participation in the football Super Bowl kept football in the forefront under mid-January. He cited exceptionally high ratings for Pirates broadcast as one key to the better selling.

## St. Louis Cardinals

KMOX(AM) St. Louis will again be doing business in Busch Stadium and on the road with the Cardinals. Nine preseason and 162 season games will be covered with

**Touching most bases.** Stuart Broadcasting's National Baseball Network says it has TV access to 21 of the 24 teams—all but the San Diego Padres, which has no regular TV schedule, and the Los Angeles Dodgers and Montreal Expos—and close to 200 TV stations. President Don Stuart says the network covers, on average, about 85% of U.S. TV homes. It's offering 30-second announcements at about \$18,500. Its principal advertisers include Consolidated Cigar for the fourth straight year (through several agencies); Noxzema for the third straight year (through William Esty Co.); Brylcreem (Kenyon & Eckhardt) and Mennen's Protein 29, Speed Stick and Skin Bracer (Warren, Muller, Dolobowsky).

feeds provided to a regional network of 115-120 stations.

Bob Starr, on the KMOX sports staff since 1972 and a parttime member of the baseball Cardinals broadcast team during the last two years, takes over as play-by-play man. Mike Shannon returns as color man.

KSD-TV St. Louis goes into its 15th year with the Cardinals with plans for 31 telecasts, including a preseason meeting with the Pittsburgh Pirates April 3 in Bradenton, Fla. A regional TV network of 14 stations is planned.

Messrs. Starr and Shannon will be in the booth along with Jay Randolph, KSD-TV sports director.

Pregame and postgame dugout shows are planned with Household Finance Corp. as the major advertiser.

Tony Bello, general sales manager of KSD-TV, reported a sell-out by mid-February, the earliest in a number of years for the station.

"There definitely is a resurgence of interest in baseball," he said. "Helping is its growing attraction for younger audience with such things as instant replays and other coverage techniques. Also, we're careful not to overexpose on TV with an excessive number of games. And what we do telecast, we back up with heavy promotion."

## National League-West

## Atlanta Braves

WSB(AM) Atlanta's broadcasts of Braves games has become a Southern tradition as the station comes back for the 11th year and the second of its present five-year contract. WSB has carried the Braves since they moved to town and this year again is flagship of a regional network estimated at "50 plus" stations.

Ernie Johnson, director of broadcasting for the Atlanta Braves, returns as number one play-by-play announcer with assistance from Peter Van Wieren. On the radio side, the Atlanta Braves retain the rights and do their own selling, with stations in network given some time to sell. Ten exhibition and 162 regular-games are set for

COUNTY OF 54 GOLF COURSES  
8 MI. to GREAT SAILING

40 MI. TO WORLD FAMOUS SKI SLOPES  
YEAR ROUND TENNIS

## CLASS "A" STEREO FM

Almost new automation & live studios transmit to nearly 2 million people!  
Less than \$6,000 monthly operation expense . . . Ultra-plus atmosphere!

## SOUTHERN CALIFORNIA

**\$450,000**

**TERMS NEGOTIABLE**

Principals only - Substantiate Qualifications

Donald B. McCann, 1519 National City Bank Bldg., Cleveland, Ohio 44114



coverage. The pregame *Lead-off Man* show and the postgame *10th Inning Show* will be sponsored by Midas Muffler (Wells, Rich, Greene), and returning Atlanta Beverage for Budweiser (D'Arcy, MacManus & Masius).

WTCG(TV) Atlanta holds the television rights to the Braves, which may be no more than formality. This year's purchase of the Braves by Ted Turner's Turner Communications put the team and WTCG under common ownership. The independent UHF will originate 66 road games (including two exhibitions) for a six-state Southeastern regional network of 29 stations each expected to pick up between 10 and 25 each. Turner Communications' WRET-TV Charlotte, N.C., will carry all the WTCG games. Ten pregame and 50 postgame shows are planned, with their scheduling dependent on game starting times. These shows have not yet been sold.

WTCG will replay about 50 of the games at 1 a.m. with all advertising included. Mr. Johnson will also handle chief announcing duties for WTCG, but with television assistance from Skip Carey.

---

## Cincinnati Reds

The Reds are entering into the third year of a three-year contract with WLW(AM) Cincinnati to act as the flagship for a 124-station, 95-market lineup (compared to last year's 112 stations in 85 markets) stretching across six states: Ohio, Indiana, Kentucky, Virginia, West Virginia and Tennessee. As before, WLW will broadcast all of the Reds' 25 preseason games and all of 162 regular-season games.

The returning announcers are Marty Brennaman (play-by-play) and Joe Nuxhall (color). As last year, Mr. Brennaman and Sparky Anderson, the Reds' manager, will work together on the first of two pregame shows, *The Main Spark*. The second pregame show, *Turf Side*, will again be presided over by Mr. Nuxhall and will consist of dugout interviews. The two postgame shows will also return: *Star of the Game*, with Mr. Nuxhall and his interviewees, and *Scores and Comments*, under the aegis of Mr. Brennaman.

The rotating sponsors for the sidebar shows are Security Moving and Storage Co. (Yeck & Yeck), Dodge Dealers of Cincinnati (BBDO), Chrysler-Plymouth dealers (Young & Rubicam), Cincinnati Milk Sales Association (Nolan, Keelor & Stites, Cincinnati), Blue Cross/Blue Rubber (direct), Aamco (Park Advertising/Herminghausen/Clarke), *The Cincinnati Enquirer* (Stockton West/Burkhart), Burkhardt's men's store (direct), Jamboree sporting goods (direct), International Harvester trucks (Holland Co.), International Harvester tractors and mowers (Corbett), Mutual of New York (direct), West Shell realtors (Stockton Westurkhart), Gabriel shock absorbers (Post-Keyes-Gardner), Carrier air conditioners (J.S. Freedman), Firestone Tire & Rubber (direct), Aamco (Park Advertising), Bimel-Walroth Co.

---

**The Wold connection.** Robert Wold Co., Los Angeles will set up radio coverage of baseball road games, for first time, via a combination of satellite and land-lines to eleven radio stations that originate coverage of local clubs. Western Union's Westar satellite will be the carrier along with Bell System land lines. Satellite transmission for local radio has been limited in the past, since the only audio tariff available was between New York and Los Angeles. Wold and the major radio networks had used the tariff for coast-to-coast connections, but a new Westar tariff has added five more cities as satellite gateways (Atlanta, Washington, Dallas, Chicago, and San Francisco) enhancing the Wold coverage plan.

According to Robert Wold, the company's president, satellite transmission will bring interconnection costs down between 10-20% depending on the geographical location of the cities involved.

The eleven stations involved are: KMPC(AM) Los Angeles (California Angels), WMAQ(AM) Chicago (White Sox), WCCO(AM) Minneapolis-St. Paul (Minnesota Twins), WMCA(AM) New York (Yankees), WGN(AM) Chicago (Cubs), WLW(AM) Cincinnati (Reds), KABC(AM) Los Angeles (Dodgers), WNEW(AM) New York (Mets), KDKA(AM) Pittsburgh (Pirates), KOGO(AM) San Diego (Padres) and KSFO(AM) San Francisco (Giants). Coverage of the Oakland Giants was still being negotiated.

In addition, Wold will transmit road games to seven other major league cities exclusively on Bell System direct dial circuits including: WBAL(AM) Baltimore (Orioles) WMEX(AM) Boston (Red Sox), WWWF(AM) Cleveland (Indians) WSB(AM) Atlanta (Braves) and CFCE(AM) Montreal (Expos).

(direct), Riverside Ford (direct) and Grange Mutual Companies insurance (Corbett).

WLWT(TV) Cincinnati, also in the third year of a three-year contract with the Reds, will serve as feeder station for four main baseball outlets (Cincinnati, Dayton, Columbus and Indianapolis) with an additional nine stations taking the feed. The 35-game schedule includes one preseason away game. Pregame shows are planned for weekends, postgames shows when time permits.

Ken Coleman and Bill Brown will handle the announcing. The station reports the spots are nearly sold out.

---

## Houston Astros

KPRC-AM-TV Houston will make it five years in a row as originator of Astros coverage.

The club (Houston Sports Association Inc.) has again retained radio and television rights. Art Elliott has taken over as director of broadcast operations.

Some 20 TV stations and 25 radio outlets in Texas and Louisiana will make up the Astros' networks.

KPRC is to originate 20 exhibitions and the 162-game regular schedule. KPRC-TV will telecast 28 games, nine in prime time.

Gene Elston and Loel Passe are back as the broadcast team as they have been since the networks were formed. New in the Astros booth this year will be Bob Prince, who had been with the Pittsburgh Pirates for 28 years.

---

## Los Angeles Dodgers

The Dodgers for the third consecutive year will be carried by KABC(AM) there, which will feed the games to a 19-station network. Announcers for the play-by-play and pregame shows will be Vin Scully and Jerry Doggett.

Pregame sponsorship will be split between Pepsi Cola Bottling Co. of Los Angeles (David & Evans) and Continental

Airlines (Benton & Bowles).

For the 18th consecutive year, KTTV(TV) Los Angeles will carry Dodgers games. Pregame sponsors are Pepsi-Cola Bottling Co. of Los Angeles (David & Evans) and Sears, Roebuck & Co. (Star Advertising). Postgame sponsors are Southern California MacDonald's Operators (Davis, Johnson, Mogul & Columbatto) and Olympia Beer (Ayer Baker).

---

## San Diego Padres

KOGO(AM) San Diego is set to carry the San Diego Padres' regular-season schedule—and 22 exhibition games if played—for the eighth year, with Jerry Coleman and Bob Chandler again announcing. Three-fourths of the programs and postgame availabilities and adjacencies have been sold to Pacific Southwest Airlines (Clinton Frank), Culligan Soft Water dealers, Wickes Furniture, National University and Day and Night Air Conditioners.

A Padres spokesman said no TV arrangements had been made.

---

## San Francisco Giants

Last-minute confirmation of the Giants' new ownership (putting to rest earlier talk of a possible franchise switch to Toronto), has delayed sales and final arrangements for broadcast of the team's games. However, KTVU(TV) Oakland-San Francisco will carry 20 games, with no pregame or postgame shows planned. KMPH(TV) Tulare, Calif., will pick up the telecasts. Al Michaels and Gary Park will handle coverage again for KTVU.

KSFO(AM) San Francisco has seven to 15 stations standing-by to form a regional network to carry regular season games and including 10 preseason games.

Mr. Michaels and Art Eckman will return as play-by-play announcers and the latter will handle the 15-minute pregame *Warmup* show; a station announcer will be picked to do the 10-minute postgame show.



# Fates & Fortunes

## Media



Anderson

Sovran Associates there, named regional sales manager, Doubleday.

**Richard A. Anderson**, VP, Doubleday Broadcasting, Dallas, named general manager of subsidiary, Doubleday Media, radio, TV, CATV and newspaper brokerage firm there. **Daniel D. Hayslett**, president, Hamilton-Landis there, named national sales manager, Doubleday. **Robert O. Magruder**, president,



Hayslett



Magruder

**Richard P. Verne**, director, financial evaluations, NBC, New York, named VP, administration, NBC Radio.

**William E. Lucas**, general manager, WCIV(TV) Charleston, S.C., named president, First Charleston Corp., wholly owned subsidiary of WCIV owner, Evening Star Broadcasting Co.

**Richard Ellison**, freelance producer (previously European representative, Time-Life Films, London), named coordinator of public affairs, Public Broadcasting Service, Washington.

**Michael S. Hannah**, controller, Burton Block and Concrete, Burton, S.C., named to same position, Cosmos Broadcasting Corp., Columbia, S.C.

**Alice C. DuPont**, information specialist, Florida Department of Commerce, Tallahassee, named press information manager, WTVJ(TV) Miami.

**W. Clinton Powell**, special assistant to president for minority affairs, Corporation for Public Broadcasting, Washington, has retired. He joined CPB in 1973 to organize its minority affairs office.

**Leavitt J. Pope**, WPIX-FM-TV New York and WCC(AM) Bridgeport, Conn., elected president of New York State Broadcasters Association, succeeding **Phillip Spencer**, WCSS-AM-FM Amsterdam. **Robert M. Peebles**, WROW-AM-FM

Albany, elected VP; **Perry B. Bascom**, WNBC(AM)-WNWS(FM) New York, re-elected secretary, and **Joseph A. Reilly**, WWOM(FM) Albany, re-elected treasurer.

Newly elected officers, Buffalo (N.Y.) Radio Association Group: **R. Thomas Cronk**, VP/general manager, WKBW(AM), president-treasurer; **Harold Calvin**, general manager, WGR(AM), VP; **Stuart M. Cohen**, general manager, WBNY(FM), secretary.

**Paul E. Reynolds**, assistant manager, WDBJ-TV Roanoke, Va., retires after 41 years with station.

**Brian Donegan**, assistant to director of broadcasting, noncommercial WTTW(TV) Chicago, named broadcast manager. **Harvey Ellars**, continuity director, named broadcast operations supervisor. **John Wilson**, field producer, named media relations manager, information services department.

## Broadcast Advertising

**Ralph Abell**, VP/manager, Blair Television's San Francisco office, rejoins Blair's Los Angeles office as VP-sales. He is succeeded by **John Ryan**, salesman there.

**Howard Burkat**, advertising/promotion manager, WCBS-TV New York, and before that with WABC-TV there, named to new post of administrator of radio advertising, NBC, New York.

**Carol Cagle**, account executive, McGavren-Guild Radio, Dallas, named Southwest division manager, ABC-FM Spot Sales' new office there.

**Vincent P.A. Benedict**, manager, McGavren-Guild, Philadelphia office, named sales manager, CBS Radio Spot Sales there.

**Richard C. Christian**, board chairman, Marsteller Inc., Chicago, named president/director, National Advertising Review Council.

**Peter Lombardo**, Lombardo & Associates, and **Ed Meyers**, Meyers & Muldoon advertising, both San Francisco, have formed L&M Communications, consultants for retail broadcast advertisers. 2190 Greenwich Street, San Francisco 94123.

**Pamela Gold** and **Marshall Lichstrahl**, sales staffers, Katz Television America, New York, named assistant sales managers of Katz's White Team and Blue Team, respectively.

**Thomas W. Brewer**, director of budgeting/cost control, D'Arcy, MacManus & Masius, Bloomfield Hills, Mich., named VP/assistant secretary, financial department.

**Nelson S. Riddle Jr.**, account supervisor, Dancer-Fitzgerald-Sample, New York, elected VP.

**Aubrey E. Hawes**, account manager, **Anthony F. Rosa** and **Peter J. Dalton**, media supervisors, Warwick, Welsh & Miller, New York, named VP's.

**Sam Krupnick**, president, Krupnick & Associates Advertising, St. Louis, named executive committee chairman. **Tom J. Connelly**, executive VP, named chairman. **Ray J. Armbruster**, VP/creative director, named president. **Wilbur T. Trueblood**, VP, named executive VP. **William W. Quade**, executive art director, named VP.

It's got the size,  
sound, scope and selling strength  
it takes to make you  
the Master of Profits in your market.

**MASTER  
PLAN**

Radio's most complete production service, plus the most award-winning campaigns ever, created by Chuck Blore and produced by TM.

Premiering at the NAB, Hilton Suite 2306 — Or call Jerry Atchley collect — (214) 634-8511

1349 Regal Row Dallas, Texas 75247

**TM**  
TM Productions, Inc.

**Sal Alba**, executive art director, Keenan & McLaughlin Advertising, New York, named VP/group creative supervisor.

**Paul B. Repetto**, group management supervisor, Foote, Cone & Belding, Chicago, named account management director, co-owned FCB/Honig, Los Angeles.

**Robert G. McCready**, VP/executive committee member, Hofer, Dieterich & Brown Advertising, San Francisco, named account management director.

**Ken Arbuckle**, sales/marketing director, KTOK(AM) Oklahoma City, named sales manager, co-owned WGSO(AM) New Orleans.

**Vici Williams**, local sales manager, WEZI(FM) Memphis, named general sales manager.



McKittrick

**Sharon McKittrick**, secretary, national sales department, KTVH(TV) Hutchinson, Kan., named national sales manager.

**Lloyd A. Raskopf**, account executive, WEEL(AM) Boston, named general sales manager, WEEL-FM there.

**Anthony C. Rocco**,

director of sports sales for ABC-TV, New York, named director of special projects for sports sales.

**William G. Branch**, account executive, WASH(FM) Washington, named general sales manager, WPOC(FM) Baltimore.

**Bruce W. Dawson**, account executive, WWGO(AM)-WCCK(FM) Erie, Pa., named sales manager.

**Louis S. Nemeec**, account executive, KTAM(AM)-KORA(FM) Bryan, Tex., named sales manager.

**Robert T. Folster**, art director, Campbell-Ewald, Detroit, named to same position, Young & Rubicam there. **Robert Paklalan**, freelance writer, named Y&R copywriter.

## Programing

**David Graves**, promotion manager, WBZ-AM-FM Boston, named program manager, co-owned KDKA-AM-FM Pittsburgh, succeeding **Ira Apple**, named program manager at wbz.

**Judith Ahlberg**, supervisor, program services, ABC Entertainment, New York, named manager, program services.

**George Klein**, air personality, WHBQ(AM) Memphis, named program director.

**Ron Corbin**, anchor, WSBA-AM-FM-TV York, Pa., named sports director.

**Paul Lyle**, reporter, WIVK-AM-FM Knoxville, Tenn., named sports director.

**Fred Manfra**, sportscaster, KSTT(AM) Davenport, Iowa, named sports director, WRIT(AM) Milwaukee.

**Chuck Anderson**, air personality, KXEL-AM-FM Waterloo, Iowa, named music director.

**Klaus Wagner**, sportscaster, WJW-TV Cleveland, named to same position, WTOV-TV Washington.

## Broadcast Journalism

**Gene Minshall**, owner, Reel Art Productions, Salt Lake City, named news director, KTVX(TV) there, replacing **Art Kent**, named to same position, WUC-TV Pittsburgh (BROADCASTING, Feb. 2). **Denise Baker Coleman**, reporter/producer, noncommercial WTTW-TV Chicago, named WUC-TV reporter.

**George Tomek**, producer/anchor, KTVY(TV) Oklahoma City, named to additional duties as news director.

**Robert Potter**, news director, WYLD(AM) New Orleans, named managing news editor, WISN-TV Milwaukee.

**James W. Walker**, reporter, WCAU-TV Philadelphia, named ABC News correspondent, New York.

**Ed Wickenhaiser**, chief, Lancaster (Pa.) news bureau, named news director, WSBA-AM-FM-TV York, Pa. **Robert Markham**, anchor, named assistant news director/night supervisor. **Tom Woods**, anchor, Mutual Broadcasting System, Washington, named to same post at wsba.

**Del Sharbutt**, after 16 years as anchor for Mutual Broadcasting System, Washington, retires. During his 40-year radio career, he announced for Lucky Strike's *Hit Parade*, *Bob Hope Show* and *Amos 'n Andy*. He was voice of Pathe newsreels and created "Mmm-mmm, good" ad campaign for Campbell soups.

**Hank Rieger**, VP, public information, NBC, New York, named chairman of 1976 national convention of Society of Professional Journalists, Sigma Delta Chi, to be held in Los Angeles Nov. 10-13.

**Keith Radford**, reporter, CKLW-AM-FM Windsor, Ont. (Detroit), named assistant news director.

**Barbara Danahy**, writer/editor/assignment editor, KMOX-TV St. Louis, named assistant executive news coordinator.

**Claire Carter**, air personality, WNAC-TV Boston, named co-anchor/co-producer, WAST(TV) Albany, N.Y.



**Third generation.** John R. Gambling (l) is emulating his father, John A., and his grandfather, the late John B. Gambling, in an early-morning radio personality career as he joins WHYM(AM) Hyde Park, N.Y. Greeting him is James F. O'Grady Jr., president of Castle Communications Corp., owner of the station. John B. Gambling originated *Rambling with Gambling* program on WOR(AM) in 1925 and show has been on air continuously, with John A. now at microphone.

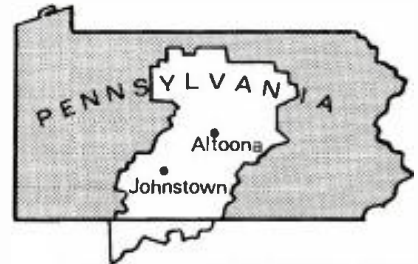
# PENNSYLVANIA

# 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

**Nan Tepper**, news/research director, KNXT(TV) Los Angeles, named news producer.

**Steve Caminls**, assignment editor, WIAR-TV Providence, R.I., named executive news producer, succeeded by **Dave Campanella**, producer.

**Richard M. Raley Jr.**, news photographer, WSOC-TV Charlotte, N.C., named photographic services director.

## Cable

**Bruce R. Bennett**, administrative VP, Southland Realty Co., Atlanta, named business manager, Cox Cable development division there, succeeding **Craig F. Magher**, new assistant treasurer (BROADCASTING, Jan. 19).

**Claybourn H. (Jay) Swymeler**, field supervisor, Continental Cablevision's Lansing, Mich., system now under construction, named chief technician, Continental's Jackson, Mich., system.

## Equipment and Engineering

**George G. Elsaesser**, manager of distributor sales, Telemation Inc., Salt Lake City, named national sales manager for broadcast, cable, closed-circuit television and other Telemation products. **R. Dennis Fraser**, Midwestern regional sales manager, Telemation, Glenview, Ill., named national broadcast marketing manager, Salt Lake City.

**Bill Wisniewski**, engineer, Mutual Broadcasting System, Washington, named engineering director.

**James A. MacKeller**, purchasing consultant, Commercial Electronics Inc., Mountain View,

Calif., named purchasing manager.

**Joseph S. Wright**, board chairman/chief executive, Zenith Radio Corp., Chicago, retires after 24 years with company. He is succeeded as chairman by **John J. Nevin**, president. Mr. Wright will continue as director.

**Peter H. Bennett**, engineer, electronic switching program, RCA, Camden, N.J., named staff associate, communications division, Electronic Industries Association, Washington.

**Willard J. Wilmot**, CATV sales manager, Belden Corp., Richmond, Ind., named field sales manager, electronic division.

## Allied Fields

**Dale N. Hatfield**, acting chief, Office of Plans and Policy, FCC, Washington, named chief.

**Francis G. Hart**, retailer relations director, A.C. Nielsen Co., Northbrook, Ill., named VP.

**Harold C. Blakeslee**, marketing VP, Television Research International, named president, succeeding **Robert M. Cezar**, founder and board chairman, who is forming Cezar Industries Ltd.

**John A. Fawcett**, VP, radio sales and marketing, Arbitron, New York, named manager, Western sales, Los Angeles.

**A.J. (Rick) Aurichio**, market development/planning VP, Compu/Net Inc., New York-based computer service to radio and TV stations, named president in addition to present duties. He succeeds **Maurie Webster**, who resigned in October 1975 to open his own consultancy firm there.

**Ricahrd D. Wiederhorn**, systems/programming manager, Southern Airways, Atlanta, named director of batch and communication services, Cox Data Services there. CDS, subsidiary of Cox Broadcasting, provides data processing services to broadcasting and CATV industries.

**Lloyd E. Cooney**, president/general manager, KIRO-AM-FM-TV Seattle, named chairman, Seattle branch, San Francisco district, Federal Reserve Bank System.

**Sara Garland**, assistant director of volunteer activities, Corporation for Public Broadcasting, Washington, has resigned to become legislative assistant to Representative Margaret Heckler (R-Mass.).

**Roger J. Youman**, managing editor, *TV Guide* magazine, Radnor, Pa., named executive editor, succeeding **Alexander H. Joseph**, retired.

## Deaths



Ommerle

**Harry G. Ommerle**, 66, retired executive VP in charge of media and broadcast operations for SSC&B Inc., New York, and former executive with CBS, died on Feb. 28 in Stamford (Conn.) hospital. He served CBS-TV from 1950 to 1959, leaving as VP in charge of network programs to join SSC&B, from which he retired in 1970. Earlier in his career he had been with N.W. Ayer & Son and with the William Morris Agency. Mr. Ommerle is survived by his wife, Katherine; two sons, Peter and David, and two daughters, Mrs. Todd Roberts and Elizabeth.

**Tom Olsen**, 73, president/owner, KGY(AM) Olympia, Wash., died Feb. 29 at St. Peter hospital there following long illness. He helped organize Washington State Association of Broadcasters and first radio news wire service in that state. He is survived by his wife, Theresa, and one daughter.

**Harry Martin**, 52, VP, local broadcasting, William Esty Co., New York, died after heart attack Feb. 29 at his home on Long Island. His entire 34-year career was spent at Esty. He is survived by his wife, Eline, one daughter and one son.

**Joe Bigelow**, 66, creator/writer, CBS's *Entertainer of the Year Awards* TV special, died after apparent heart attack Feb. 20 in Beverly Hills, Calif. Former VP at J. Walter Thompson, he was writer and producer for original *Honeymooners* and *Hollywood Palace* TV series. He is survived by his wife, Penny, and one daughter.

**Thomas G. Spencer**, 88, retired VP/board member, Standard Telephones and Cables Ltd., London, died there Feb. 29. During his 66 years with Standard, he supervised development of submarine cable, microwave transmission equipment and earth satellites. He had been VP of Standard Electric Corp., chairman of Kolster-Brandes and International Marine Radio Co. He is survived by his wife, Ethel.

**Davey Tyson**, 74, daily talk show host, WHB(AM) Greensburg, Pa., died Feb. 22 en route to Westmoreland hospital there. He is survived by his wife, Almena, one son and one daughter.

# Bring advertisers in by sending them away.

Travel incentives build sales because they make advertising packages more attractive, and to ensure their success Broadcast Travel Incentives does more than arrange a tour.

We hold seminars with your sales staff to explain the promotion. We provide letters of confirmation. We send a professional representative along on the trip to see that everything runs smoothly. We'll even place your down payment in escrow, if you'd like.

And you choose your destination — Hawaii, Acapulco, Rio, the Caribbean, or just about anywhere you have in mind.

Write or call us collect at (415) 982-7197, and we'll fill you in on the details.

*Broadcast Travel Incentives*

105 Montgomery Street • San Francisco, CA 94104

**The Specialists in Tours for Broadcasters**





# The Broadcasting Playlist Mar 8

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 Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a	3-7p	7-12p	12p	
1	1	50 Ways to Leave Your Lover (3:29) Paul Simon—Columbia	2	1	2	1
2	2	Theme From "S.W.A.T." (4:07) Rhythm Heritage—ABC	1	3	1	3
6	3	December 1963 (3:21) Four Seasons—Warner Bros.	3	2	3	2
3	4	All by Myself (4:22) Eric Carmen—Arista	4	4	4	4
4	5	I Write the Songs (3:39) Barry Manilow—Arista	7	6	5	5
10	6	Lonely Night (Angel Face) (3:17) Captain & Tennille—A&M	5	5	6	7
5	7	Breaking Up Is Hard to Do (2:53) Neil Sedaka—Rocket	6	7	7	6
13	8	Dream Weaver (3:15) Gary Wright—Warner Bros.	10	8	9	8
14	9	Take It to the Limit (3:48) Eagles—Asylum	8	10	10	9
7	10	Love Machine, Part 1 (2:55) Miracles—Tamla	12	9	8	10
15	11	You Sexy Thing (3:30) Hot Chocolate—Big Tree	9	14	11	14
22	▲12	Sweet Thing (3:18) Rufus Featuring Chaka Khan—ABC	11	13	13	12
19	13	Love Hurts (3:03) Nazareth—A&M	16	17	12	11
20	14	Dream On (3:25) Aerosmith—Columbia	14	11	17	16
11	15	Convoy (3:48) C.W. McCall—MGM	13	19	14	17
12	16	Fanny (Be Tender with My Love) (3:26) Bee Gees—RSO	15	16	15	15
21	17	Money Honey (3:17) Bay City Rollers—Arista	17	15	16	13
8	18	Evil Woman (3:15) Electric Light Orchestra—United Artists	18	12	19	19
9	19	Love Roller Coaster (2:52) Ohio Players—Mercury	19	18	18	18
16	20	Love to Love You Baby (3:12) Donna Summer—Oasis	20	20	21	20
27	21	Only 16 (2:44) Dr. Hook—Capitol	22	26	20	21
35	▲22	Bohemian Rhapsody (5:55) Queen—Elektra	21	23	22	26
30	23	Golden Years (3:27) David Bowie—RCA	24	25	24	25
17	24	Fox on the Run (3:24) Sweet—Capitol	36	21	26	22
31	25	Right Back Where We Started From (3:16) Maxine Nightingale—United Artists	26	27	23	32
25	26	Squeeze Box (2:39) Who—MCA	23	31	25	33
26	27	Walk Away from Love (3:18) David Ruffin—Motown	31	22	33	24
28	28	Cupid (3:02) Tony Orlando & Dawn—Elektra	25	28	28	35
24	29	Saturday Night (2:56) Bay City Rollers—Arista	39	24	29	23
32	30	Wake up Everybody (3:39) Harold Melvin & the Blue Notes—Phil. Int'l.	34	29	30	29
—	▲31	Disco Lady (3:50) Johnny Taylor—Columbia	32	32	32	30
23	32	I Feel Like a Bullet (5:30) Elton John—MCA	29	34	31	37
37	33	Love Is the Drug (3:00) Roxy Music—ATCO	35	33	35	31
45	▲34	Show Me the Way (3:25) Peter Frampton—A&M	28	35	37	34
33	35	Slow Ride (3:45) Foghat—Bearsville	27	40	34	41
36	36	Deep Purple (2:47) Donnie & Marie Osmond—MCA	30	36	38	36
44	37	Action (3:29) Sweet—Capitol	43	44	27	27

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a	3-7p	7-12p	12p	
42	38	There's a Kind of Hush (All over the World) (2:53) Carpenters—A&M	33	39	36	38
—	▲39	Let Your Love Flow (3:16) Bellamy Bros.—Warner Bros.	37	38	39	39
34	40	Over My Head (3:17) Fleetwood Mac—Reprise	51	30	41	28
39	41	Junk Food Junkie (3:03) Larry Groce—Warner Bros.	38	43	42	42
43	42	Only Love Is Real (3:32) Carole King—Ode Ode	42	42	40	43
29	43	Theme from 'Mahogany' (3:19) Diana Ross—Motown	*	37	47	40
—	44	Living for the Weekend (2:50) O'Jays—Phila. Int'l.	47	46	43	50
18	45	Sing a Song (3:26) Earth, Wind & Fire—Columbia	46	49	44	46
40	46	Paloma Blanca (3:27) George Baker Selection—Warner Bros.	44	48	45	49
41	47	Tracks of My Tears (3:12) Linda Ronstadt—Asylum	40	*	50	*
—	48	Without Your Love Mr. Jordan (3:38) Charlie Ross—Big Tree	*	45	49	48
—	49	Venus (3:30) Frankie Avalon—De Lite	48	*	48	*
47	50	Rock & Roll All Night (3:20) Kiss—Casablanca	*	41	*	44

## Country

1	1	Good Hearted Woman (2:57) Waylon Jennings & Willie Nelson—RCA	1	1	1	1
3	2	Remember Me (2:50) Willie Nelson—Columbia	2	3	2	9
4	3	Till the Rivers All Run Dry (3:27) Don Williams—ABC/Dot	5	2	5	3
—	▲4	If I Had It to do All Over (2:33) Roy Clark—ABC/Dot	3	5	9	7
2	5	Roots of My Raising (2:44) Merle Haggard—Capitol	9	4	6	2
—	▲6	You'll Lose a Good Thing (2:50) Freddie Fender—ABC/Dot	4	6	8	5
5	7	Faster Horses (2:51) Tom T. Hall—Mercury	6	9	3	6
—	▲8	Angels, Roses and Rain (3:14) Dickey Lee—RCA	8	8	4	11
14	9	You Are the Song (Inside of Me) (2:50) Freddie Hart & the Heartbeats—Capitol	11	7	12	4
10	10	Broken Lady (2:37) Larry Gatlin—Monument	7	16	7	8
19	11	It's Morning (and I Still Love You) (2:15) Jessi Colter—Capitol	10	19	10	25
12	12	This Time I've Hurt Her More Than She Loves Me ((2:27) Conway Twitty—MCA	12	15	17	10
9	13	Hank Williams You Wrote My Life (3:08) Moe Bandy—Columbia	15	13	15	15
16	14	Standing Room Only (3:04) Barbara Mandrell—ABC/Dot	13	10	20	18
6	15	The White Knight (3:57) Cledus Maggard & Citizens Band—Mercury	14	23	11	17
—	16	I'm So Lonesome I Could Cry (2:47) Jerry Bradshaw—Mercury	19	11	18	16
—	17	Good Night Special (3:08) Little David Wilkins—MCA	16	14	19	14
7	18	Since I Fell for You (3:02) Charlie Rich—Epic	17	22	13	22
17	19	Don't Stop in My World (2:43) Billy Walker—RCA	18	17	16	19
18	20	If I Let Her Come In (3:05) Ray Griff—Capitol	21	20	14	12
8	21	Don't Believe My Heart Can Stand Another You (2:48) Tanya Tucker—MCA	*	12	*	13
22	22	Somebody Hold Me Until She Passes By (2:52) Narvel Felts—ABC/Dot	24	18	*	*
11	23	Somebody Loves You (2:17) Crystal Gayle—United Artists	23	25	21	20
24	24	Feel Again (2:38) Faron Young—Mercury	20	24	*	21
21	25	Motels and Memories (3:10) T.G. Shephard—Melodyland	25	*	*	*

# Where Things Stand

Status report on major issues in electronic communications

Copyright 1976 Broadcasting Publications Inc. May be quoted with credit.

■ Indicates new or revised listing.

**Antitrust/networks.** Justice Department antitrust suits 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 (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court. Networks have made new effort to have suits thrown out by filing motions for summary judgment and dismissal with prejudice (BROADCASTING, Dec. 1, 1975).

■ **Broadcasting in Congress.** New resolution to permit daily live broadcasts of House floor proceedings has been voted out of House Rules Ad Hoc Subcommittee on Broadcasting (BROADCASTING, Feb. 9). Resolution (H. Res. 875), which now goes to full Rules Committee, would have networks and Public Broadcasting Service producing and administering distribution of broadcast feed under contract with House. Future of H.Res. 875 is uncertain; it has powerful opposition from House Speaker Carl Albert (BROADCASTING, March 1), Rules Committee Chairman Ray Madden (D-Ind.) and Jack Brooks, chairman of Joint Committee on Congressional Operations, committee whose recommendation of broadcast coverage led to current activity. Mr. Brooks has introduced resolution that provides for congressionally controlled coverage (BROADCASTING, Feb. 16). Resolution providing for broadcast coverage of Senate, pending in Senate Rules Committee since last year, has received no attention.

**Cable rebuild deadline.** FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14, 1975). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed that action in U.S. Court of Appeals in Washington. Commission also has outstanding rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. Comments on 20508 have been filed (BROADCASTING, Oct. 13, 1975).

■ **Canadian policies.** Canadian policy that cable systems there delete commercials from signals of U.S. stations and proposed law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC and State Department. Latest meeting with Canadians on matter resulted in some optimism on commercial-deletion matter, but not on tax law (BROADCASTING, Jan. 19). Private interparliamentary conference of members of U.S. Congress and Canadian Parliament also

produced some hope ("Closed Circuit," Feb. 9). Stations involved will meet early this month with Canadian Radio Television Commission and advance plan involving Canadian subsidiaries (BROADCASTING, March 1).

**Children's TV.** FCC's policy statement on children's television programming, adopted in 1974 (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee 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, 1975).

■ **Commercials contract.** Negotiators for Joint Policy Committee of Association of National Advertisers and American Association of Advertising Agencies have reached tentative agreement with American Federation of Television and Radio Artists and Screen Actors Guild on new three-year contract covering performers appearing in television commercials (BROADCASTING, Dec. 22, 1975). Proposal has been approved by governing board of unions and by membership of AFTRA (BROADCASTING, Feb. 23); ratification by SAG members followed late last month (see story, this issue).

**Community ascertainment.** FCC has issued new rules designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, Dec. 22, 1975). Rulemaking (Docket 19816) for non-commercial stations has also been issued; comments have been filed (BROADCASTING, Oct. 20, 1975).

**Consumer agency.** Both houses of Congress have passed bills to create new agency for consumer protection (consumer advocacy is Senate's term for agency), but two bills differ in one respect significant to broadcasters: Senate bill (S. 200) has exemption that prohibits agency from becoming involved in FCC license renewal proceedings, but House bill (H.R. 7575) does not. However, committee report that accompanies House bill says agency's "active participation should be discouraged" in renewal proceedings. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. Promised veto by President apparently has stalled conference to resolve differences between two bills.

**Copyright legislation.** Senate has approved unanimously its version (S. 22) of copyright revision (BROADCASTING, Feb. 23). It provides for a compulsory license for public broadcasters and cable television. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, after lengthy hearings, has begun markup on its bill, H.R. 2223.

**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 Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. Number of parties had petitioned commission to reconsider its order, but commission denied them.

**Crossownership (television-cable television).** FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. National Citizens Committee for Broadcasting is seeking appeals court review.

**EEO guidelines.** FCC has issued proposed rulemaking on equal employment opportunity guidelines. Comments have been filed (BROADCASTING, Oct. 27, 1975). Commission is also considering EEO policy for cable (BROADCASTING, Feb. 23).

**Fairness doctrine bills.** Senate action on two bills to eliminate fairness doctrine has gone no further than hearings conducted for five days last year by Communications Subcommittee. Although Senator William Proxmire (D-Wis.) continues to promote his bill, S. 2, on Senate floor, it is not on this year's agenda of Communications Subcommittee. Nor is other bill, S. 1178 by Senator Roman Hruska (R-Neb.). Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.) and Mr. Hruska's is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

■ **Fairness doctrine and FCC.** FCC Chairman Richard Wiley's proposal for experiment in which radio stations in larger markets would be exempt from fairness requirements was voted down by commission in face of heavy congressional opposition (BROADCASTING, March 1). Also, commission's fairness doctrine statement exempting product commercials from application of doctrine, rejecting concept of reasonable access to broadcast media and otherwise modifying doctrine, has been subject of petitions for reconsideration filed at commission and appeals filed with U.S. Court of Appeals in Washington by National Citizens Committee for Broadcasting and Friends of the Earth. Commission turned down those petitions, however (BROADCASTING, March 1).

**Family viewing suit.** Writers Guild of America, West and Tandem Productions have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association

of Broadcasters (BROADCASTING, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants \$10 million damages. Court has turned down defendant's motions to dismiss (BROADCASTING, Feb. 16). Trial date in Writers Guild case is set for April 6.

**FCC fees.** Sixteen parties have appealed (Cases 75-1053 et al.) FCC's order modifying its fee schedule (BROADCASTING, Jan. 20, 1975). Oral arguments have been held (BROADCASTING, Jan. 26). 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 (Cases 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15, 1975). Over 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3, 1975). 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, 1975).

**Format changes.** FCC has instituted inquiry (Docket 20682) to determine if it can or should be involved in regulating program formats (BROADCASTING, Jan. 5). Comments are due April 5, replies May 5.

**Indecency.** FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15, 1975). Commission also fined WXPNI(FM) Philadelphia \$2,000 for obscene and indecent broadcast, may set station's license for hearing on ground of licensee abdication of responsibility (BROADCASTING, Dec. 8, 1975).

**KRLA(AM).** FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (BROADCASTING, Jan. 5). Case now goes back to court.

**License renewal legislation.** House Communications Subcommittee appears to be nearing hearings on bills to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican, Lou Frey (R-Fla.). So far more than 150 representatives and 20 senators have sponsored or co-sponsored renewal bills; 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. Senate will take no action until House makes first move. Meanwhile, National Radio Broadcasters Association continues to work toward introduction in Congress of radio-only renewal legislation.

**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 Ap-

peals in Washington by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order.

**Pay cable; pay TV.** FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Briefs have been filed (BROADCASTING, Nov. 10, 1975). Justice Department has filed on side of cable (BROADCASTING, Feb. 9). Commission has to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10). 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, 1975); more were held in July (BROADCASTING, July 14, 21, 1975) and last December (BROADCASTING, Dec. 15, 1975).

■ **Payola.** Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola, and another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion (BROADCASTING, June 30, 1975). Four Brunswick Record officials have been found guilty of mail fraud and conspiracy (BROADCASTING, March 1). Several others under investigation have pleaded guilty (BROADCASTING, Jan. 26).

■ **'Pensions' case.** Supreme Court has declined to review appeals court ruling overturning FCC decision that 1972 NBC-TV documentary, *Pensions: the Broken Promise*, violated fairness doctrine (BROADCASTING, March 1). Accuracy in Media had sought high court review.

**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, 1975). 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. S. 1111 is being considered separately from Senate-passed copyright bill. 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).

**Public broadcasting funding.** House Appropriations Subcommittee on Labor, Health, Education and Welfare has held hearings on appropriation for Corporation for Public Broadcasting. CPB asked subcommittee to appropriate money according to ceilings provided in first-ever long-range authorization bill passed by Congress last year—\$88 million for fiscal 1976, \$103 million for 1977, \$121 million for 1978 and \$140 million for 1979. CPB would have to match every federal dollar with \$2.50 from private sources. Administration has recommended \$70 million for 1976 and '77, \$80 million for 1978 and \$90 million for 1979. CPB appropriation measure, which will be included in larger Labor, HEW appropriation package, will emerge from subcommittee sometime in April. CPB President Henry Loomis testified before subcommittee two weeks ago (BROADCASTING, Feb. 16).

■ **Ratings.** Nielsen prime-time averages season-to-date (25 weeks): CBS 19.7, ABC

18.6, NBC 18.2. Twenty-fifth week alone: ABC 21.6, CBS 19.3, NBC 18.3.

**Section 315.** FCC has voted to change its administration of equal-time law. Political debates and press conferences by presidential and other candidates will be treated as "on-the-spot coverage of bona fide news events" exempt from equal-time requirements (BROADCASTING, Sept. 29, 1975). Decision is being appealed to U.S. Court of Appeals in Washington and oral arguments have been held (BROADCASTING, Dec. 1). House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has obtained all FCC documents involved with commission's order; hearings may result (BROADCASTING, Nov. 3, 1975). Commission's action was also dealt with in oversight hearings before Senator John Pastore's (D-R.I.) Communications Subcommittee (BROADCASTING, Nov. 10, 17, 1975). Also, Senator Pastore has bill (S. 608) that would exempt presidential and vice-presidential candidates from equal-time requirements which has been considered in hearings on fairness-doctrine bills (BROADCASTING, May 5, 1975). Mr. Macdonald has introduced bill (H.R. 5600) that echoes Mr. Pastore's but it would also provide that programs like *Meet the Press* be exempted from Section 315 and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. There will be more hearings on Pastore measure before action is taken; no hearings have been scheduled yet on Macdonald bill.

**Sports antiblackout.** Legislation to renew sports antiblackout law, which expired Dec. 31, 1975, was stalled when House-Senate conferees failed to agree on compromise (BROADCASTING, Dec. 22, 1975). Conference committee will try again in another session, yet unscheduled. Experimental law provided that professional baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV. Bill passed by House (H.R. 9566) would make law permanent. Senate-passed bill (S. 2554), on other hand, would extend law experimentally another three years. Both bills would reduce 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey.

**UHF.** FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor UHF antennas to be attached to sets permanently, as with VHF (BROADCASTING, Aug. 18, 1975).

**VHF drop-ins.** In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. 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. Comments have been filed (BROADCASTING, Dec. 15, 22, 1975).

**WPIX(TV).** FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975).



# For the Record

As compiled by BROADCASTING, Feb. 23 through Feb. 27 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

### AM actions

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: WDCY Minneapolis, to July 1 (BMP-14142); WCPC Houston, to May 30 (BMP-1414); KCPX Salt Lake City, to August 10 (BMP-14143); KTGR Columbia, Mo., to May 1 (BMP-14140).

### FM applications

■ Springfield, Ga.—Effingham Enterprises seeks 103.9 mhz, 3 kw, HAA 300 ft. P.O. address: c/o Charles E. Flynt, Box 332, Springfield, Ga. 31329. Estimated construction cost \$78,912; first-year operating cost \$51,864 revenue \$109,500. Format: C&W, pops. Principals: Six equal owners, with no other broadcast interests, including member of Georgia state legislature, George Chance Jr. Ann. Feb. 27.

■ Oberlin, Kan.—Jerry T. Venable and Ernest McRae, partnership seeks 101.1 mhz, 100 kw, HAAT 417 ft. P.O. address: 606 Union National Building, Wichita, Kan. 67202. Estimated construction cost \$72,580; first-year operating cost \$41,160; revenue \$70,000. Format: C&W. Principals: Mr. Venable (60%) is general manager and 8% owner of entertainment production company. Mr. McRae (40%) is partner in law firm and has interest in KBIL(AM) and application for CP in Liberty, Mo. Ann. Feb. 23.

■ Duluth, Minn.—Northwestern College seeks 102.5 mhz, 100 kw, HAAT 599.5 ft. P.O. address: c/o Cornelius Keur, 3003 North Snelling, Roseville, Minn. 55113. Estimated construction cost \$67,500; first-year operating cost \$61,000; revenue \$20,000. Format: Classical, religious. Principal: Northwestern College is licensee of KTIS-AM-FM Minneapolis, KFNV-AM-FM Fargo, N.D., KNWS-AM-FM Waterloo, Iowa, KNWC-AM-FM Sioux Falls, S.D., WNW-AM-FM Madison, Wis. Ann. Feb. 24.

■ Bozeman, Mont.—Western Media seeks 92.9 mhz, 63 kw, HAAT 195 ft. P.O. address: c/o Leonard Kehl, Box 1228, N. 7th Ave., Bozeman, Mont. 59715. Estimated construction cost \$47,000; first-year operating cost \$36,000; revenue \$48,000. Format: easy listening. Principals: Kermit G. Kath, Leonard V. and Tony A. Kehl, Donald E. Jones and Gerald W. Rounsberg, each 20%. Mr. Kath owns KGOS(AM) Torrington, Wyo., interests in KWOR(AM) Worland, Wyo., KCSR(AM) Chadron, Neb., KVSH(AM) Valentine, Neb., KBMN(AM) Bozeman. Mr. Kehl owns KVOW(AM) Riverton, Wyo. and same interests as Mr. Kath. Mr. Jones is lawyer with same interests. Mr. Rounsberg is doctor, same interests. Leonard Kehl is general manager and part owner of KBMN. Ann. Feb. 13.

■ Ottawa, Ohio—Triplet Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT 267 ft. P.O. address: c/o Wendell A. Triplett, Lafayette Ave., Route 1, Marlton, N.J. 08053. Estimated construction cost \$55,142; first-year operating cost \$34,638; revenue \$60,000. Format: Standard pops, easy listening. Principals: Wendell A. and Robert S. Triplett (82.1 and 17.9% respectively). Wendell Triplett has apartment interests. Triplett's own same interests in WTOO(AM)-WOGM(FM) Bellefontaine, and CP for WYAN-FM Upper Sandusky, both Ohio. Ann. Feb. 23.

### FM actions

■ Butler, Ala.—Butler Broadcasting Corp.; Broadcast

Bureau granted 93.5 mhz, 3 kw, HAAT 230 ft. P.O. address: Box 566, Butler, Ala. 36904. Estimated construction cost \$31,950; first-year operating cost \$10,000; revenue \$24,000. Format: standard popular, C&W. Principals: Debra W. Jackson (51%) is school teacher and has interest in WPRN(AM) Butler. Darryl Jackson owns recreation center in Butler and is general manager of WPRN(AM) Butler (BPH-9387). Action Feb. 12.

■ Hollister, Calif.—Milo Communications Corp. Broadcast Bureau dismissed application for 93.5 mhz, 3 kw, HAAT minus 339 ft. Action Jan. 30.

■ Morris, Minn.—Western Minnesota Broadcasting Co. Broadcast Bureau granted 107.5 mhz, 100 kw, HAAT 358 ft. P.O. address: Box 231, Morris, Minn. 56267. Estimated construction cost \$88,200; first-year operating cost \$11,800; revenue \$24,000. Principals: Clifford L. Hedberg (51%) has interest in KBEW-AM-FM Blue Earth, Minn. Florence Hedberg (13%) is Clifford Hedberg's wife; Paul C. Hedberg (12%) is their son; Alice Hedberg (12%) and Katherine Hedberg (12%) are their daughters (BPH-9371). Action Feb. 25.

■ Flandreau, S.D.—Flandreau Indian School Board—Broadcast Bureau dismissed CP for new noncommercial educational FM broadcast station on 89.1 mhz (BPED-2028). Action Feb. 12.

■ Kilgore, Tex.—Radio Kilgore Inc. Broadcast Bureau granted 95.9 mhz, 3 kw, HAAT 150 ft. P.O. address: 1100 North Kilgore, Kilgore 75662. Estimated construction cost \$30,540; first-year operating cost \$26,800; revenue \$24,000. Principals: Douglas B. Humble, William Y. Rice, Ewing Adams and Gillett Shappard (each 25%). Radio Kilgore is licensee of KOCA(AM) Kilgore (Doc. 20342). Ann. Feb. 27.

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: KRAL-FM Craig, Colo., to April 30 (BMPH-14727); WEEJ Port Charlotte, Fla., to July 16 (BMPH-14731); KTGR-FM Columbia, Mo., to May 1 (BMPH-14733); KNCY-FM Nebraska City, Neb., to August 28 (BMPH-14734); WURD Georgetown, Ohio, to July 30 (BMPH-14732); WYSH-FM Clinton, Tenn., to July 22 (BMPH-14726); WBS Charlotte Amalie, St. Thomas, V.I., to August 2 (BMPH-14730); WCLV Cleveland, to August 13 (BMPH-14729); WDIX-FM Orangeburg, S.C., to May 21 (BMPH-14728); KLUK Atlanta, Tex., to April 24 (BMPH-14736).

### FM starts

■ WEMO East Moline, Ill.—Authorized program operation on 101.3 mhz, ERP 50 kw, HAAT 500 ft. Action Feb. 13.

■ WRQN Westbrook, Me.—Authorized program operation on 100.9 mhz, ERP 890 w, HAAT 510 ft. Action Feb. 13.

■ \*WBFH Bloomfield Hills, Mich.—Authorized program operation on 88.1 mhz, TPO 10 w. Action Feb. 10.

■ WFRD Hanover, N.H.—Authorized program operation on 99.3 mhz, ERP 3 kw, HAAT 285 ft. Action Feb. 18.

■ \*KWLD Plainview, Tex.—Authorized program operation on 91.5 mhz, ERP 370 w, HAAT 120 ft. Action Feb. 12.

### FM license

■ Broadcast Bureau granted following license covering new station: \*KNCC Tsaile, Ariz. (BLED-1484). Action Feb. 26.

## Ownership changes

### Applications

■ WUNI(AM) Mobile, Ala. (1410 khz, 5 kw-U)—Seeks assignment of license from WUNI Inc. to Radio Station WUNI Inc. for \$760,000. Seller: Estate of Peggy Stone Gilbert, sold WINR(AM) Binghamton, N.Y. in September 1975. Buyer is subsidiary of Kirk Broadcasting, principal is James L. Kirk II. Kirk has cable franchises and is licensee of KVOL(AM) Lafayette, La., WGIG(AM)-WSB1(FM) Brunswick, Ga., WGGA Gainesville, Ga., WTJS(AM)-WKIR(FM) Jackson, Tenn. Ann. Feb. 24.

■ WDDT(AM) Greenville, Miss. (900 khz)—Seeks transfer of negative control of Clearwater Broadcasting Corp. from Betty W. Carter, executrix (50% before; none after) to Betty W. Carter (none before; 50% after). Consideration: none. Principals: Mrs. Carter receives 50% ownership through husband's death. She shares 50% negative control with John T. Gibson, general manager of WDDT, with whom she also owns Delta-Democrat Times newspaper in Greenville. Ann. Feb. 24.

■ KHUB-AM-FM Fremont, Neb. (AM: 1340 khz, 500 w-D, 250 w-N; FM: 105.5 mhz, 3 kw)—Seeks transfer of control of KHUB Inc. from H.C. Snyder & Glen Ilgenfritz (100% before; none after) to Interim Inc. (none before; 100% after). Consideration: \$600,000, without real estate. Principals: Buyer is owned equally by George Allen, principal in KLGA-AM-FM Algona, Iowa, and WZOE(AM) Princeton, Ill.; Richard A. Shaheen, media broker, and his brother, Ray. Ann. Feb. 26.

■ WFEA(AM) Manchester, N.H. (1370 khz, 5 kw-U)—Seeks assignment of license from Century Broadcasting Group to Ocean Coast Properties for \$500,000. Buyer is licensee of WPOR-AM-FM Portland and WRDO(AM) Augusta, Me. Ann. Feb. 26.

### Actions

■ KFQD Anchorage, Alaska—Broadcast Bureau granted transfer of control of licensee corporation from Miller C. Robertson and Matthew N. Clapp Jr., as trustees under voting trust agreement to Miller C. Robertson and Matthew N. Clapp Jr., individually (BTC-7945). Action Feb. 18.

■ KTIE(TV) Oxnard, Calif.—Broadcast Bureau granted assignment of CP from Lola Goelet Yoakem to Limitless Learning, non-profit California corporation of which Ms. Yoakem is president and chairman (BAPCT-518). Action Feb. 17.

■ WDJZ(AM) Bridgeport, Conn.—Broadcast Bureau granted assignment of CP from Connecticut Coast Broadcasting Co. to WDJZ Broadcasting Co. Inc. No change in ownership; WDJZ Broadcasting is newly formed corporation (BAP-840). Action Feb. 19.

■ WPUL(AM) Bartow, Fla. (1130 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Trans-Florida Radio from Robert D. Morris (100% before;

## Summary of broadcasting

### FCC tabulations as of Jan. 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,433	3	28	4,464	50	4,514
Commercial FM	2,704	0	77	2,781	117	2,898
Educational FM	764	0	48	812	62	874
Total Radio	7,901	3	153	8,057	229	8,286
Commercial TV	701	1	9	711	53	764
VHF	509	1	4	514	9	523
UHF	192	0	5	197	44	241
Educational TV	229	9	14	252	15	267
VHF	90	3	4	97	7	104
UHF	139	6	10	155	8	163
Total TV	930	10	23	963	68	1,031

\*Special temporary authorization

\*\*Includes off-air licenses.

none after) to David R. Hill and Gene N. Stuart (none before; 100% after). Consideration: \$240,000 plus \$50,000 covenant not to compete. Principals: Robert Morris has no other broadcast interests. Buyers own WKXX(AM) Deland, Fla. (BTC-7892). Action Feb. 17.

■ **WWBC(AM)** Cocoa, Fla. (1510 khz, 250 w-D)—Broadcast Bureau granted transfer of control of Astro Enterprises Inc. from William H. Brown, Mercer L. King Sr., Arthur Fox, William J. Diamantas, John Kalimnics, and DeWayne McCauley to Raymond A. Kassis (66.67%) and Robert A. Jones (33.33%). Consideration: \$175,000 (including covenant not to compete). Principals: Mr. Kassis owns ad agency. Mr. Jones is consulting engineer and owns WYYS(AM) Tomahawk, Wis. (BTC-7908). Action Feb. 12.

■ **WALG(AM)-WWCW(FM)** Albany, Ga.—Broadcast Bureau granted transfer of control of Radio Albany from the First National Bank of Columbus, executor of estate of Allen M. Woodall, to The First National Bank of Columbus, trustee under will of Allen N. Woodall; condition (BTC-7942). Action Feb. 12.

■ **WLFA(AM)** Lafayette, Ga.—Broadcast Bureau granted acquisition of positive control of licensee corporation by J. A. Gallimore thru transfer of stock from estate of Virginia F. Gallimore (BTC-7934). Action Feb. 25.

■ **WHEL(AM)** New Albany, Ind. (1570 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from WHEL Inc. to S.S.S. of Kentucky for \$200,000. Seller: Principals are James J. Nathan and Richard L. Hitchcock who have no other broadcast interests. Buyer: Principals are Carmen (Jim) Macri who has interest in WBIX(AM) Jacksonville Beach, Fla., and Lawrence R. Picus who has interest in WPDQ(AM) Jacksonville, Fla. (BAL-8562). Action Feb. 23.

■ **WKVE(AM)** Cave City, Ky.—Broadcast Bureau granted assignment of license to Charles M. Anderson, J. Barry Williams and O. Fay Esters (Twin City Broadcasting Company) to change percentages only (BAL-8596). Action Feb. 25.

■ **KTCO-AM-FM** Jonesboro, La. (AM: 920 khz, 1 kw-D; FM: 104.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from A.H. Jr. and T.L. Sr. Colvin to Tracy H. Sr. and E. Catherine Rushing for \$167,500. Seller: Colvins wish to retire from broadcasting business. Buyer: Rushings own retail home, auto store, and a cattle farm (BAL-8557, BALH-2207, BALRE-2938). Action Feb. 23.

■ **WUOK(AM)** Cumberland, Md. (1270 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Multi-Media Associates II to Cumberland Broadcasting Co. for \$255,000 including noncompetition covenant. Seller: Principals are James R. Reese, Robert W. Pitts and George E. Cranwill. Buyer: Manning M. Kimmel IV, news director at WDEL(AM) Wilmington, Del., and David N. Aydelotte, formerly announcer at WDEL (BAL-8574). Action Feb. 18.

■ **WDMJ(AM)** Marquette, Mich. (1320 khz, 1 kw)—Broadcast Bureau granted assignment of license from Lake Superior Broadcasting Co. to WDMJ Inc. for \$250,000. Seller: Frank J. Russell (100%) owns 65% of WMAM(AM) Marinette, Wis. Buyer: Beatrice S. Selin (51%) and Lou W. Chappell (49%). Mr. Chappell is principal in WUUN(FM) Marquette (BAL-8546, BALRE-2933). Action Feb. 19.

■ **KBHM(AM)** Branson, Mo.—Broadcast Bureau granted transfer of control of Shepherd of the Hills Broadcasting Co. from Lloyd C. McKenney (50% before; none after) to Robert F. Neathery (50% before; 100% after) for \$25,000. Mr. McKenney wishes to retire. Mr. Neathery also owns majority interests in KIRK-FM Branson, KUKU(AM) Willow Springs, KWPM-AM-FM West Plains, KALM(AM) Thayer, all Mo., and KAMS-FM Mammoth Springs, Ark. (BAL-8591). Action Feb. 19.

■ **KETV(TV)** Omaha (ch. 7)—Broadcast Bureau granted assignment of license from Channel 7 Corp. to KETV Television Inc. for \$9,453,000. Seller: Subsidiary of Peter Kiewit Sons' Inc., publisher of *Omaha World-Herald*. Buyer: Pulitzer Publishing Co. of St. Louis owns KSD-AM-TV St. Louis, and KOAT-TV Albuquerque, N.M. Joseph Pulitzer family is principal owner (BALCT-578, BALRE-2944, BALTS-286). Action Feb. 26.

■ **WCGR(AM)-WFLC(FM)** Canandaigua, N.Y.—Broadcast Bureau granted involuntary transfer of control of Canandaigua Broadcasting Co. from Marion Kimble, individually and as administratrix of estate of Westley Kimble, to Marion Kimble Douglas and Lincoln First Bank of Rochester, administrator of estate of

Westley Kimble (BTC-7949). Action Feb. 18.

■ **WONT(FM)** Oneonta, N.Y. (103.1 mhz, 1.9 kw)—Broadcast Bureau granted transfer of control of Franklin Mountain Broadcasting Corp. from Helen F. Brackett (69% before, none after) to Audrey J. and Guy E. Mallery Jr. Consideration: \$30,164 plus \$72,836 in liabilities. Buyer has no other broadcast interests (BTC-7907). Action Feb. 23.

■ **WCBO(AM)** Oxford, N.C. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Radio Granville from William L. Carroll and Ray A. Childers (100% before; none after) to F. Roger Page Jr. (none before; 75% after) and Alvin Woodlief Jr. (none before, 25% after). Consideration: \$45,000 and assumption of \$100,000 debt. Principals: Mr. Page has interest in oil, coal, textile manufacturing, real estate and investment companies. Mr. Woodlief is general manager of WCBO (BTC-7847). Action Feb. 18.

■ **KVDO-TV** Salem, Ore. (ch. 3)—FCC granted assignment of license from Corvallis TV Cable Co. to Oregon State Board of Higher Education for \$200,000. Seller: Corvallis TV Cable is subsidiary of Liberty Communications, operator of cable systems in nine states. Buyer: Board plans to use station for noncommercial educational purposes. Grant was made subject to whatever action commission may deem appropriate in outcome of pending civil antitrust action in which Corvallis TV Cable and Oregon, acting through state board of education, are party defendants. Informal complaint filed by Harold F. Ramsey concerning actions taken by Liberty Communications Inc., (Corvallis' parent corporation) was denied. Also denied were objections of Ron Campbell and other Salem-area residents. Action Feb. 19.

■ **KORE(AM)** Springfield-Eugene, Ore. (1050 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Norwood Broadcasting Co. to Eldon L. Knight for \$151,349. Seller: Norwood Broadcasting has no other broadcast interests. Buyer: Eldon L. Knight owns trucking company (BAL-8551). Action Feb. 25.

■ **WLBR(AM)-WUFM(FM)** Lebanon, Pa.—Broadcast Bureau granted involuntary transfer of negative control of licensee corporation from H. Raymond Stadium to Rachel L. Stadium, Lester P. Etter and Lebanon County Trust Co., executors of estate of H. Raymond Stadium (BTC-7947). Action Feb. 18.

■ **WFLN-AM-FM** Philadelphia (AM: 900 khz; FM: 95.7 mhz)—Broadcast Bureau granted transfer of control of Franklin Broadcasting Co. from Eleanor Houston Smith, executrix of estate of Lawrence M.C. Smith to Eleanor Houston Smith and Samuel Frederic Houston Smith, trustees (BTC-7891). Action Feb. 17.

■ **WFNL(AM)** North Augusta, S.C.—Broadcast Bureau granted transfer of positive control of The Warner Group through purchase of stock from John F. Vredenburgh (33.3% before; none after) by Farley W. Warner (33.3% before; 66.6% after) for cancellation of \$23,000 debt (BTC-7937). Action Feb. 12.

■ **WROL(AM)** Knoxville, Tenn. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of WROL Inc. from Frank E. Pellegrin, Samuel P. Thrower and Agnes R. French, trustee for estate of Carlin Scott French to Radio Knoxville Inc. Consideration: \$290,000. Buyers: Robert G. and Robert B. Blow have interests in WJAK(AM) Jackson, Tenn. (BTC-7923). Action Feb. 25.

■ **KELP-TV** El Paso, Tex. (ch. 13) and **KAVE-TV** Carlsbad, N.M. (ch. 6)—Broadcast Bureau granted assignment of licenses from Kelp Inc. to Marsh Media for \$3,075,000. Seller: John B. Walton Jr. owns Kelp(AM) El Paso, KDJW-AM-FM Amarillo, and KBUY-FM Fort Worth, all Texas; KIKX(AM) Tucson, Ariz.; KIDD(AM) Monterey and KFOX(AM) Long Beach, both California. Buyer: Stanley III, Tom F. and Michael C. Marsh, and Estelle Marsh Watlington, own KVII-TV Amarillo and cable system in Amarillo (BALCT-579, BALTI-164, BAPLCT-122, BALRE-2946, BALTP-472, BALTS-403, BALTI-165). Action Feb. 24.

■ **KBOP-AM-FM** Pleasanton, Tex. (AM: 1380 khz, 1 kw-D; FM: 98.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Ben and Mona Parker to Atascosa Broadcasting Co. for \$172,177. Buyer: Richard F. Brown (60%) is newspaper editor. John Bonner McLane (40%) owns advertising agency (BAL-8556). Action Feb. 17.

■ **WCHV(AM)-WCCV(FM)** Charlottesville, Va. (AM: 1260 khz, 5 kw-D, 1 kw-N; FM: 97.5 mhz, 50 kw)—Broadcast Bureau granted acquisition of positive control of Clay Realty Company from estate of Patricia K. Clay (50% before; none after) to Lyell B. Clay (50% before; 100% after). Mr. Clay was husband of Patricia

Clay, deceased. Action Feb. 12.

■ **WBLU(AM)** Salem, Va. (1480 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Pioneer Communications to Blue Ribbon Broadcasting for \$150,000. Seller: Pioneer's parent, Omnibus Inc., Harry W. Farmer, president, is in process of selling WAYX-AM-FM Waycross, Ga. Buyers: William C. Triplett (50%) owns real estate and land development companies. Lester Williams (50%) owns advertising agency and home construction and printing companies (BAL-8499, BALRE-2912). Action Feb. 19.

■ **WVBS(FM)** Frederiksted, St. Croix, V.I.—Broadcast Bureau granted assignment of license from Isaac J. Bahr and George M. Arroyo to Isaac J. Bahr for \$10. Mr. Arroyo, who owned 25% of station, owns same percentage of WBS in the Virgin Islands, which has application for power increase. He is selling to avoid prohibitive overlap of stations (BAPLH-191, BASCA-729). Action Feb. 25.

## Facilities changes

### AM applications

■ **WVSA** Vernon, Ala.—Seeks CP to increase daytime power to 5 kw. Ann. Feb. 25.

■ **KAPR** Douglas, Ariz.—Seeks CP to increase daytime power to 2.5 kw. Ann. Feb. 23.

■ **KTIM** San Rafael, Calif.—Seeks modification of CP to change frequency to 850 khz; add nighttime operation with 1 kw; increase daytime power to 5 kw; change hours of operation to unlimited; install directional ant. Ann. Feb. 25.

■ **KWBZ** Englewood, Colo.—Seeks CP to add nighttime operation with 1 kw, DA-N; change hours of operation to unlimited. Ann. Feb. 25.

■ **WIBR** Baton Rouge—Seeks CP to increase daytime power to 5 kw. Ann. Feb. 23.

■ **WAVL** Apollo, Pa.—Seeks CP to increase daytime power to 5 kw, install DA. Ann. Feb. 23.

■ **KKLS** Rapid City, S.D.—Seeks CP to increase to 5 kw, DA-D. Ann. Feb. 25.

### AM actions

■ **WHFB** Benton Harbor-St. Joseph, Mich.—Broadcast Bureau granted CP to increase power from 1 kw to 2.5 kw during critical hours (BP-20227). Action Feb. 20.

■ **WUCR** Sparta, Tenn.—Broadcast Bureau granted CP to increase daytime power (BP-20002). Action Feb. 18.

■ **KPOW** Powell, Wyo.—Broadcast Bureau granted modification of license covering change in corporate name to BroadCast Enterprises (BML-2571). Action Feb. 17.

### AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KGMB** Honolulu (BP-20,067), Feb. 13; **WHYL** Carlisle, Pa. (BP-20,016). Feb. 18.

### FM applications

■ **\*WHIL-FM** Mobile, Ala.—Seeks CP to change trans.-studio location to 4300 Old Shell Rd., Mobile; install new trans. and ant.; increase height of ant. system; change TPO; ERP 102.68 kw; HAAT 208.7 ft. Ann. Feb. 23.

■ **KIMN-FM** Denver—Seeks CP to increase power to 50 kw. Ann. Feb. 24.

■ **WHEB-FM** Portsmouth, N.H.—Seeks CP to install new trans., install new ant.; change TPO; ERP 31 kw (H&V); HAAT 160 ft. (H&V). Ann. Feb. 23.

■ **\*WRSF** Miamisburg, Ohio—Seeks CP to change frequency to 89.9 mhz. Ann. Feb. 23.

■ **WCLG-FM** Morgantown, W. Va.—Seeks CP to make changes in ant. system; change TPO and HAAT 300 ft. (H&V). Ann. Feb. 23.

### FM actions

■ **\*KSJS** San Jose, Calif.—Broadcast Bureau granted modification of CP to change trans.; make changes in ant. system; ERP 1 kw (H&V); ant. height — 165 ft. (H&V); remote control permitted (BMPED-1353). Action Feb. 13.

■ **\*WRFG** Atlanta—Broadcast Bureau dismissed CP to install new trans. and ant. (BMPED-1285). Action Feb. 5.



■ **KBLI-FM** Blackfoot, Idaho—Broadcast Bureau granted modification of CP to change trans. and ant.; ERP 3 kw (H&V); ant. height 130 ft. (H&V); condition (BMPH-14737). Action Feb. 13.

■ **\*WMHC** South Hadley, Mass.—Broadcast Bureau forfeited CP which authorized change in frequency and installation of new equipment (BPED-1755). Action Feb. 24.

■ **\*WTCC** Springfield, Mass.—Broadcast Bureau granted modification of CP to change trans. and ant.; ERP 4 kw (H&V); ant. height 92 ft. (H&V) (BMPED-1317). Action Feb. 13.

■ **\*Columbus**, Miss.—Broadcast Bureau granted modification of CP for station to change trans.; studio and remote control location to 102 North 5th Street, Columbus, and change trans. and ant. (BMPED-1361). Action Feb. 24.

■ **WFMV** Blairstown, N.J.—Broadcast Bureau granted CP for changes; make changes in ant. system; ERP 265 w. (H&V); ant. height 860 ft. (H&V); remote control permitted (BPH-9751). Action Feb. 24.

■ **\*WRSH** Rockingham, N.C.—Broadcast Bureau granted modification of CP to change trans. and studio location to Richmond Senior High School football stadium, Rockingham; operate by remote control from proposed trans. and studio location; make changes in ant. system (BMPED-1360). Action Feb. 24.

■ **KELO-FM** Sioux Falls, S.D.—Broadcast Bureau granted CP to replace trans. and install new ant. and transmission line; ERP 100 kw (H&V); ant. height 1,850 ft. (H&V); remote control permitted (BPH-9752). Action Feb. 24.

■ **KTEZ** Lubbock, Tex.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location; ERP 5.9 kw (H&V); ant. height 750 ft. (H&V); remote control permitted (BPH-9769). Action Feb. 24.

■ **\*Castleton**, Vt.—Broadcast Bureau granted modification of CP to change trans., ant. and transmission line for FM station; remote control permitted; condition (BMPED-1359). Action Feb. 24.

■ **\*WGDR** Plainfield, Vt.—Broadcast Bureau dismissed application for authority to install new trans. and ant., increase power and make other changes (BPED-1774). Action Jan. 27.

■ **WMJD** Grundy, Va.—Broadcast Bureau granted modification of license covering change in studio location to Anchorage Shipping Center, four miles east of Grundy on Highway 460, Buchanan, Va., and operate by remote control from proposed studio site (BMLH-529). Action Feb. 13.

■ **WTIO** Charleston, W.Va.—Broadcast Bureau granted CP to change trans. and studio location to 817 Suncrest Place, Charleston, W.Va.; delete remote control; install new trans. and ant.; make changes in ant. system; ERP 45 kw (H&V); ant. height 400 ft. (BPH-9597). Action Feb. 13.

### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **WIOT** Toledo, Ohio (BPH-9261), Feb. 18; **WKQQ** Chapel Hill, N.C. (BPH-9630), Feb. 12.

## In contest

### Designated for hearing

■ **WHBB(AM)** Selma, Ala., **renewal proceeding**: Talton Broadcasting Co. (Doc. 20723)—Commission designated for hearing. Dallas County Progressive Movement for Human Rights petitioned to deny renewal application contending WHBB failed to perform as promised in its 1970 renewal application, that WHBB did not adequately serve community needs and interests during past license term, and that WHBB had not ascertained adequately needs of its community or proposed programing responsive to those needs. Action Feb. 18.

■ **WRSC(AM)-WQWK(FM)** State College, Pa., **renewal proceeding**: State College Communications Corporation (SCCC) (Doc. 20720)—Commission designated for hearing. Action was result of petition to deny renewal filed by Nitany Communications Inc. (NCI), applicant for new UHF television station on ch. 29 in State College. NCI contended that SCCC filed petition to deny its UHF application, and that petition to deny was "strike" petition filed for purpose of impeding, obstructing, or delaying NCI's application. Action Feb. 18.

## Call letters

### Applications

Call	Sought by
	<b>New TV</b>
WABT	Maranatha Broadcasting Co., Allentown, Pa.
	<b>New AM's</b>
WACD	Alexander City Broadcasting, Alexander City, Ala.
WYKR	Puller Brothers, Wells River, Vt.
	<b>New FM's</b>
KNAS	Radio Station KBHC, Nashville, Ark.
WZWZ	Kosciusko Broadcasting Corp., Goshen, Ind.
*KZBE-FM	C&H Broadcasting, Cherokee, Iowa
*WZBT	Gettysburg College, Gettysburg, Pa.
	<b>Existing AM's</b>
WEXI	WIVY Jacksonville, Fla.
KKYR	KDOX Marshall, Tex.
	<b>Existing FM's</b>
KYNO-FM	KPHD Fresno, Calif.
KBRU	KFTM-FM Fort Morgan, Colo.
WLTE	WAYX-FM Waycross, Ga.
KOEZ	KJRG-FM Newton, Kan.
WMJC	WHNE Birmingham, Mich.
KCFO	KBHJ Tulsa, Okla.

### Grants

Call	Assigned to
	<b>New TV's</b>
*WDIQ	Alabama Educational Television Commission, Dozier, Ala.
*WFIQ	Alabama Educational Television Commission, Florence, Ala.
*WHIQ	Alabama Educational Television Commission, Huntsville, Ala.
*WGIQ	Alabama Educational Television Commission, Louisville, Ala.
*WEIQ	Alabama Educational Television Commission, Mobile, Ala.
*WCIQ	Alabama Educational Television Commission, Mt. Cheaha, Ala.
	<b>New AM</b>
WFSR	Eastern Broadcasting Co., Harlan, Ky.
	<b>New FM's</b>
KHPA	Newport Broadcasting Co., Hope, Ark.
KRJB	Communications Associates, Monte Rio, Calif.
WHRZ	Tradewater Broadcasting Co., Providence, Ky.
*WIUV	Bd. of Trustees, Vermont State College, Castleton, Vt.
	<b>Existing AM's</b>
KHNY	KACE Riverside, Calif.
WRXB	WILZ St. Petersburg Beach, Fla.
KIKS	KALN Iola, Kan.
WWWD	WSNY Schenectady, N.Y.
KRXV	KBUY Fort Worth
	<b>Existing FM's</b>
KHNY-FM	KCNW Riverside, Calif.
WEXO	WNWY-FM Norway, Me.
WXTR-FM	WSMD-FM La Plata, Md.

### Case assignments

Chief Administrative Law Judge Chester F. Naumowicz Jr. made following assignments on date shown:

■ **Fallbrook**, Calif., **FM proceeding**: Major Armstrong Memorial Stereocasters (MAMS) and Max L. Burdick Jr., competing for 107.1 mhz (Doc. 20696-7)—Designated ALJ John H. Conlin to serve as presiding judge; set hearing for May 24. Action Feb. 20.

■ **WRPL(AM)** Charlotte, N.C., **renewal proceeding**: Voice of Charlotte Broadcasting Co. (Doc. 20701)—Designated ALJ Joseph Stirmer to serve as presiding judge; set hearing for May 17 at Charlotte. Action Feb. 20.

### Procedural rulings

■ **Fort Valley**, Ga., **FM proceeding**: Rocket Radio and Apostolic Council of Churches, competing for 106.3 mhz (Docs. 20181-2)—ALJ Walter C. Miller or-

dered hearing to be convened at Warner Robins, Ga. Action Feb. 24.

■ **Sault Ste. Marie**, Mich., **FM proceeding**: Miami County Broadcasting Co. and Q Communications Corp., competing for 101.3 mhz (Docs. 20627-8)—ALJ John H. Conlin set hearing for April 20. Action Feb. 25.

■ **WAIR(AM)** Winston-Salem, N.C., **renewal proceeding**: Holiday Broadcasting Corporation (Doc. 20688)—ALJ John H. Conlin set hearing for May 18 at Winston-Salem. Action Feb. 26.

■ **WSEZ-FM** Winston-Salem, N.C., **renewal proceeding**: Triad Broadcasting Co. (Doc. 20689)—ALJ Joseph Stirmer set hearing for June 22 at Winston-Salem. Action Feb. 25.

### Dismissed

■ **Flint**, Mich., **FM proceeding**: WAMN Inc., Flint Family Radio Inc., Fuqua Communications Inc., and Flint Metro Mass Media Inc., competing for 92.7 mhz (Docs. 20570-4)—ALJ Joseph Stirmer granted motion by WAMN and dismissed with prejudice its application; dismissed as moot petition by WAMN to amend its application. Action Feb. 20.

■ **Monterey**, Tenn., **AM proceeding**: Monterey Broadcasting Co., applicant for 1420 khz (Doc. 20658)—ALJ Thomas B. Fitzpatrick granted petition by Monterey and dismissed with prejudice its application. Action Feb. 17.

### FCC decisions

■ **KBIF(AM)** Fresno, Calif.—FCC affirmed ruling by Broadcast Bureau granting application of John F. Runner, receiver, for assignment of license to Cascade Broadcasting Co. Norwood J. Patterson, Gloria Dawn Patterson, KBIF Inc., and Radio Representatives Inc., filed petition for review and request for stay of the bureau's ruling. Action Feb. 25.

■ **WOTW-AM-FM** Nashua, N.H., **renewal proceeding**: Eastminster Broadcasting Corp. (Doc. 19564-5)—Commission denied renewal of license. In denying renewal, commission said Eastminster "displayed a record of fraudulent billing practices which cannot be excused. In initial decision Judge Byron E. Harrison proposed granting renewal subject to \$10,000 forfeiture. He concluded that imposition of forfeiture was appropriate penalty for violations. Action Feb. 19.

## Fines

■ **KTKN(AM)** Ketchikan, Alaska—Broadcast Bureau notified of apparent liability for \$250 for failing to calibrate remote anemeters to indicate within two percent of regular meter over entire range above one-third or one-fifth full scale. Action Feb. 18.

■ **KJLH(FM)** Los Angeles—Broadcast Bureau notified licensee that it incurred apparent liability for forfeiture of \$500 for failing to ensure that properly licensed operator was in charge of transmitting system at all times. Action Feb. 26.

■ **WTCG-TV** Atlanta—Broadcast Bureau ordered to forfeit \$500 for failing to afford legally qualified candidate lowest unit rate available to commercial advertisers. Action Feb. 19.

■ **WASA(AM)** Havre De Grace, Md.—Broadcast Bureau ordered to forfeit \$500 for logging antenna current with modulation. Action Feb. 24.

■ **KCCV(AM)** Kansas City—Broadcast Bureau notified of apparent liability for forfeiture of \$1,000 for operating with excessive power. Licensee has 30 days to pay or contest forfeiture. Action Feb. 18.

■ **WKSP(AM)** Kingstree, S.C.—Broadcast Bureau notified licensee that it incurred apparent liability for forfeiture of \$250 for broadcasting earlier than times shown in license. Action Feb. 26.

## Other actions

■ **WVCG(AM)-WYOR(FM)** Coral Gables, Fla.—Broadcast Bureau granted modification of licenses and CP to change corporate name to Independent Music Broadcasters Inc. (BML-2573, BMLH-533, BMPH-14740, BMLRE-4628, BMLST-318). Action Feb. 25.

■ **WUOK(AM)** Cumberland, Md.—Broadcast Bureau granted renewal of license to Multi-Media Associates II subject to condition that assignment of license be



# Professional Cards

**ATLANTIC RESEARCH CORP.**  
**Jansky & Bailey**  
**Telecommunications Consulting**  
 Member AFCEE  
 5390 Cherokee Avenue  
 Alexandria, Virginia 22314  
 (703) 354-3400

**EDWARD F. LORENTZ  
& ASSOCIATES**  
**Consulting Engineers**  
 (formerly Commercial Radio)  
 1334 G St., N.W., Suite 500  
 347-1319  
 Washington, D. C. 20005  
 Member AFCEE

**A. D. Ring & Associates**  
**CONSULTING RADIO ENGINEERS**  
 1771 N St., N.W. 296-2315  
 WASHINGTON, D. C. 20036  
 Member AFCEE

**COHEN and DIPPELL, P.C.**  
**CONSULTING ENGINEERS**  
 527 Munsey Bldg.  
 (202) 783-0111  
 Washington, D.C. 20004  
 Member AFCEE

**GAUTNEY & JONES**  
**CONSULTING RADIO ENGINEERS**  
 2922 Telestar Ct. (703) 560-6800  
 Falls Church, Va. 22042  
 Member AFCEE

**LOHNES & CULVER**  
 Consulting Engineers  
 1156 15th St., N.W., Suite 606  
 Washington, D.C. 20005  
 (202) 296-2722  
 Member AFCEE

**A. EARL CULLUM, JR.**  
**CONSULTING ENGINEERS**  
**INWOOD POST OFFICE**  
**BOX 7004**  
**DALLAS, TEXAS 75209**  
 (214) 631-8360  
 Member AFCEE

**SILLIMAN, MOFFET  
& KOWALSKI**  
 711 14th St., N.W.  
 Republic 7-6646  
 Washington, D. C. 20005  
 Member AFCEE

**STEEL, ANDRUS & ADAIR**  
 2029 K Street, N.W.  
 Washington, D.C. 20006  
 (301) 827-8725  
 (301) 384-5374  
 (202) 223-4664  
 Member AFCEE

**HAMMETT & EDISON, INC.**  
**CONSULTING ENGINEERS**  
 Radio & Television  
 Box 68, International Airport  
 San Francisco, California 94128  
 (415) 342-5208  
 Member AFCEE

**JOHN B. HEFFELFINGER**  
 9208 Wyoming Pl. Hiland 4-7010  
 KANSAS CITY, MISSOURI 64114

**JULES COHEN  
& ASSOCIATES**  
 Suite 400  
 1730 M St., N.W., 659-3707  
 Washington, D. C. 20036  
 Member AFCEE

**CARL E. SMITH**  
**CONSULTING RADIO ENGINEERS**  
 8200 Snowville Road  
 Cleveland, Ohio 44141  
 Phone: 216-526-4386  
 Member AFCEE

**VIR JAMES**  
**CONSULTING RADIO ENGINEERS**  
 Applications and Field Engineering  
 Computerized Frequency Surveys  
 345 Colorado Blvd.—80206  
 (303) 333-5562  
**DENVER, COLORADO**  
 Member AFCEE

**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 AFCEE

**MERL SAXON**  
**CONSULTING RADIO ENGINEER**  
 622 Hoskins Street  
 Lufkin, Texas 75901  
 634-9550 (AC 713) 632-2821

**HATFIELD & DAWSON**  
**Consulting Engineers**  
 Broadcast and Communications  
 906 - 36th Ave.  
 Seattle, Washington 98122  
 (206) 324-7860

**MIDWEST ENGINEERING  
ASSOCIATES**  
*Consulting Engineers*  
 6834 A N. UNIVERSITY PEORIA, ILLINOIS 61614  
 (309) 692-4233

**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

**SWAGER TOWER  
CORPORATION**  
**TALL TOWER SPECIALISTS**  
 Box 656, Fremont, Indiana 46737  
 219-495-5165

**MATTHEW J. VLISSIDES, P.E.**  
**STRUCTURAL CONSULTANT**  
**TOWERS, ANTENNAS, STRUCTURES**  
 Studies, Analysis, Design Modifications,  
 Inspections, Supervision of Erection  
 7801 BURFORD DRIVE McLEAN, VA 22101  
 Tel (703) 356-9504  
 Member AFCEE

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

**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.

consummated within sixty days of date of grant. Action Feb. 18.

■ **WGBH-FM Boston**—FCC denied petition by Committee for Community Access (CCA), Boston based citizens group, to deny renewal of WGBH-FM, non-commercial educational station licensed to the WGBH Educational Foundation. While it denied CCA's petition, commission said it could not renew WGBH-FM's license because of other matters pending before the FCC. CCA had contended that WGBH-FM reduced its jazz programming near end of its license term, which, it said constituted "racially discriminatory attitudes and practices." Action Feb. 18.

■ **WWJ-TV Detroit**—Commission renewed license for remainder of term, until October 1, 1976. Inter-Faith Centers for Racial Justice Inc. (ICRJ), non-profit organization comprised of religious groups and other individuals from Detroit metropolitan area, objected to renewal. Action Feb. 18.

■ **KAVE-TV Carlsbad, N.M., KELP-TV El Paso**—Broadcast Bureau granted renewal of licenses subject to outcome of docket case 20287 and condition that assignment of licenses be consummated within sixty days of grant. Action Feb. 24.

■ **WAXC(AM) Rochester, N.Y.**—FCC renewed license until April 1, 1977, and conditioned renewal on filing by licensee, Sande Broadcasting Co. Inc., of details of its affirmative action program when it again files for renewal. Commission denied petitions of Action for a Better Community Inc., and Rochester Black Media Coalition to deny renewal. Action filed challenging ascertainment, programming and employment practices at the station. RBMC—successor to Action—filed petition to deny supplemental application regarding programming, employment, hyping activities, misrepresentation of commercial load, public file, employee conflicts of interest and licensee's financial qualifications. Action Feb. 19.

■ **KOIN-TV Portland, Ore.**—FCC renewed license but conditioned on filing of additional equal employment opportunity information by licensee, Mount Hood Radio and Television Broadcasting Corp. Action Feb. 18.

■ **Canton, Pa., Retel TV Cable Co.**—Commission directed Retel to provide network nonduplication protection of WENY-TV (ABC), Elmira, N.Y., on its cable television system at Canton. Action was in response to petition by WENY Inc., licensee of WENY-TV. Action Feb. 24.

■ **WYSP(FM) Philadelphia**—Commission renewed license of SJR Communications. However, SJR was directed to submit on April 1, 1977, and April 1, 1978, as amendments to its 1975 renewal application, updated job structure analyses together with summary data of all persons hired, promotions and training activity for 12 months preceding filing dates. Action Feb. 19.

■ **KHOU-TV Houston**—Commission renewed license of Gulf Television Corp. It rejected petition by Pluria Marshall, individually and as chairman of Black Citizens for Media Access (BCMA), for denial of renewal. BCMA contended Gulf abandoned its obligation to serve black community of Houston, both in programming efforts and with regard to black participation in station operations. Action Feb. 18.

■ **KIRO-TV Seattle**—FCC renewed license to February 1, 1978—remainder of term for stations licensed to Washington. Station is licensed to KIRO Inc. Commission denied petition opposing renewal filed by Citizens Institute (CI), a nonprofit, educational and scientific institution whose members reside in Puget Sound Basin. CI contended licensee abused facilities by "purveying favorable propaganda about, and/or proselytizing for, the Mormon Church, KIRO-TV's ultimate corporate owner, in direct violation of both the establishment and free exercise clauses of the first amendment..." Action Feb. 25.

## Allocations

### Petitions

■ **Mariposa, Calif.**—Broadcast Bureau proposed substituting FM ch. 242 (96.3 mhz) for FM ch. 284 (104.7 mhz). Action was in response to request by Mariposa Broadcasting which previously had filed application for ch. 284 that was dismissed because of short-spacing with KSRN(FM) ch. 283, Reno, Nev. (Doc. 20726). Action Feb. 23.

■ **Santa Ana, Calif.**—Broadcast Bureau proposed that TV ch. 40, currently assigned to Riverside, Calif., be

reassigned to Santa Ana. Action was in response to petition by International Panorama TV, licensee of UHF station KLXA-TV (ch. 40), Fontana, Calif. (Doc. 20727). Action Feb. 23.

### FCC took following action on FM allocation:

■ **Fairbanks, Alaska**—Broadcast Bureau reassigned 104.7 mhz (ch. 284) from College, Alaska to Fairbanks. Change was in response to request by University of Alaska, which now has authority to specify Fairbanks as its community of license. Action Feb. 23.

## Rulemaking

### Action

■ Commission amended rules to require that party filing motion for extension of time less than seven days before day for filing papers to which motion relates, orally notify other parties and appropriate commission staff that motion is being filed. Action Feb. 19.

## Translators

### Actions

■ **K10HV Dillingham and Lewis Point, Alaska**—License authorization canceled and call letters deleted. Ann. Feb. 25.

■ **K03DG Wildwood Military Base, Alaska**—License authorization canceled and call letters deleted at request of licensee. Ann. Feb. 24.

■ **Starbuck Area Development Corp., Eden Valley, Paynesville, Stearns county and Broten, Minn.**—Broadcast Bureau dismissed application for UHF television translators (BPTT-2927-9). Ann. Feb. 25.

■ **Starbuck Area Development Corp., Starbuck, Glenwood and Pope county, Minn.**—Broadcast Bureau dismissed application for VHF translator application (BPTTV-5429-30). Ann. Feb. 25.

■ **K09LR Goldfield and Tonopah, Nev.**—CP authorization canceled and call letters deleted at request of permittee. Ann. Feb. 24.

■ **W78AO Allegany, N.Y.**—CP authorization canceled and call letters deleted. Ann. Feb. 26.

■ **W75AN Arcade, Delevan and Yorkshire, N.Y.**—CP authorization canceled and call letters deleted. Ann. Feb. 26.

■ **W83AR Ellicottville, N.Y.**—CP authorization canceled and call letters deleted. Ann. Feb. 26.

■ **W83AQ Franklinville and Bigsby Hill, N.Y.**—CP authorization canceled and call letters deleted. Ann. Feb. 26.

■ **W74AT Great Valley township, N.Y.**—Broadcast Bureau canceled CP authorization and deleted call letters. Ann. Feb. 26.

■ **W78AN Limestone, N.Y.**—CP authorization canceled and call letters deleted. Ann. Feb. 26.

■ **W72AK, W77AF and W80AH White Haven, Pa.**—CP authorizations canceled and call letters deleted. Ann. Feb. 26.

■ **W61AE Newport, Richford and Enosburg, Vt.**—Broadcast Bureau granted CP for new UHF TV translator station to rebroadcast WEZF-TV ch. 22, Burlington, Vt.; TPO 100 watts; ant. oriented omnidirectional. Action Jan. 8.

## Cable

Following operators of cable TV systems requested certificates of compliance, FCC announced (Stations listed are TV signals proposed for carriage):

■ **Community Television Inc. of Cisco, Tex. for DeLeon, Tex. (CAC-06088)**: Requests certification of existing operations and to add KWTX-TV Waco; KTXS-TV Sweetwater; KXTX-TV Dallas, all Texas.

■ **Cable TV of Durango, for Durango, Colo. (CAC-06089)**: Requests certification of existing operations.

■ **Warner Cable of Warsaw, for Warsaw, Mo. (CAC-06090)**: Requests certification of existing operations and to add KOZK Springfield, Mo.

■ **Warner Cable of Hiawatha, for Hiawatha, Kan. (CAC-06091)**: Requests certification of existing operations.

■ **Cablevision of Knox County, 19 W. Elm St., Greenwich, Conn. 06830 for Owls Head, (town of) Me. (CAC-06092)**: WLBZ-TV, WABI, WEMT, Bangor, Me.; WCSH-TV, WGAN-TV, Portland, Me.; WMTW-TV Poland Spring, Me.; WCBB Augusta, Me.; WMEB-TV Orono, Me.; WSBK-TV, WBZ-TV, Boston; WLVI-TV Cambridge; WSMW-TV Worcester, both Mass.; WCAX-TV Burlington, Vt.

■ **Meyer Broadcasting Co., for Bismarck, N.D. (CAC-06103)**: KGFE Grand Forks, N.D.

■ **Mandan Cable T.V., for Mandan, N.D. (CAC-06104)**: same as above.

■ **Hamilton T.V. Cable Co., for Hamilton, Tex. (CAC-06105)**: Requests certification of existing operations.

■ **Rantoul CATV Co., for Rantoul, and Rantoul, (surrounding unincorporated areas) Ill. (CAC-06108-9)**: WICS Springfield, Ill.

■ **Missouri Valley Communications, 4722 Broadway, Kansas City for Sweet Springs, Mo. (CAC-06110)**: WDAF-TV, KCMO-TV, KMBC-TV, KBMA-TV, KCPT, Kansas City, Mo.; KOMU-TV, KCBJ-TV, Columbia, Mo.; KQTV St. Joseph, Mo.; KDNL-TV, KPLR-TV, St. Louis; KRGC Jefferson City, Mo., KMOS-TV Sedalia, Mo.

■ **KWR Systems, 426 Fairview Ave., Oneida, N.Y. 13421 for Fredonia (village), and Pomfret (town of), both N.Y. (CAC-06106-7)**: WGR-TV, WBEN-TV, WKBW-TV, WUTV, WNED-TV, Buffalo, N.Y.; WICU-TV, WSEE, WJET-TV, Erie, Pa.; WNEW-TV, WOR-TV, WPIX, New York; CKGN Paris, Ontario; CBLT, CFTO Toronto; CHCH-TV Hamilton, Ontario; CPFL London, Ontario; CKCO Kitchener, Ontario; translator station W46AB Centralia, N.Y.

■ **Rensselaer County Cablevision Corp., 1380 Main St., Waltham, Mass. 02154 for North Greenbush, (town of), N.Y. (CAC-06093)**: WRBG, WMHT-TV, Schenectady, N.Y.; WTEN, WAST, Albany N.Y.; WOR-TV, WPIX, New York; WSBK-TV Boston.

■ **Covenant Cable TV, for Port Huron, Port Huron (township), Fort Gratiot (township), Marysville, and Burtchville (township), Mich. (CAC-06094-8)**: WGPR-TV Detroit; CKCO-TV3 Sarina, Ontario.

■ **Covenant Cable TV, for East China township, St. Clair, and St. Clair township, all Mich. (CAC-06099-101)**: WGPR-TV Detroit; WXON Allen Park, Mich.; CKCO-TV3, CKGN, Sarina, Ontario.

■ **Cablevision Systems Long Island Corp., 366 N. Broadway, Jericho, N.Y. 11753 for Farmingdale, (village) N.Y. (CAC-06102)**: WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX, WNYE-TV, WNYC-TV, New York; WNET, WBTV-TV, Newark, N.J.; WXTV Paterson, N.J.; WNJM Montclair, N.J.; WLIW Garden City, N.Y.; WEDW Bridgeport, Conn.; WPHL-TV, WTAJ-TV, Philadelphia; WNJU-TV Linden, N.J.

■ **Contra Costa Cable Co., for Contra Costa county and Pinole, Calif. (CSR-980)**: Request for special relief from mandatory carriage provisions as they relate to carriage of station KDTV San Francisco.

■ **Twin City Cable T.V., for Marble Hill (town), and Lutesville, Mo. (CSR-981-9827)**: Request for special relief to carry station KSD-TV St. Louis under applicable rules.

■ **Massachusetts Cablevision, for Falmouth, Mass. (CSR-983)**: Petition for special relief requesting commission to revoke, rescind or otherwise terminate certificate of compliance issued to Massachusetts Cablevision filed by Cape Cod Cablevision Corp.

■ **Community Cable Television, for Lawton, Paw Paw, Decatur, Mich. (CSR-984)**: Petition for special relief requesting partial waiver of access and channel capacity requirements.

### Certification actions

■ **Montezuma, Ga., Montezuma Cable TV Co.**—Cable Television Bureau dismissed application for certificate of compliance for failure to prosecute (CAC-05678, GA0148). Action Feb. 20.

■ **Cape May Point, N.J., South Jersey Television Cable Co.**—Cable Television Bureau dismissed as premature, application for certificate of compliance (CAC-05814, NJ0096). Action Feb. 20.

### Other action

#### In contest

■ **Venice, Fla., Mobile Park Properties Inc. Cable TV Proceeding.** ALJ Walter C. Miller canceled hearing and procedural dates; terminated hearing and certified case to commission (Doc. 20641). Action Feb. 20.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Gospel radio station** in growing Southwest market needs aggressive sales oriented sales manager. Ownership opportunities offered. Guaranteed salary plus bonus. Reply Box A-64, BROADCASTING.

**California daytimer**, seeking an experienced sales manager, who can sell, lead and direct sales staff. Salary, incentives and benefits. Box P-46, BROADCASTING.

**Growing gospel radio station** in major Rocky Mountain market needs dynamic sales oriented manager with high leadership potential. Box P-102, BROADCASTING.

**Sales proven** community minded general manager needed for long established midwest AM daytimer in growth area. Station doing strong gross. Position offers challenge, opportunity to build. Box P-123, BROADCASTING.

**Palm Springs** fulltime facility. Must have current strong, proven small/medium market radio sales record, able to assume management, too. Principals cannot fulfill management duties beginning 2nd half of '76. Interested? Be an early bird. Forward resume, current earnings, etc. in confidence. Box Q-1, BROADCASTING.

**Manager-Sales Manager** for group owned single station midwest city of 13,000. If you see with us the true potential of small market radio and seek the challenge of making it happen, send a complete resume and short discussion of your operating philosophy. Box Q-39, BROADCASTING.

**Outstanding opportunity** for a manager in the Rocky Mountain area. Excellent facilities, good ratings. Established station. Must be strong in sales, innovative, good administrator. Full benefits. Box Q-78, BROADCASTING.

**General Manager** for a totally Community involved station, that has attained the No. 1 audience position and needs a sales oriented do-er and motivator to reap the rewards. Replacing 12 year veteran moving up to a bigger assignment. Stable, capable, cooperative staff. Midwest college town, near the big cities without their problems. Excellent fringes and motivating incentive. Please write fully to Box Q-104, BROADCASTING.

**Assistant General Manager** in charge of Broadcasting for Illinois Publishing Company must have proven ability to work with university students, have at least a Bachelor's degree and combination of broadcasting and business administration experience. Candidates should be familiar with FCC regulations and knowledge of license renewal procedures. Person will supervise permanent staff and work with student management and staff for 24 hour commercial FM operation. Other duties would include general assistance to company manager. Salary to be negotiated. By March 24 send resume with references to Richard Sublette, Box 2966, Station A, Champaign, IL 61820. An Affirmative Action EOC Employer.

### HELP WANTED SALES

**Excellent sales position** open for experienced salesperson, must be proven salesperson, salary, incentives and benefits. Box P-47, BROADCASTING.

**Sales Manager.** Radio station in major Mid-Western market seeks experienced sales manager who can locate, train, motivate and administer local sales staff, plus supervise national sales. Equal Opportunity Employer. Send confidential resume of experience, education, personal data and salary requirements to Box Q-3, BROADCASTING.

### HELP WANTED SALES CONTINUED

**Colorful Colorado.** Great opportunity for the right sales person. Proven radio time sales necessary. Draw plus commission in lucrative market. Box Q-14, BROADCASTING.

**Make money** with AM-FM in 30 thousand upper Midwest community. Continuous sales training. Sales aptitude test given. Interview required. Box Q-55, BROADCASTING.

**Metro Pittsburg** prog. rocker wants self-starting sales executive. Excellent opportunity for a strong producer. EOE. Box Q-83, BROADCASTING.

**Leading Central Jersey station** has opening for go-getter. Good deal with excellent potential. EOE. Send resume and full details to Box Q-100, BROADCASTING.

**Two (2) experienced** sales people, interested in a lucrative market with 25% commission. If this appeals to you, send resume to Box Q-143, BROADCASTING.

**Tiger!** The only radio station in county. Only full time facility between Helena, Butte & Missoula. Looking for experienced salesperson with management potential. Applicants should now be employed in small to medium market. No calls, please. Reply with complete resume in confidence KDRG. PO Box 539, Deer Lodge, MT 59722.

**Experienced sales person**, proven sales record for top pay. Largest share of audience (18-49) ARB. Liberal salary, liberal incentive. KFMQ Radio, Terminal Bldg., Lincoln, NE.

**Southern California** top rated, medium market AM-FM looking for a topnotch sales person. A great opportunity in a fast growing market. Guarantee, commission, profit sharing, company insurance, etc. Do not apply unless you have a proven track record. E.O.E. Minorities urged to apply. All applications given equal consideration. Send complete resume to Larry Thomas, Sales Manager, KUDE, Box K-1320, Ocean side, CA 92054.

**Aggressive station** looking for salesperson who wants to move up to a larger market or who wants to leave big city to bring up family in a beautiful vacationland where there are no big city problems. Midwest applicants only and minimum one year previous radio sales experience. Contact Charlie Persons, KVBR, Brainerd, MN 56401.

**Unique opportunity** for salesperson/engineer. Must have first class license and engineering experience. Salary plus commission. New facilities and equipment. Prefer applicants from Oklahoma or surrounding area. George Wilburn, KWHW, Box 577, Altus, OK.

**Combo account executive/announcer** position at No. 1 area station. Excellent growth opportunities. Send resume, tape to WMCL, McLeansboro, IL 62859.

**Sales persons**, WPAL-AM-WWWZ-FM, Charleston, South Carolina top draw-commissions with proven sales record, excellent benefits. Contact: Ken Goodman, PO Box 3437, Charleston, SC 29407.

**Religious station** has a position open for an announcer-salesperson. Send tape, resume to Dan Miller, Sales Manger, WQXL Radio, PO Box 3277, Columbia, SC 29230, Phone 803-779-7910.

**We have a major share** of the audience, 18 to 34 years, and we want a sales person to help sell it. Contact Bob Krieghoff, WUUN, Box 837, Marquette, MI 49855.

**Aggressive salesperson** that can take charge of popular FM Country Music station. Has been under-sold for years. Good salary potential, must have 3rd class endorsed. Eastminster Broadcasting Corp., Box 448, Nashua, NH 03060.

### HELP WANTED SALES CONTINUED

**Ground floor opportunity** in major Southern California market! Contemporary adult AM/FM needs energetic salesperson on way up. Draw against liberal commission. Call Buck Wayne 714-688-1570.

**Jingle salesperson** top commission, leading producer. Keep your broadcast sales job, still moonlight for us. Box 49, Altamonte Springs, (Metro Orlando) FL 32701.

**Immediate opening** for an experienced broadcaster ready to move into sales. Salary plus commission. Established list. Plenty of training available. Enjoy a successful future with our growing group. Call Mike Kirchen or Ken Riggie 301-724-5400.

### HELP WANTED ANNOUNCERS

**Excellent opportunity** if you're an air talent, who is pretty good, and you can sell, fairly well, if you're mature, with a family, and can handle an MOR format, you will earn major market money. Worker for a man who appreciates good people, and enjoy life in an eastern community of 300,000 with excellent hunting, fishing and boating. Send all particulars, including resume, sales track record and a personal letter outlining career objectives. We will be hiring carefully, as the individual we select will be with us for a long time. Box Q-24, BROADCASTING.

**Eastern North Carolina** rocker seeking qualified applicants for openings in announcing-production and sales. Resume, references and salary. Box Q-106, BROADCASTING.

**Can you develop** a one on one relationship with a listener? Be a companion, talk with people, not at them? We want to hear you. We offer you an uninhibited personality-MOR station in the beautiful Northwest, with unequalled life values. Get your resume in the mail today. Box Q-144, BROADCASTING.

**Announcer-production person** for major FM in New England beautiful music, experience. Prefer party residing presently in Northeast. Box Q-145, BROADCASTING.

**Top 100 market C&W** needs drive-time personality with strong production. Tapes & resumes to Gary Powers, KTRM, PO Box 5425, Beaumont, TX 77706. 713-892-4990.

**Enthusiastic announcer wanted.** Number 1 medium market station. 3rd endorsed required. Competent in pop & AOR. Good production a must. Mid-night shift. Send resume and tape. No phone calls. WDIF, 135 South Prospect, Marion, OH 43302.

**Engineer, announcer** needed immediately. Need 1st phone, and preventative maintenance. Call or write Len Ellis, WLJE, PO Box 149, Valparaiso, IN. 219-462-8125.

**Small market southwest Virginia** contemporary seeking announcer with news and production. Third ticket. Tape, salary resume first letter. No calls. Dennis O'Bryan, WLPM, Box 1267, Suffolk, VA 23434.

**Combo announcer/account executive** position at No. 1 area station. Excellent growth opportunities. Send resume, tape to WMCL, McLeansboro, IL 62859.

**Wanted, bright sounding** soul format announcer. No drifters. Third with endorsement a must. Send tape, Dave Oliver, WNOO Radio, PO Box 5156, Chattanooga, TN 37406 now.

**Top 40 station** seeking 3rd phone midnight-6 AM. Could be your first break, send resume/salary requirements/tape: WOMI, PO Box 1330, Owensboro, KY. EOE.



## HELP WANTED ANNOUNCERS CONTINUED

**Experienced announcer**, WQWQ/FM has an immediate opening for a staff announcer with a mature quality voice. Position has potential of advancement to PD. Applicant must have good knowledge of beautiful music. Daily air shift and production responsibilities. 3rd class FCC license required. Contact Bill Winchell, WQWQ/FM, Box 296, Muskegon, MI 49443. 616-722-1681.

**Immediate opening** at MOR 90 miles from New York City. Commercial experience essential. H. Borwick, WVOS, Liberty, NY. EOE.

**Wanted: Bright uptempo** morning person; WMVA Radio, Wheeling, West Virginia. Modern Country, 50,000 watts. Good pay, easy working conditions, excellent benefits, parent company multi-station ownership, plenty of room for advancement. An Equal Opportunity Employer. Send tape and resume to Robert W. Knight, WMVA Radio, 1015 Main Street, Wheeling, WV 26003.

**America's best sounding** small market station needs professional entertainer for mornings. University City. Good money. Tapes and resumes to Bob Sherman, Box 885, Morgantown, WV 26505.

**Mid-day personality** plus sports and P.B.P. Tape of all three plus news and commercial to: "Announcer" Suite 4160, Greenville Postal Plaza, Greenville, DE 19807.

**Needed immediately!** Country jock for top-rated country music station in mid-Atlantic area. Must know country music. Call 1-302-422-7575, ask for program director.

**Contemporary MOR Announcer**, heavy on production, PBP desirable. Good chance for advancement. Contact Dave Callaway 912-283-1230.

## HELP WANTED TECHNICAL

**Chief Engineer** Midwest Class IV AM/stereo FM. Must have solid experience in all phases of transmitter and studio maintenance as well as complete knowledge of FCC rules. Send confidential resume and salary requirements to Box P-133, BROADCASTING.

**Chief Engineer**. Top Ten major market AM/FM. Strong on maintenance, have thorough knowledge of FCC rules and regulations. Box Q-33, BROADCASTING.

**Experienced engineer**, Maryland area DA-2 5 KW AM has immediate opening in Engineering Dept. for aggressive man or woman. Emphasis on maintenance oriented, can do technical knowhow. Heavy on solid state, proofs, rules and regs and directional arrays. Salary open. Box Q-35, BROADCASTING.

**Chief Engineer**. AM-FM, Directional experience. Multi-station chain, midwest. Excellent salary and advancement opportunities. Equal Opportunity Employer. Box Q-48, BROADCASTING.

**An experienced**, AM-FM chief needed. Opportunity for advancement depends on individual. EOE. For details send resume and salary expectations to Box Q-57, BROADCASTING.

**Opportunity!** Chief Engineer to hear technical operation directional AM, automated FM. New plant, pleasant surroundings, mid-Atlantic location. \$12,000 to start for responsible, experienced worker. EOE. Inquire Box Q-111, BROADCASTING.

**Wealthy Chief Engineer** for small California market FMer. References, ability more important than age. No investment. Box Q-123, BROADCASTING.

**Small market**, Southeast, directional daytimer needs chief operator with maintenance background and knowledge of FCC rules. On-air experience preferred. Salary \$130-\$150/week. Equal Opportunity Employer. Box Q-131, BROADCASTING.

**Chief Engineer**, Illinois AM-FM. Capable of full maintenance. Fine studio equipment and SMC automation. No board shift required but will handle some production and remotes. Not in metropolitan area. Send resume and salary required. Box Q-139, BROADCASTING.

## HELP WANTED TECHNICAL CONTINUED

**Wanted: Chief Engineer** with directional AM experience. Studio/transmitter. Excellent salary/genefits/professional atmosphere. Need is immediate. Contact Larry Ackers, G.M., KEND, 2112 Broadway, Lubbock, TX 79401. Complete resume and references necessary. 806-747-0101. Southwest only.

**Unique opportunity** for salesperson/engineer. Must have first class license and engineering experience. Salary plus commission. New facilities and equipment. Prefer applicants from Oklahoma or surrounding area. George Wilburn, KWHW, Box 577, Altus, OK.

**Chief Engineer** for AM/FM, stereo automation, preventative maintenance. Call or write O.J. Jackson, WAKE, PO Box 149, Valparaiso, IN. 219-462-6111.

**Aggressive engineer** itching to become C.E. for AM/FM Stereo operation. Must be strong in processing, studio design, and maintenance. Major improvements planned. Number one in market with State University and beautiful clean air. Can you make us best sounding operation in country? Garry Bowers, WCLG, Morgantown, WV. 304-292-2222.

**Chief Engineer experienced** in transmitter and studio maintenance. Good starting salary. Contact WEIF, Moundsville, WV 26041. 304-845-1230.

**Asst. engineer/trainee**. First phone req. Immediate opening in Pittsburgh Metro. E.O.E. Mail resume to V.P. Engineering, PO Box 551, Norwich, CT. 203-887-1613.

## HELP WANTED NEWS

**News Producer**, 2 yrs. medium market TV, seeks challenge in radio news or educational broadcasting. Concerned with basic integrity of broadcast journalism. Box Q-95, BROADCASTING.

**News Director** for No. 1 rated news oriented N.Y. State station. Must be digger and direct 3 man staff. Send resume and salary requirements to Box Q-133, BROADCASTING.

**Retired newscaster** First ticket-retirement resort wants you. Unique situation may be perfect for you. Sales too, if you wish. Drop us a line. Box Q-148, BROADCASTING.

**5,000 watt sports**, MOR station looking for conscientious professionals. Above average salary plus superior fringe package. 2 years experience required. Send tape, resume to Jack Connors, KQAO, Box 97, Austin, MN 55912.

**News Person**, Number One rated contemporary station in state capital market looking for an aggressive news person who can dig, type and write well. Deliver authoritatively. If you want to work, send tape, resume and salary requirements to Jim Gray, WCVS, PO Box 2697, Springfield, IL 62708. EOE.

**WIRE, Indianapolis** needs a news director with imagination and ability to direct people. Send resume and air check to Don Nelson, GM, WIRE, PO Box 88456, Indpls, IN 46208.

**The Newscaster we want** is working now, in a major market, but is ready to move to an O&O in California. She or he is committed to covering local news (and not just the major's press conference). This person can write news so it doesn't sound as if it came off a wire service. On the air, she or he sounds like a human being talking to other human beings. If you are ready to move to a top ten market and join a vigorous, competitive news team, send an aircheck and resume to News Director, PO Box 1008, New York, NY 10019. An Affirmative Action Employer.

**Newscaster with "style"** for top contemporary in Indianapolis. Morning drive with first newscast at 5:40. If you can't make it every day, don't call. Julian Mouton 317-257-7565. EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program and promotional** director, who can positively build great numbers. We want to be number one, and stay there. Possible air shift, position requires community involvement. Salary open, benefits. Box P-189, BROADCASTING.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**P.D./Ops. mgr.** position open in N.Y. state for experienced production person. Will be responsible for maintaining strong air sound. Must be able to lead and motivate. EOE. Box Q-82, BROADCASTING.

**Broadcasting instructor**, permanent position. Professional experience essential. Ph.D. preferred. ABD considered. \$14,000 for nine months. For more information write: Head, Dept. of Journalism and Mass Comm., Kansas State University, Manhattan, KS 66506.

## SITUATIONS WANTED MANAGEMENT

**General/Sales Manger**. Progressive, hardworking, reliable, concerned about costs, profits. Over 20 years AM/FM, medium, large markets. Excellent references. Prefer ownership possibilities. Interested any solid future AM/FM. Box Q-15, BROADCASTING.

**Creative Sales Director** seeks GM position. 14 yrs. experience as program executive. RAB. Box Q-23, BROADCASTING.

**General Manager**. Aggressive outstanding sales leader. Experienced executive. Proven record of success. Impeccable background that will stand very close scrutiny. Minimum \$25K. Prefer Florida, but will consider all areas. Background includes radio, CATV, television. Box Q-31, BROADCASTING.

**G.M. or Group executive**. Former owner with strong record and references. Sales, administration and programming. Pro. Box Q-34, BROADCASTING.

**Aggressive GM** available. Impressive track record in medium and major southeast markets. Ability to coordinate sales, programming and engineering phases to develop strong marketing vehicle. Young, creative, enthusiastic, goal-oriented, RAB, degree. Box Q-47, BROADCASTING.

**General Manager**, 34. Sales programming, profits, FCC. Unique record of experience, small, medium, major. Success oriented motivator. Box Q-70, BROADCASTING.

**I want to run your station**. Documented producer. 30 year old organizer. Leader. Motivator. Salesman. Programmer. Promoter. Degree. I'm looking for someone who has problems and wants them corrected. Will you turn me loose? Box Q-88, BROADCASTING.

**All round radio man**. Administration, sales, news, community relations. Heavy on ad agency experience. Married, one child. Want Florida only. Resume available. Write Box Q-97, BROADCASTING.

**As an aggressive and creative GSM** in one of the nation's Top 4 markets. I find that more sales are made face to face. Therefore, even though my fully documented resume is available, I would rather we sell each other in person. I am looking for a lateral move with growth or a GM spot. Reply in utmost confidence. Box Q-110, BROADCASTING.

**General Manager-Sales Manager**. Proven record at automated FM-Stereo in top 100 market. Need another challenge. Resume, references, call: 314-335-0103, 314-334-2739.

## SITUATIONS WANTED SALES

**Aggressive, young**, experienced salesman seeks new challenge. Will add \$10,000 new billing within 60 days. I've done it before, ready to do it again! Box 27903, Honolulu, 96827.

## SITUATIONS WANTED ANNOUNCERS

**DJ, 3rd phone**, tight board, good news and commercials. ready now! Anywhere. Box H-5, BROADCASTING.

**Eight years** experience News and Music. Want to contribute to and benefit from professional team at adult-oriented contemporary station. Desire Pacific Northwest or similar scenic area. Pleasant working and living environment a must. Box P-173, BROADCASTING.

**Young D.J.**, announcer, 3rd phone seeking break, anywhere, know music. Inexperienced but willing. Joseph Sarica. Box P-195, BROADCASTING.

**SITUATIONS WANTED ANNOUNCERS  
CONTINUED**

**6 years** on the air. Medium market, top production, light board, all formats. College grad., 3rd. Reply Box Q-5, BROADCASTING.

**Two years experience**, Music Director, production, news, Top 40 & MOR DJ. Responsible, married, 21. Highest station recommendations. Al Haber 517-793-9512, 517-673-2136. Box Q-25, BROADCASTING.

**Experienced TV production** person looking for first break in radio. 1st phone, A.A. Journalism, B.A. Broadcasting, exc. production, boardwork. All the skills and some radio experience. Phone 415-726-6217. Box Q-52, BROADCASTING.

**8 year pro:** Seeking P.D. and/or S.D. Experience in both areas in contemporary small & medium markets. Also college play-by-play. First phone prefer East Coast, but will relocate for right offer. Tape and resume on request. Box Q-58, BROADCASTING.

**Versatile young married** announcer with 1st ticket and 5 years experience interested in relocating. Box Q-102, BROADCASTING.

**Air shift** plus sales or program director position! Lots of experience. Now employed in Midwest. Box Q-113, BROADCASTING.

**No. 1 ARB** nighttime air talent with 1st presently at medium market rocker. 10 years experience, married. Box Q-116, BROADCASTING.

**Friendly, intelligent**, and experienced Ohioan, looking for an Arizona or Midwest opening. I enjoy projecting my personality over the airwaves. In "tune" with all formats. Box Q-120, BROADCASTING.

**Experienced PD, MD**, jock looking. North, Mid-West, Iowa preferred (surrounding states), all considered. Third, family, good credentials. Box Q-122, BROADCASTING.

**Announcer** wants DJ shift, rock or MOR, 1½ years experience, 3rd endorsed, good board, good production, Midwest preferred. Box Q-125, BROADCASTING.

**Pleasantly sarcastic MOR** entertainer part-time for 2 years needs new break. Station I quit may give sour reference. I sound eastern, read imperfectly but effectively, and run a nice board. People like to hear me. 23, 3rd. Anyone? Box Q-127, BROADCASTING.

**Announcer/Copywriter**. Deep commercial voice. Smooth delivery. Easy listening formats. Third endorsed. Currently employed. Box Q-128, BROADCASTING.

**Flip out**, that's what my P.D. would do if he saw this! Experienced music director and jock. Write Box Q-150, BROADCASTING.

**Experienced, reliable**, P.D./morning man/production/copy/news, FCC first ticket. Easy, relaxed style. Seeking Northeast suburban or medium market opening today, offering growth, stability and good salary. Prefer easy listening, beautiful or country format, but can work all formats well. Box Q-159, BROADCASTING.

**For sale:** Pro production announcer w/7 yrs. exp. with station & production Co. you will get what you pay for if you hire someone else, but only what you pay for. Get a bigger return on your investment by writing R.N. Turner, No. 1 Aberdeen, Rawlins, WY 82301. 307-324-6863. Serious inquiries from Rocky Mtn. area considered first. (24, married, stable).

**97 LB voice** looking for a good home. P.D.'s offering one write 15 Pt. View Terrace, Punxsutawney, PA 15767 or call 814-938-8857.

**Communicator** wants combo air shift/sales. Fine voice. DJ/news, copy writing. Solid man for good local operation. John Anderson, 9902 Alto Dr., LaMesa, CA 92041. 714-463-3387.

**First phone DJ**. Five years experience; top fifty markets, MD, announcing, sales. Henry Kastell, Box 7, Highspire, PA 17034. 717-367-4433.

**SITUATIONS WANTED ANNOUNCERS  
CONTINUED**

**Experience young announcer**, 3rd endorsed. Good news, commercials, sales experience. Dependable. Will relocate immediately. North Eastern States only, including New England. Richard Goodman, c/o B. Marchese, 3755 N.E. 167th Street, North Miami, FL 33160.

**Professionally trained announcer** with some experience desires full-time position as DJ/announcer where I can learn and grow. Young, third phone, good references. James Prange, D-28 Brown Ave., Cornwells Heights, PA 19020. 215-638-1814.

**Award winning sports** writer-announcer with five years experience looking for sports information director's or assistant's job. Contact Bob Jackson at 214-369-9176 or write PO Box 15203, Dallas, TX 75201.

**D.J. 3rd phone**, B.A. Communications, 3 yrs. college radio. Hardworking, dependable, will relocate. Rock, progressive or jazz. Guy Mallarino, 19 Randolph Drive, Mt. Holly, NJ 08060. 609-267-1083.

**Experienced classical announcer**, excellent languages, nationally known via syndicated symphony broadcasts, will provide taped announcements, soft-sell commercials, for your classical programs. 215-287-8919.

**Progressive format**. 4th gig, American Forces Radio, knows music. 1st class license, Call New Jersey, Ryck Acquaviva, 201-363-5249.

**Exp. music director & announcer**. If your station plays oldies mixed with cont sound or all oldies and you need a man who really knows 50's, 60's, 70's and runs a light board, call Larry Nylin 301-881-3161.

**Looking:** East or west, 26, experience AM/afternoon/nights. News, production, AFRT vet, seeking contemp Top 40/MOR, 3rd endorsed. Available after March 20. Robert E. Starbuck, 432 Eureka, Ripon, WI 414-748-2021.

**Ammunition** to kill your competition: Contemporary personality, experience, innovative production, degree, third. 217-787-3295.

**Help!** Getting married in April, DJ seeks full-time. Presently working part-time with award winning news team. 704-482-6486.

**Enthusiastic** young announcer, trained in all phases of broadcasting, first class FCC. Tape, resume. Call Dave, 213-790-0417.

**Contemporary** major or medium stations. Charley Donovan 713-789-1532. 3737 Hillcroft, No. 160, Houston 77057.

**Combo air-sales** 1st phone, 34, family, MOR-CW-talk med. market, prefer Midwest or South. Perm. growth position, Bob 312-885-0430.

**SITUATIONS WANTED TECHNICAL**

**Chief Engineer** experienced all phases AM-FM, excellent references, desires change. Box Q-119, BROADCASTING.

**Chief Engineer**, mature, experienced all phases AM-FM, 50 kw and DA. Interest: Dominant station in Metro market with strong management. Present location in East, will relocate. Box Q-151, BROADCASTING.

**Station going under** salary cut 25%. Need engineering position. Thirteen years amateur, first, all aspects HI power, directional, stereo, automation, AM, FM, good money. Call 512-425-6026 before noon.

**SITUATIONS WANTED NEWS**

**Energetic newsman** seeking reporter's position. Writer-Producer for two years in major market. BA in broadcast news, minor in political science. Excellent references, aircheck available. Call 504-394-3589 or Box Q-76, BROADCASTING.

**Play by play** all sports. Currently employed medium market radio TV. Five years experience. Ready to move up. Box Q-130, BROADCASTING.

**SITUATIONS WANTED NEWS  
CONTINUED**

**Newsman**. 5 yrs. experience in all phases of news. Want top 25 market. M.A. in Communications. Drop me a line and let's talk. Box Q-136, BROADCASTING.

**Australian**, 9 years radio, switching from music to news. Can write, deliver authoritatively. Must have field reporting and feature opportunities. TV or radio. Box Q-147, BROADCASTING.

**Radio newsman** wants Iowa position, 20 years experience, mature & stable. Prefer central or Southwest but will consider all. Box Q-156, BROADCASTING.

**Responsibility** is as important as aggressiveness. Thinking journalist, BA, MS, broadcast journalism, third endorsed, one year experience, seeks small to medium market. Rich Peacock, 33 Cogswell Ave., Cambridge, MA 02140. 617-547-2788.

**Frustrated with** 14 hour day non-radio work. Looking for first break in news. Six months experience. Write Rod Morrison, 308 Hollis Street, Framingham, MA 01701.

**Newsman**, experienced top major markets (morning anchor, reporting, talk, host, documentaries, features, public affairs) seeks all-news or talk. 415-928-5757.

**SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS**

**Programing and Production**. 6 years experience, medium market. College degree, knowledgeable, all formats. Reply Box Q-6, BROADCASTING.

**2½ years** PD experience with good medium market rocker. Large market jock experience. Capable in all facets. Excellent track record. Box Q-16, BROADCASTING.

**Presently employed copy**, public service announcing, traffic person with more than twelve years experience home and abroad, seeking similar position in Washington, Philadelphia, Baltimore market. Recipient of national and state awards. Box Q-36, BROADCASTING.

**Experienced, Program Director**, news director, announcer and sportsman looking to move up from small market station. Box Q-98, BROADCASTING.

**Idea, promotion**, sales oriented program director. 5 years experience. Now employed in Midwest. Box Q-114, BROADCASTING.

**Tired of waiting** for my cart to cue. PD/MD/Airshift or combo. Prefer warm coast. No potentially good stations please. If you want a pro, pay. Box Q-121, BROADCASTING.

**Operations Manager**, News Director, sports, telephone talk show, music, production, 1st phone. Your major-medium market operation can benefit from my solid broadcasting experience. Box Q-153, BROADCASTING.

**Combo man** 1st phone, 18 months, major market experience. Program/Music Director, extensive audio production. Some announcing. Relocate anywhere. Phone 212-252-2830. Neil Miller. Box Q-158, BROADCASTING.

**Program Director Announcer!** First phone. Heavy air work. Big bands, etc. Production. 219-436-8781 mornings.

**Mediocre, middleaged** dilettante. Female. Experienced PD, producer/director, writer. Public affairs, talk, news, children's format. Degreed. 5 yrs. broadcasting. Why hire me? I'm humble! Call: 617-263-0713.

**TELEVISION**

**HELP WANTED MANAGEMENT**

**Production Manager**. Northeastern Videotape Production House needs top quality individual to assume total responsibility for all phases of production. Outstanding opportunity. Box Q-49, BROADCASTING.

**Local Sales Manager**, top 25 midwest market, management experience preferred. Write Box Q-103, BROADCASTING.

---

**HELP WANTED MANAGEMENT  
CONTINUED**

**The Midwest is searching** for a director of Creative Services at a television station. This position means responsibilities as an Advertising and Promotion Manager. With a major corporation backing us up, this is the sort of spot that can lead to exceptional growth opportunities. But it means taking on responsibility and using initiative. Broadcast promotion experience is helpful—but showing how good you are will help more. The salary will be \$18,000 to \$20,000—just as big as the load we'll give you. All letters will be kept strictly confidential. An Equal Opportunity M/F Employer. Box Q-146, BROADCASTING.

---

**HELP WANTED SALES**

**Television sales trainee;** rapid advancement for right person. Excellent fringes. Write giving qualifications to: WYTV Inc., 3800 Shady Run Rd., Youngstown, OH 44502.

---

**HELP WANTED TECHNICAL**

**Chief Engineer.** Top 50 market. Group ownership. Require extensive experience in maintenance of studio and transmitter equipment. Excellent benefits. An Equal Opportunity Employer. Reply to: Box P-140, BROADCASTING.

**TV Engineer.** Top Miami station. Two years experience. First FCC preferred. Must know control and maintain Audio. Minority applicants encouraged to reply. Reply to Box Q-29, BROADCASTING.

**Maintenance Engineers,** temporary positions to build new facilities. Must be experienced in solid state television maintenance and equipment installation. Resumes to: Director of Engineering, KQED, 1011 Bryant St., San Francisco, CA 94103. An Equal Opportunity Employer.

**Management Engineering Assistant** to join staff of public television Engineering Department. Must have three to five years professional experience in engineering management position. Require excellent digital logic experience along with top technical skills and demonstrated administrative ability in union shop. Resumes to Jay Rayvid, WQED-TV, 4802 Fifth Avenue, Pittsburgh, PA 15213. WQED is an Equal Opportunity Employer.

**Television Technician.** 1st class FCC license. Experience in studio operations and maintenance. Contact Don Smith, Chief Engineer, Phone 803-278-1212 or write WRDW-TV, Drawer 1212, Augusta, GA 30903.

**Studio Maintenance Eng.** Must have 1st class license, 3 yr. color studio maintenance. Reply Vince O'Connell, WWSA-TV, Rawley Pike, Harrisonburg, VA 22801. 703-434-0331.

**Chief Engineer** needed for group operated New England radio/television station. Send resume to Billy Patton, Director of Engineering, Outlet Broadcasting Division, 176 Weybosset Street, Providence, RI 02903. An Equal Opportunity Employer. M/F.

**Dynamic, growth-minded** Southwest broadcast facility needs career-minded mast control technicians. Experience preferred, all applications considered. We are American Stock Exchange listed and an EOE. All inquiries in strict confidence. Please contact William Yordy, Kingstrip Communications, Inc., PO Box 490, Austin, TX 78767.

---

**HELP WANTED NEWS**

**Fastest growing market** in the nation is in need of an experienced reporter familiar with all aspects of "film package" reporting. You must be a self starter who can deliver. Position also includes weekend news anchor. Box Q-134, BROADCASTING.

**It's called Thunderstorm** Alley, and we need a professional who can deliver the weather with a punch. We'll do our part with full weather radar, weather fax printer, wire service and full instrumentation. You must blend in with a top rated news and sports anchor team and be willing to accept new ideas. Duties also include reporting in all environmental factors in our viewing area. Only experienced need apply. Box Q-135, BROADCASTING.

---

**HELP WANTED NEWS  
CONTINUED**

**We are looking** for an experienced anchor who can communicate. Medium market television, strong news staff, excellent company. Equal Opportunity Employer. Please send resume and picture to us. We will ask for tape. Box Q-155, BROADCASTING.

**We need another sharp street reporter** with strong production sense, solid writing and reporting skills, and good on-camera appearance. If you're good, really good, send us a complete resume along with samples of your street and on-camera work. Send materials to: News Center Five, WKRG Television News, Box 2367, Mobile, AL 36601. WKRG is an Equal Opportunity Employer.

---

**HELP WANTED PROGRAMING, PRODUCTION,  
OTHERS**

**TV Promotion Manager.** This Number 1 N.E. VHF affiliate is seeking an aggressive professional to create all television and newspaper advertising. The successful candidate will have meaningful background of experience, and strong conceptual, writing and administrative skills. Equal Opportunity Employer. Please send your resume and salary requirements to Box Q-59, BROADCASTING.

**Producer-Director** for large Midwest market UHF. Must have strong news and commercial directing experience. Two (2) years minimum experience required. Box Q-137, BROADCASTING.

**Opening for program or operations director.** Send resume and salary expected. KQTV, St. Joseph, MO 64506.

**Production Manager** to join staff of public television production center. Must have three to five years professional experience in major contract production. Require top skills in client relations, administrating, and budgeting. Resumes only to Jay Rayvid, WQED-TV, 4802 Fifth Avenue, Pittsburgh, PA 15213. WQED is an Equal Opportunity Employer.

**TV Producer/Director:** Degree in broadcasting and 2 years experience; or 5 years experience. Salary \$9,110.00. TV Engineer: FCC 1st phone, experience preferred. Salary \$7,488.00. Liberal fringe benefits, send resume to Eric Smith, Station Manager, WSRE/TV, Pensacola Junior College, Pensacola, FL 32504 or call 904-476-5410 ext. 333. Equal Opportunity Employer.

**Assistant Professor of Cinematography** who can teach journalism classes in beginning and advanced film production, electronic news gathering and still photography. Professional experience, critical reviews of film work, and/or some publication record desirable. Ph.D., M.F.A. or equivalent degree. Contact R. Smith Schuneman, School of Journalism, University of Minnesota, Minneapolis, MN 55455. Affirmative Action Equal Opportunity Employer.

---

**SITUATIONS WANTED MANAGEMENT**

**General Sales Manager** (Local and National) for major market. Thoroughly experienced all phases. 19 years in television. Mature, quality professional. An aggressive competitor. Box Q-109, BROADCASTING.

---

**SITUATIONS WANTED TECHNICAL**

**VHF Chief Engineer** experienced in administration, managerial, technical skills, including live ENG, seeking new challenge. Box Q-96, BROADCASTING.

**Experienced chief engineer,** BSEE, excellent technical background. Box Q-105, BROADCASTING.

**Maint. Tech,** first phone, AM-FM-TV, transmitter desired, capable all. Box Q-108, BROADCASTING.

**Transmitter technician** experienced. Call 305-277-1885 or write B. Donelson, 4514 Elite Dr., Orlando, FL 32807.

---

**SITUATIONS WANTED TECHNICAL  
CONTINUED**

**First phone** age 23 seeking first job. Aggressive hard worker that can learn fast. Experienced limited but heavy in desire and determination to succeed. Relocation no problem. You won't be disappointed. Michael Winston, 9 Walnut Road, East Rockaway, NY 11518. 516-LY9-3375.

---

**SITUATIONS WANTED NEWS**

**Assistant Sports Director** at No. 1 station in major market with professional and college PBP experience looking for move up with sports minded station. Box Q-21, BROADCASTING.

**No. 1-rated anchor** for past five years straight. Attractive young professional. Box Q-129, BROADCASTING.

**Executive producer/news director.** Award winning producer/writer turns out hard hitting news series/documentaries/fast moving professional news casts. 15 years Radio/TV news, 5 years New York City. Available immediately. Box Q-138, BROADCASTING.

**Currently reporter/producer/anchor** in top 60 market. Ready to move up to regular co-anchor/anchor position in the top 25. Eight years experience, dedicated journalist, have the numbers, B.S., M.A. Box Q-140, BROADCASTING.

**News Director,** experienced, 31. Anchor/reporter skills, if needed. Employed. Box Q-149, BROADCASTING.

**Assignment editor,** 4th market, looking to relocate. 5 years experience including writing, radio reporting, wire service and print. 8201 Henry Ave., D-14, Phila., PA. 215-487-1661.

**Anchorman/Reporter** 10 years news experience. 31, degree, family, award winner. 305-295-3024.

**Experienced reporter/weekend anchor.** Hardworking professional with BA degree. 26, married. Available immediately. 813-939-0291.

**TV news producer,** studying law, wants summer job writing, producing. Videotape, resume. Joe Garrity, 5511 Forest Glen, Chicago, 60630.

**Photographer,** 5 years Top 30 market. Trustworthy, conscientious worker who deals effectively with public. Tel. 617-322-2951.

**May Communications graduate,** seeks anchor/reporter position in TV. Four years radio experience. Will relocate, Bill Geb, 361 Hilltop Drive, King of Prussia, PA 19406. 215-265-9294 after 6 PM.

---

**SITUATIONS WANTED PROGRAMING, PRO-  
DUCTION, OTHERS**

**PTV Production Mgr./Director,** 10 years experience. BA in broadcasting. Wants new challenge in management or creative production. Box Q-38, BROADCASTING.

**BA degree,** 5 years in radio. Take orders well. Desire medium market TV. Production, work. Box Q-94, BROADCASTING.

**Chicago film editor** seeks staff position in editing or production. Write for resume. Box Q-99, BROADCASTING.

**Cinematographer, editor,** soundman sing/dbl system. 8 yrs. exper. TV & film w/BA. degree. Can produce & direct. Married. Currently employed East Coast major mkt. Relocate Midwest, overseas. Box Q-107, BROADCASTING.

**Mature young man** seeking a position in studio operations in television for a small market. Would relocate. School training. Very dependable, reliable, ambitious and eager. Box Q-117, BROADCASTING.

**Attention Public TV Managers:** Successful TV-film production manager offering administrative & creative skills seeks challenging position. Recent M.A. Send for resume. Box Q-124, BROADCASTING.



## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHER, CONTINUED

**Experienced with degree.** Director/Producer radio and television. Good ideas for commercial production. Understand film and V.T.R. production methods. All format announcing F.C.C. endorsed. Will relocate. Rod D. Schar, 1340 W. Touhy Ave., Chicago, IL 60626. 312-465-4552.

**College grad** BFA film No. 2 D.J. Jacksonville Fla. WCAU TV wake up! Commercial production, copywriting, creative, funny & zany. Looks like Ernie Kovacs. Get me out of N.J.! 201-747-4677.

**Young, bright college grad** wants to work at your television station as a production assistant. College television, some experience in large market TV. Large or medium market only. Ed Frisa, 30 Hawley, Woodlawn, Buffalo, NY 14219.

## CABLE

### HELP WANTED TECHNICAL

**Chief Engineer** for 1KW AM, and 3,000 subscriber hi-band CATV. Must be familiar with VCR, and SMC automation. Salary negotiable. Contact Dennis Egan, KJNO, Box 929, Juneau, AK 99802.

### BUY-SELL-TRADE

**Mobile radios.** (10) Motorola D24CCA3000D Transtype CC 4155 UHF 464.325 relay frequency. Contact R.E. Joslin, Big Valley Cablevision, Inc., 4955 West Lane, Stockton, CA 95207, 209-466-1567.

**New and used towers.** Also erection and painting. Angle Tower Company, PO Box 55, Greenville, NC 27834. 919-752-7323.

### WANTED TO BUY EQUIPMENT

**Paul Schafer** wants to buy good used FM transmitters all sizes. Phone 714-459-0222 or write Schafer International, 5801 Soledad Mtn Rd., La Jolla, CA 92037.

**We need used** 250, 50 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Ilurbide St., Laredo, TX 78040.

### FOR SALE EQUIPMENT

**Continental Automation.** Pro-log: Scully 280's Continental Tape recorders, McCarta carts and carousels. Extensive inventory of parts. All must sell together. Box Q-142, BROADCASTING.

**Video Microwave Link** studio to transmitter and on-location newsgathering. Cliff Fields, Communications Carriers, Inc., 33 River Road, Cos Cob, CT 06807. 203-661-7655.

**1 RCA TK-43** color camera and 2 CEI 270 color cameras. Best offer on one or all. For further information contact Bruce G. Dumas, Orth Tec Corporation, Box 566, Salem, NH 03079. 603-893-4552.

**Audio and video** production truck, 1964 International Harvester production unit with RC 450 gas engine, and 5 speed transmission 2 speed axle, air brakes, 10,000 total miles in good condition, 31 foot custom body, 3/2 ton air conditioner/dehumidification/heating system, 6 electric cable reels, interior with custom cabinetry, and 24 twenty amp breaker power distribution. \$15,000. Contact Michael Sandifer, 213-666-8711 Los Angeles.

**Stereo generator,** Sparta 682, CBS 4110 stereo Volumax limiter; CBS 4450A stereo Audimax AGC. All in use, excellent condition, available May. Each \$1050 or offer. Bib Venditti, KZAP, Box 511, Sacramento, CA 95803. 916-444-2806.

**470 foot guide** AM tower with 50 foot pole. Now holding 2 "C" FM Working W E 1 KW AM. Make offer. R. Schuh. 214-438-1440.

**Ikegami TK-355 Camera System:** 10-1 Zoom Lens, tripod-dolly, 100-ft. cable, Waveform monitor. Used only as demonstrator. For sale below rep. cost. Contact Mr. Ed Milling, Taft Broadcasting Corporation, 713-622-1010, Houston, TX.

## FOR SALE EQUIPMENT CONTINUED

**35mm Norelco** telecine motion picture projector. All options current price well over \$17,000.00. Never used, mint condition. \$8500.00 will consider some trade. Write, wire or phone International Cinema Equipment Company, 13843 Northwest 19th Avenue, Miami, FL 33054. 305-681-3733.

**Bell & Howell JAN 16mm OPT/MAG** Film chain projector, pedestal, switching, remote, excellent condition \$1495.00. Other video equipment available, free list. International Cinema Equipment Company, 13843 NW 19th Avenue, Opalocka, FL 33054.

**For sale.** One F.M. Jampro antenna. Twelve bays. Ph. 803-761-2518. W. Burckhalter's Tower Service, PO Box 114, Ladson, SC 29456.

**Gates BC-1F,** 1kw/250w AM transmitter 1230 khz good condition, removed from service Jan. 76. \$2,000. Contact Bill Brown 912-265-5980.

**Heliax-styroflex.** Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

**What can we tell you** about Comedy today? Nothing! Nothing, because the only true measure of a "gag" service is the quality of the material. Let us show you what we mean. Query brings sample. Write: S.F. Comedy Pool, c/o Cantu, 350 Turk St., No. 1501, San Francisco, CA 94102.

**Deejays: 'Conversations'** are super fun! And they score! Free demo from Hip Pocket Productions, Box 2585, Columbus, OH 43216.

**Humungous comedy sale!** Hotline, established internationally, slashes prices on catalog comedy material and subscriptions through March only! Subscription sample: 50c. Free with any order. Info from Hotline, Box 62, Hattiesburg, MS 39401. Hurry!

## MISCELLANEOUS

**Prizes Prizes! Prizes!** National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Hot spots!** Film reviews, Handyman Hints. One to five minute programs! Write: On-Q Productions, Box 10203-B, Pittsburgh, PA 15232.

## PROGRAMING

**Nationally known management consultant** is available for programing on consultation basis. Can build and promote all formats. Market analysis and counter programing. Bill Elliott & Associates 305-967-8838.

## 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. 312-321-9400. 235 East Grand Avenue, Chicago, IL 60611.

**Job opportunities** and announcer-d.j.-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St. 3rd floor, N.Y.C., Licensed and V.A. benefits.

**FCC license** through correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

**Get your first** to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

## INSTRUCTION CONTINUED

**Institute of Broadcast Arts,** 75 East Wacker Drive, Chicago, 4730 West Fond Du Lac, Milwaukee. Current FCC license updates. Approved for Veterans Benefits, financing available. Lowest prices in the Midwest, 312-236-8105 or 414-445-3090. Results guaranteed.

**First Class FCC license** in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

**No: tuition, rent!** Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus "Self-Study Ability Test," Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

**1st Class FCC,** 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**REI teaches electronics** for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin March 29, May 10.

**REI.** 61 N. Pineapple Ave., Sarasota, FL, 33577. 813-955-6922.

**REI.** 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

**No FCC License?** Tried every way but the right way? It's time for Genn Tech., free catalog. Home study. 5540 Hollywood Blvd., Hollywood, CA 90028.

**We guarantee** your FCC license. You can continue in class without cost until you pass your FCC license test! Survive FCC updates. Broadcasting course available including announcing and radio product. Financing plans available. Veteran approved school. Now in new facility. Finest instructors, best equipment. Out of state student plan. Call or write today for free booklet. 312-321-9400. Omega State Institute, 237 East Grand Avenue, Chicago, IL 60611.

**Cassette recorded** first phone preparation at home plus one week personal instruction in Boston, Philadelphia, Atlanta, Detroit, Chicago, Seattle, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266, telephone 213-379-4461.

**Truly unique** Broadcasting School, teaching methods of getting that first job in small market radio. Students assume staff position of actual FM station. Third class instruction provided. On-air commercial TV experience available. KTCC-FM, Colby, KS 67701.

## RADIO

### Help Wanted Management

#### WANTED: GENERAL SALES MANAGER

to direct and motivate sales department at a medium market, Northeast full-time AM station. Generous compensation will be based on performance. Growing group ownership means station management potential. If you are an experienced and aggressive sales person or sales manager... send your resume in complete confidence to:

BOX Q-79, BROADCASTING  
An equal opportunity employer.

### Tower Service

#### SWAGER TOWER CORPORATION CABLES PRESTRESSED FOR TALL TOWERS SOCKETS ATTACHED

All work supervised by Certified  
Engineer  
Box 656, Fremont, Indiana 46736  
219-495-5165.

## Help Wanted Management Continued

**GENERAL MANAGER**  
You are now employed as a successful radio station manager in a medium Midwest or Western market. You head your station as a selling manager and motivator of your sales staff. You have a heavy program director who you encourage to direct station operations, freeing you to sell and be totally immersed in community activities. You might consider a new, challenging and rewarding position. You can be assured that our Radio Group will in no way jeopardize your current position. Your inquiry will be held in the strictest of confidence until you agree that you are the person to head this AM-FM operation. Send detailed resume and salary history **Box Q-126, BROADCASTING.**

## Help Wanted Technical

**AUDIO-DIGITAL DESIGN ENGINEER—UNIQUE OPPORTUNITY IN A GROWTH COMPANY** with minimum 8 years experience in audio and related digital control circuitry. Background in task and supervisory responsibility and knowledge of reel-to-reel, cartridge and console audio control design required. Micro-processor and broadcast engineering experience a strong plus. RUSH resume in confidence including salary history and requirements to: Nick Solberg, IGM, 4041 Home Road, Bellingham, WA 98225. Interview by appointment at NAB Chicago, March 21-24.

## Help Wanted News

**ALL - NEWS EDITOR**  
We're going to hire one who knows news, how to get it, how to write it, and how to direct those who get it on. CBS all-news experience? So much the better!  
Send resume to: News Director, WTOP Newradio, Broadcast House Northwest, Washington, D.C. 20016

AN EQUAL OPPORTUNITY EMPLOYER

## Help Wanted Programing, Production, Others

### PRODUCTION DIRECTOR

**General Electric Broadcasting, Co. WGY/WGFM**

Now accepting applications for position of Production Director. Individual should have minimum 5 years experience, excel in creativity, have a good technical knowledge, be a "detail" person and good administrator. Tapes and resume to: Lee Fowler, WGY Radio, 1400 Balltown Road, Schenectady, New York 12309. An Equal Opportunity Employer.

## Situations Wanted Management

Strong, experienced radio GM with successful record of achieving maximum profits, sales, and ratings with dominant radio stations in large markets, looking for position. Highest recommendations. Reply in utmost confidence.

**Box P-115, BROADCASTING.**

Interview me at NAB. Married, 28, College Degree. Presently GM of AM-FM. Have shown 100% sales increase in four years. Know rules and regs. Successful management, leadership, sales, community involved. Want to work for winners. Resume and references available. Looking for future, am willing to work for it. **Box Q-112, BROADCASTING.**

## Situations Wanted Management Continued

Aggressive general manager looking for major market problem station. Present station just sold. Leader in sales, programing, accounting, with engineering skills both AM/FM major markets. Specialize converting problem operations to winners. Complete knowledge FCC rules, expert at collections. Excellent credentials. Known nationally. Can attract and work with best programing & sales staff available. Last station increased yearly billing from \$200,000 to \$1,500,000 in four years. Complete broadcast background including ownership AM/FM major market. First Class License. 20 years broadcasting. Ready for new challenge. Let's discuss management position major market. **Box Q-118, BROADCASTING.**

**GM or GROUP EXEC.** Through the ranks experience. Last 12 years top local management and national consulting. Decision maker. Act but also delegate. Strong sales trainer. Personnel specialist. Excellent record, references. Available interview NAB Chicago or prior. Confidential. **Box Q-132, BROADCASTING.**

I'm a major market contemporary radio G.M. who can . . . turn a losing station into a success and has (twice) . . . can build an entire contemporary radio staff and management team from programing to sales . . . and has in one of America's toughest major markets! My specialty is sales but greatest success is total station development. I enjoy taking on giant competitors and topping them like I have at my present station. I would consider a G.M. position in a top 10 market or a G.M. opportunity with equity in a top 25 market. My competitors would appreciate it if you would hire me out of my major market so they can finally turn a profit! Top national references. Write now and we can chat at NAB in Chicago.

**Box Q-154, BROADCASTING.**

## Situations Wanted Announcers

### HELP! BEING HELD CAPTIVE IN

**Total Concept—AM Drive. No. 1 All Demos. Sincere, warm personality. Characters, humor, phones, interviews, community involvement. Believability. Proven track record. Larger markets only. Race to your phone. Call for Ray Tings 314-727-8721.**

## Situations Wanted Programing, Production, Others

### MEDIUM MARKETS ONLY

Working professional at Philadelphia AM/FM. Extremely strong on music and production, seeks good programing opportunity. Knowledgeable, sensitive and creative. Also, BA plus First Class phone license. Reply **Box P-180, BROADCASTING,** or call answering service at 215-MA7-8142, anytime.

7 yrs. exp. in top-5 market, including account exec., air-personality, production/continuity dir., news dir., program dir. Presently doing AM drive at all-news operation. I'm looking for a programing position in a competitive medium or major market. If you're looking for a competent administrator, a creative thinker, and a motivator who gets the most from his staff, write **Box Q-152, BROADCASTING.**

For Fast Action Use  
**BROADCASTING'S**  
Classified Advertising

## Situations Wanted Programing, Production, Others Continued

Don't throw away the psychographic and demographic profiles and trends, or the music research. But . . . always remember to add:  
**P-E-R-S-O-N-A-L-I-T-Y!!!**

I'm currently production and promotion director at **TOP-10 MARKET.** I've worked top 40, MOR, all news. I'd like to program your medium or large market radio station.  
**BOX Q-157, BROADCASTING.**

## TELEVISION Help Wanted Management

### NEWS MANAGEMENT

Dynamic, creative person with solid TV news experience who wants to move to top management. Master's Degree, plus broad knowledge of TV news operations, ability to work with people, make decisions, think and work hard a must. Management oriented reporters, producers and executives are preferred. Resume to **Box Q-37, BROADCASTING.**

## Help Wanted Technical

Leading video switching company needs design and maintenance engineers. Experience in color video preferred.

Contact: Mr. Buzan Vital Industries, Inc.  
3700 N.E. 53rd Avenue  
Gainesville, Florida 32601  
Phone: 904-378-1581

## TELEVISION TECHNICIAN

Major market television station with latest equipment needs additional technician. Requirements:

FCC First Class License, and three years experience in all phases of television broadcast operations, and maintenance. Salary to \$18,500, depending on experience with excellent benefits. An equal employment opportunity employer. Send resume to:

Asst. Chief Engineer  
P.O. Box 1957  
Baltimore, Md. 21203

## GRASS VALLEY GROUP

We are looking for experienced engineers in the following categories:

- **CIRCUIT DEVELOPMENT.** Applicants should be thoroughly familiar with the latest solid state devices and techniques. BSEE and at least 5 years of experience required.
- **TV SYSTEMS ENGINEERS.** Applicants should be thoroughly familiar with television systems. Minimum of 5 years of TV experience required.
- **TV SALES ENGINEERS.** 5 years of TV broadcasting experience required.
- **TV FIELD SERVICE ENGINEERS.** BSEE required. Applicants should be willing to travel in the US and abroad for a 2-year period before becoming permanently assigned to the plant in Grass Valley.

Send resume and salary requirements in confidence, to Robert L. Cobler, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, California 95945.

Arrangements can also be made for an interview at the NAB exhibition — Chicago, March 21-24.

An equal opportunity employer

## Help Wanted Technical

### SALES/TRAFFIC OPERATIONS

Person with Broadcasting background in Sales/Traffic area to convert data and train TV and Radio personnel in the operation of new in-house computer system. Broadcasting experience required. Experience on any broadcast computer system a plus. Both heavy travel and in-house positions available.

To be considered resume must include salary information. Send to David A. Young, Conversion/Training Manager, Cox Data Services, Inc., 1601 W. Peachtree St., N.E., Atlanta, Georgia 30309.

### COX DATA SERVICES INC.

A business service of  
Cox Broadcasting Corporation  
An Equal Opportunity Employer

### ENGINEER TELEVISION

Community college needs engineer with FCC 1st to provide on-going maintenance for campus FM station and CCTV system. Experience with FM transmitter and 1" and 3/4" helical formats required. Radio/TV broadcast background helpful. Starting salary \$11,976.00. Send resume by March 15 to: Personnel Department, Junior College District, 5801 Wilson Avenue, St. Louis, Mo. 63110.

Affirmative Action Employer.

## Situations Wanted Management

**CATV, TELEVISION, RADIO, GROUP OWNERS**  
Position: Seeking management/management training (marketing) with advancement opportunities.  
Experience: Broadcasting four years—Sales, Engineering, Operations.  
Capital Equipment Leasing one year—Full Marketing & Sales responsibility.  
Education: Bachelor of Business Administration F.C.C. First Class License.  
Box Q-101 BROADCASTING.

## Employment Service

**WE HAVE THE JOBS !!!**  
Subscribe To:



Box 61, Lincolndale, N.Y. 10540  
Number "One" in Weekly Nationwide  
Employment Listings for Radio,  
TV, DJ's, PD's,  
News, Announcers, Sales & Engineers.  
\$15.00 3 mo. (12 issues); \$30.00 12 mo.  
(50 issues) No C.O.D.'s, Please

## Miscellaneous

### "COMMUNITY NEEDS" SURVEYS

To satisfy FCC requirements for license renewals, ownership changes, and subscription TV applications.

Professional Research Services  "Another Dale Bennett Enterprise"

8806 S. TERRACE RD. TEMPE, ARIZ. 85283 (602) 838-4003 Collect

## Help Wanted Sales

# TELEVISION BROADCAST SALES

*Aggressive, results-oriented sales professionals needed!*

International Video Corporation, one of America's leading manufacturers of broadcast equipment is currently seeking sales professionals for both U.S. and International markets.

Ideal candidates will possess a minimum of 5 years experience in Broadcast Television and/or Broadcast Sales. You must be aggressive and enjoy the competition of the Broadcast industry.

This is an excellent growth opportunity for the right individual. IVC offers company-paid benefit package with an excellent compensation program.

For immediate confidential consideration, please send your resume with salary requirements indicating geographic location preference to, International Video Corporation ATTN: Al Sanders, 990 Almanor Avenue, Sunnyvale, CA 94086. No telephone calls please! An Equal Opportunity Employer M/F



International Video Corporation

## Placement Service

### RADIO-TELEVISION-CATV STATION OWNERS & MANAGERS

We will recruit your personnel at no charge to you. Call the

**"PERSONNEL HOTLINE"**

305-967-8838

## Wanted To Buy Stations

Principal interested in partial or majority ownership in small market station. Investment available of \$50-100K. Interested in running operation or working partnership.  
Box Q-7, BROADCASTING.

## For Sale Stations

5,000 watts fulltime  
Low dial position

Medium Southeastern market

\$950,000 cash

2 1/2 times gross

Box Q-91, BROADCASTING.

## For Sale Stations Continued

5,000 watts fulltime. Best facility in this upper Midwest college town. Wonderful place to live and raise a family. Dominant station in the market with good growth left for right operator. Price of \$900,000 is two times 1975 revenues. Box Q-92, BROADCASTING.

Coastal Carolina  
Fulltime AM, FM  
\$600,000 Terms \$450,000 cash  
Please submit financial qualifications.  
No agents  
Box Q-115, BROADCASTING.

## W.R. IKE TWINING

Communications Investments

68 Post Street

San Francisco 94104

(415) 981-5510—(408) 624-7710



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



**For Sale Stations  
Continued**

Oklahoma Daytimer - small market \$71,000 terms.  
Texas - single market  
Fulltime AM/FM, excellent C/F  
\$425,000 terms  
Norman Fischer & Associates, Inc.  
P.O. Box 5308, Austin, Texas 78763  
512-452-8489.

S.E.	Metro	Daytime	650	Cash
East	Metro	Daytime	600	Nego
M.W.	Small	FM	115	29%
West	Small	Daytime	65	35
West	Metro	Fulltime	750	Nego

Atlanta - Boston - Chicago - Dallas  
New York - San Francisco



5 Dunwoody Park Atlanta, Georgia 30341

**For Sale Stations  
Continued**

**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers  
Los Angeles Washington  
Contact: William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
Washington, D.C. 20036  
202-223-1553

**RECEIVERSHIP SALE  
OHIO**  
WMGS 730 khz, 1 kw (PSA) Potential Fulltime and Power Increase! Minimum acceptable bid \$300,000. 20% down, balance cash at closing. Contact: B. Bernard Wolson-Toledo (419) 248-2666 or G.M. Carl A. Cook, 138 N. Main Street, Bowling Green, Ohio 43402. PH. (419) 352-5233.

**For Sale Stations  
Continued**

**Major AM/FM Combination**  
Fulltime regional AM with full power stereo FM. Successful general audience format. Extensive real estate. Top ten market. \$4.0 million.  
  
Arthur H. Holt  
The Holt Corporation  
  
Box 111  
Bethlehem, Pennsylvania 18016

**MEDIA BROKERS  
APPRAISERS**  
RICHARD A.  
**SHAHEN** INC.  
435 NORTH MICHIGAN - CHICAGO 60611  
**312-467-0040**



Major Market Radio  
\$4,500,000  
7 times cash flow.  
  
John Grandy  
Western Business Brokers  
773 Foothill Boulevard  
San Luis Obispo, CA  
805-541-1900

**Broadcasting**  
The newsworld of broadcasting and allied arts

The most up-to-date, complete and accurate single volume on the development of radio and television now available.

**AMERICAN BROADCASTING:**  
A Source Book on the History of Radio and Television by Lawrence W. Lichty and Malachi C. Topping

A skillfully edited anthology of 93 selections, this unique source book provides a comprehensive description and analysis of broadcasting in America from its pre-history to 1975.

Articles by such notables as: Edwin H. Armstrong, William L. Shirer, Edward R. Murrow, Samuel Goldwyn, Frank Stanton—to name but a few.

A must for every broadcaster's library. 723 pages, notes, tables, bibliography, index, chronological table of contents. \$26.50.

Broadcasting Book Division  
1735 DeSales St., NW  
Washington, DC 20036

Send me a copy of American Broadcasting. My payment of \$26.50 is enclosed.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

**BROADCASTING'S CLASSIFIED RATES**

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rate, classified listings ad:  
- Help Wanted, 50c per word - \$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).  
- Situations Wanted, 40c per word - \$5.00 weekly minimum.  
- All other classifications, 60c per word - \$10.00 weekly minimum.  
- Add \$2.00 for Box Number per issue.

Rate, classified display ads:  
- Situations Wanted (Personal ads) \$25.00 per inch.  
- All other \$45.00 per inch.  
- More than 4" billed at run-of-book rate.  
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name \_\_\_\_\_ Phone \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_  
Display \_\_\_\_\_ (number of inches).  
Indicate desired category: \_\_\_\_\_  
Copy: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Stock Index

Stock symbol	Exch.	Closing Wed. March 3	Closing Wed. Feb. 25	Net change in week	% change in week	High	1975-76 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Broadcasting</b>											
ABC	N	27 7/8	26 1/4	+ 1 5/8	+ 6.19	27 7/8	13 1/8	10	17,187	479,087	
CAPITAL CITIES	CCB	N	49 1/2	49 7/8	- 3/8	-	52 1/4	17	7,208	356,796	
CBS	N	57 5/8	57 1/8	+ 1/2	+ .87	57 5/8	20 1/2	15	28,313	1,631,536	
COX	N	34 3/4	34 3/4	-	.00	36 1/8	10 1/4	18	5,852	203,357	
GROSS TELECASTING	GGG	A	11 5/8	12	- 3/8	- 3.12	12	6 7/8	8	800	9,300
LIN	D	16 1/4	16 3/4	- 1/2	- 2.98	16 3/4	2 5/8	17	2,382	38,707	
MOONEY	O	3 3/4	3 3/4	-	.00	3 7/8	1 1/4	10	385	1,443	
RAHALL	O	5	5 1/4	- 1/4	- 4.76	6 1/4	2 1/4	10	1,297	6,485	
SCRIPPS-HOWARD	SCRP	O	23	23 1/2	- 1/2	- 2.12	23 1/2	14 1/4	8	2,589	59,547
STARR	M	3 3/4	4	- 1/4	- 6.25	7	2 3/4	4	1,091	4,091	
STORER	N	20 3/8	21	- 5/8	- 2.97	21 1/4	12 1/8	10	4,548	92,665	
TAFT	N	26 3/4	27 1/8	- 3/8	- 1.38	28 1/2	11 5/8	9	4,042	108,123	
TOTAL									75,694	2,991,137	

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	4 1/2	3 3/8	+ 1 1/8	+ 33.33	4 1/2	3/4	26	1,250	5,625
AVCO	AV	N	10 1/8	9 5/8	+ 1/2	+ 5.19	10 1/8	2 3/8	3	11,481	116,245
BARTELL MEDIA	BMC	A	7/8	1 1/4	- 3/8	- 30.00	1 5/8	1/2	1	2,257	1,974
JOHN BLAIR	BJ	N	8 5/8	8 1/2	+ 1/8	+ 1.47	8 5/8	3 7/8	41	2,403	20,725
CHRIS-CRAFT	CCN	N	6 1/8	5 3/8	+ 3/4	+ 13.95	6 3/4	2 1/8	23	4,167	25,522
COMBINED COMM.	CCA	N	17 1/4	15 7/8	+ 1 3/8	+ 8.66	17 1/4	5	11	4,899	84,507
COWLES	CWL	N	9	9 1/4	- 1/4	- 2.70	9 1/4	4 1/8	8	3,969	35,721
DUN & BRADSTREET	DNB	N	30 1/4	33 1/2	- 3 1/4	- 9.70	33 1/2	18 3/4	20	26,527	802,441
FAIRCHILD INO.	FEN	N	8 5/8	8 1/2	+ 1/8	+ 1.47	9 1/2	3 3/4	8	5,708	49,231
FUQUA	FOA	N	7 1/2	8	- 1/2	- 6.25	8	3 1/4	13	8,689	65,167
GANNETT CO.	GCI	N	39 5/8	39 5/8	-	.00	39 5/8	23	24	21,108	836,404
GENERAL TIRE	GY	N	22	22 1/2	- 1/2	- 2.22	22 1/2	10 5/8	7	21,523	473,506
GLOBETROTTER	GLBTA	O	2 1/4	2 3/8	- 1/8	- 5.26	3 5/8	7/8	11	2,783	6,261
GRAY COMMUN.	O	6 1/2	6 1/4	+ 1/4	+ 4.00	7	6	5	5	475	3,087
HARTE-HANKS	HHN	N	23 1/2	22 1/4	+ 1 1/4	+ 5.61	23 1/2	6 1/4	15	4,369	102,671
JEFFERSON-PILOT	JP	N	29 1/8	29 1/2	- 3/8	- 1.27	30 3/4	26 1/4	12	24,068	700,980
KAISER INDUSTRIES	KI	A	11 1/4	11 3/4	- 1/2	- 4.25	11 3/4	4 5/8	7	27,575	310,218
KANSAS STATE NET.	KSN	O	4 5/8	4 3/4	- 1/8	- 2.63	4 3/4	2 7/8	8	1,815	8,394
KINGSTIP	KTP	A	8 3/8	8	+ 3/8	+ 4.68	8 3/8	1 7/8	16	1,154	9,664
KNIGHT-RIDDER	KRN	N	36 1/4	35 7/8	+ 3/8	+ 1.04	36 1/4	14 1/4	24	8,305	301,056
LEE ENTERPRISES	LNT	A	23 3/8	24 5/8	- 1 1/4	- 5.07	24 5/8	12	13	3,352	78,353
LIBERTY	LC	N	15 7/8	16 1/4	- 3/8	- 2.30	16 1/4	7 1/8	7	6,762	107,346
MCGRAW-HILL	MHP	N	15 1/4	16 5/8	- 1 3/8	- 8.27	16 5/8	6	13	24,601	375,165
MEDIA GENERAL	MEG	A	18 1/4	18 3/4	- 1/2	- 2.66	19 1/8	9 3/8	7	7,221	131,783
MEREDITH	MOP	N	14 1/2	14 1/2	-	.00	15 1/2	8 3/8	6	3,041	44,094
METROMEDIA	MET	N	21 7/8	20 3/8	+ 1 1/2	+ 7.36	21 7/8	5 1/4	17	6,553	143,346
MULTIMEDIA	MMED	D	18 3/4	18 1/2	+ 1/4	+ 1.35	18 3/4	8 3/4	12	4,390	82,312
NEW YORK TIMES CO.	NYKA	A	16 1/8	16 1/4	- 1/8	- .76	16 1/4	7 1/2	10	10,938	176,375
OUTLET CO.	OTU	N	17 5/8	19	- 1 3/8	- 7.23	19	8	7	1,387	24,445
POST CORP.	POST	O	11	9 3/4	+ 1 1/4	+ 12.82	11	3 1/4	44	871	9,581
PSA	PSA	N	8 5/8	9	- 3/8	- 4.16	9	3 3/4	17	3,181	27,436
REEVES TELECOM	RBT	A	1 7/8	2	- 1/8	- 6.25	2 1/4	3/4	8	2,376	4,455
ROLLINS	ROL	N	25 3/4	26 1/2	- 3/4	- 2.83	26 7/8	11 1/4	18	13,404	345,153
RUST CRAFT	RUS	A	9	9 1/2	- 1/2	- 5.26	9 3/4	4 3/4	7	2,328	20,952
SAN JUAN RACING	SJR	N	8 1/2	8 1/4	+ 1/4	+ 3.03	14 1/4	5 3/4	6	2,509	21,326
SCHERING-PLOUGH	SGP	N	50 1/4	49 1/4	+ 1	+ 2.03	67 1/4	44 1/2	21	53,956	2,711,289
SONDERLING	SOB	A	12 3/8	11 3/4	+ 5/8	+ 5.31	12 3/8	4	9	727	8,996
TECHNICAL OPERATIONS	TO	A	4 3/4	4 1/4	+ 1/2	+ 11.76	6 1/4	2 3/8	5	1,344	6,384
TIMES MIRROR CO.	TMC	N	21 7/8	22 5/8	- 3/4	- 3.31	22 5/8	10 1/4	13	33,823	739,878
WASHINGTON POST CO.	WPD	A	29 1/2	29 3/4	- 1/4	- .84	31 3/8	16 7/8	10	4,751	140,154
WOMETCO	WOM	N	17 3/4	17 3/4	-	.00	18 3/8	6 5/8	11	6,332	112,393
TOTAL									378,372	9,270,615	

## Cablecasting

AMECO**	ACO	O	3/8	3/8	-	.00	1 7/8	1/8		1,200	450
AMER. ELECT. LABS	AELBA	O	1 7/8	2	+ 1/8	+ 6.25	2 3/8	1/2	14	1,672	3,135
AMERICAN TV & COMM.	AMTV	O	21 1/4	20 1/2	+ 3/4	+ 3.65	21 3/4	6	38	3,322	70,592
ATHENA COMM.** *	O	1/8	1/8	-	.00	2 1/4	1/8			2,125	265
BURNUP & SIMS	BSIM	O	5	5 1/2	- 1/2	- 9.09	7 3/4	3	9	8,351	41,755
CABLECOM-GENERAL	CCG	A	8 1/8	8 3/8	- 1/4	- 2.98	8 3/8	1 5/8	15	2,560	20,800
CABLE FUNDING	CFUN	O	7	7 1/2	- 1/2	- 6.66	7 3/4	4 1/4	175	1,121	7,847
CABLE INFO.	O	1/2	1/2	-	.00	1 1/4	1/4	1		663	331
COMCAST	O	3	3	-	.00	3	3/4	13		1,708	5,124
COMMUNICATIONS PROP.	COMU	O	3 1/4	3	+ 1/4	+ 8.33	3 1/2	1 1/4	20	4,761	15,473
COX CABLE	CXC	A	18 1/8	17	+ 1 1/8	+ 6.61	18 1/8	4 3/8	29	3,560	64,525
ENTRON	ENT	O	1 3/4	1 3/4	-	.00	1 3/4	5/8	13	1,358	2,376
GENERAL INSTRUMENT	GRL	N	12	12 3/4	- 3/4	- 5.88	31 1/2	7 1/2	8	7,201	86,412
GENERAL TV	O	3/4	3/4	-	.00	3/4	1/4	38		1,000	750
SCIENTIFIC-ATLANTA	SFA	A	15 3/4	16 3/4	- 1	- 5.97	18	11 1/8	13	1,374	21,640
TELE-COMMUNICATION	TCOM	O	4 3/4	4 7/8	- 1/8	- 2.56	5	1	3	5,181	24,609
TELEPROMPTER	TP	N	8 3/4	8 3/8	+ 3/8	+ 4.47	9 1/2	1 1/2	19	16,604	145,285
TIME INC.	TL	N	63 1/2	66	- 2 1/2	- 3.78	67 1/2	24 3/4	13	9,975	633,412
TOCOM	TOCM	O	2 3/4	2 3/4	-	.00	3 1/4	1 5/8	7	617	1,696

Stock symbol	Exch.	Closing		Net change in week	% change in week	1975-76		PIE ratio	Approx. shares out (000)	Total market capitalization (000)			
		Wed. March 3	Wed. Feb. 25			High	Low						
UA-COLUMBIA CABLE	UACC	O	12 1/2	12 3/4	-	1/4	-	1.96	13	4 5/8	18	1,714	21,425
UNITED CABLE TV	UCTV	O	2 1/4	2 5/8	-	3/8	-	14.28	4 1/8	1 1/4	4	1,879	4,227
VIACOM	VIA	N	10 7/8	10 5/8	+	1/4	+	2.35	10 7/8	2 3/4	14	3,654	39,737
VIKOA**	VIK	A	2 1/4	2 1/8	+	1/8	+	5.88	2 3/4	5/8	2	2,534	5,701
TOTAL												84,134	1,217,567
<b>Programing</b>													
COLUMBIA PICTURES	CPS	N	7 1/4	7 1/2	-	1/4	-	3.33	9 5/8	2 3/8	28	6,748	48,923
DISNEY	OIS	N	59	61 3/4	-	2 3/4	-	4.45	62 1/4	21 1/4	32	30,977	1,827,643
FILMWAYS	FWY	A	9 1/2	10 1/8	-	5/8	-	6.17	10 1/8	2 3/4	12	1,792	17,024
FOUR STAR			1/2	3/8	+	1/8	+	33.33	1/2	1/4	1	666	333
GULF + WESTERN	GW	N	26	26 5/8	-	5/8	-	2.34	26 5/8	18 1/4	4	30,058	781,508
MCA	MCA	N	66 5/8	72 3/8	-	5 3/4	-	7.94	89 1/8	27 3/4	9	8,672	577,772
MGM	MGM	N	14 3/4	14 7/8	-	1/8	-	.84	18 3/4	12 1/4	6	13,118	193,490
TELETRONICS INTL.		O	8 3/4	8 1/2	+	1/4	+	2.94	9 1/4	1 3/8	18	831	7,271
TRANSAMERICA	TA	N	10 1/2	11 1/8	-	5/8	-	5.61	11 1/2	6	16	64,947	681,943
20TH CENTURY-FOX	TF	N	12 1/2	13 1/2	-	1	-	7.40	15 1/2	5 1/8	13	7,562	94,525
WALTER READE**	WALT	O	3/8	3/8				.00	3/8	1/4		4,296	1,611
WARNER	WCI	N	23 1/4	23 3/4	-	1/2	-	2.10	23 3/4	8 1/4	9	16,718	388,693
WRATHER	WCO	A	4 3/4	5	-	1/4	-	5.00	5 7/8	1 1/2	9	2,229	10,587
TOTAL												188,614	4,631,323
<b>Service</b>													
B8DO INC.	88DO	O	20 1/4	20 1/2	-	1/4	-	1.21	20 3/4	11 1/8	9	2,513	50,888
COMSAT	CO	N	28 7/8	29 5/8	-	3/4	-	2.53	46 1/2	24 1/2	6	10,000	288,750
DOYLE DANE BERNBACH	DOYL	O	11 1/4	11 1/4				.00	13	6 1/4	6	1,816	20,430
FOOTE CONE & BELDING	FCB	N	12 7/8	13	-	1/8	-	.96	13	5 1/2	8	2,130	27,423
GREY ADVERTISING	GREY	O	9 5/8	9 5/8				.00	9 5/8	5 1/2	5	1,213	11,675
INTERPUBLIC GROUP	IPG	N	24 3/4	23 3/4	+	1	+	4.21	24 3/4	8 5/8	8	2,290	56,677
MARVIN JOSEPHSON	MRVN	D	9 1/4	9 1/8	+	1/8	+	1.36	10 3/8	2	6	1,962	18,148
MCI COMMUNICATIONS	MCIC	O	2 7/8	3 3/8	-	1/2	-	14.81	3 7/8	1 3/8		13,339	38,349
MOVIELAB	MOV	A	1 7/8	2 3/8	-	1/2	-	21.05	2 3/8	5/8	10	1,407	2,638
MPO VIDEOTECHNICS	MPO	A	2 7/8	2 7/8				.00	4 1/8	1	16	537	1,543
NEEDHAM, HARPER	NDHMA	O	6	6				.00	6 3/4	3 7/8	9	853	5,118
A. C. NIELSEN	NIELB	O	24 1/8	24 5/8	-	1/2	-	2.03	24 5/8	10 5/8	23	10,598	255,676
OGILVY & MATHER	OGIL	O	22 3/4	22	+	3/4	+	3.40	24 3/4	11 1/2	8	1,805	41,063
J. WALTER THOMPSON	JWT	N	12 1/8	12 1/2	-	3/8	-	3.00	12 1/2	4 1/8	16	2,649	32,119
TOTAL												53,112	850,497
<b>Electronics/Manufacturing</b>													
AMPEX	APX	N	7 3/8	7 3/8				.00	8 1/8	2 5/8	8	10,885	80,276
CETEC	CEC	A	2 1/2	2 1/2				.00	2 1/2	1	12	2,319	5,797
COHU, INC.	COH	A	3 1/2	3 1/2				.00	3 5/8	1 1/4	39	1,617	5,659
CONRAC	CAX	N	24 1/4	22 1/2	+	1 3/4	+	7.77	30 1/4	3 1/2	11	1,282	31,088
EASTMAN KODAK	EASKD	N	107 1/4	111	-	3 3/4	-	3.37	115	63	28	161,347	17,304,465
FARINON ELECTRIC	FARN	O	10	11	-	1	-	9.09	14 3/4	6 1/4	19	3,937	39,370
GENERAL ELECTRIC	GE	N	52	54	-	2	-	3.70	54 3/4	32 3/8	17	182,885	9,510,020
HARRIS CORP.	HRS	N	44 5/8	44 1/2	+	1/8	+	.28	44 5/8	14 1/2	30	6,066	270,695
HARVEL INDUSTRIES *	HARV	O	6	6				.00	9	3	38	480	2,880
INTERNATIONAL VIDEO	IVCP	O	3 1/8	3	+	1/8	+	4.16	3 3/4	3/4	6	2,730	8,531
MICROWAVE ASSOC. INC	MAI	N	17 3/8	18 3/4	-	1 3/8	-	7.33	26 7/8	9 3/4	9	1,320	22,935
3M	MMM	N	59 1/4	57 1/2	+	1 3/4	+	3.04	66 7/8	46 1/8	30	114,240	6,768,720
MOTOROLA	MOT	N	45 3/4	49	-	3 1/4	-	6.63	57 7/8	33 3/4	21	28,198	1,290,058
N. AMERICAN PHILIPS	NPH	N	28 5/8	32 1/4	-	3 5/8	-	11.24	32 1/4	12 3/8	14	12,033	344,444
DAK INDUSTRIES	OEN	N	9 3/4	10 5/8	-	7/8	-	8.23	11 1/2	5 1/2	4	1,639	15,980
RCA	RCA	N	25	26 1/2	-	1 1/2	-	5.66	26 5/8	10 3/8	20	74,547	1,863,675
ROCKWELL INTL.	ROK	N	27 3/8	28	-	5/8	-	2.23	28 7/8	18 7/8	8	31,200	854,100
RSC INDUSTRIES	RSC	A	2 1/4	2 1/4				.00	2 1/2	1 1/4	8	3,440	7,740
SONY CORP.	SNE	N	8 3/4	8 3/4				.00	13 1/4	5	23	172,500	1,509,375
TEKTRONIX	TEK	N	54 1/4	56	-	1 3/4	-	3.12	59	18 1/8	19	8,671	470,401
TELEMATION	TIMT	O	3/4	1	-	1/4	-	25.00	1 1/2	3/4	4	1,050	787
VARIAN ASSOCIATES	VAR	N	16 3/8	15 7/8	+	1/2	+	3.14	18 1/2	6 1/2	15	6,838	111,972
WESTINGHOUSE	WX	N	17 1/4	17 1/4				.00	20	9 3/4	48	87,091	1,502,319
ZENITH	ZE	N	38 3/8	37 3/4	+	5/8	+	1.65	38 3/8	10	160	18,797	721,334
TOTAL												935,112	42,742,621
GRAND TOTAL												1,715,038	61,703,760

Standard & Poor's Industrial Average 112.3 114.3 -2.0

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

\*Stock did not trade on Wednesday, closing price shown is last traded price.  
\*\*No P/E ratio is computed, company registered net loss.  
\*\*\*Stock split.

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

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

**Less active stocks.** Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:

Camptown Industries	1/8	10/2/74
CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/1/75
Elkins Institute	1/8	11/20/74
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75



## CBS Sports' Wussler plays the game behind the games on television

At 39, Bob Wussler has made his mark in three distinct fields, any one of which could provide the makings of a career. He was a newsman for most of his working life thus far, all of which has been spent at CBS. Then he was abruptly moved from news to station management, and later, having fulfilled that assignment, he was just as abruptly put in charge of CBS Television Network Sports, where he now resides.

There are some who say the jury is still out on the degree of success he's had in the sports job, but even they agree that he has put new life into CBS Sports, has broadened its schedule and got people talking about it, and that its ratings and over-all performance, despite some setbacks, are certainly healthier than they were. He himself says he's never had to work so hard before. The reason? "ABC competition," he replies without hesitation. "They're very good. Arledge is terrific."

Mr. Wussler is a candid man. And he not only flouts broadcasting tradition by recognizing the existence of competitors, but keeps pictures of them in his office. Shortly after he was put in charge of sports, an associate got his ABC and NBC counterparts, Roone Arledge and Carl Lindemann Jr., to supply autographed pictures wishing the new man well. He did it as a gag, but Mr. Wussler so prizes the gifts that he displays them where he can see them whenever he looks up from his desk. Obviously Bob Wussler likes people, even competitors.

He might himself be a competitor of CBS if his original job interview hadn't gone so well. During his senior year at college he went job-hunting in New York with two addresses in mind. One was CBS's, the other NBC's. He went to CBS first, and after a three-hour interview he was offered, and accepted, a job in the mail room.

He started work June 4, 1957, but remained in the mail room only five weeks before he found and filled an opening as a production assistant at CBS News and started working his way up, making producer in February 1961. Though he's had more imposing titles since, he says that "basically that's what I've been all my life since then—with a few other jobs thrown in."

Mr. Wussler counts himself lucky to have broken into CBS News when he did. "I got a year or two of basic experience in the nitty-gritty of TV news," he explains. "Then several things happened that brought television news into greater play—



Robert Joseph Wussler—vice president, CBS-TV Network Sports; b. Sept. 8, 1936, Newark, N.J.; BA, communication arts, Seton Hall University, 1957; CBS News, 1957-72, including production assistant 1957-59, associate producer 1959-61, producer 1961-66 and production director of CBS News election unit 1962-65, executive producer 1966-72; vice president and general manager, CBS-owned WBBM-TV Chicago, 1972-74; present post, July 1974; m. Grace Charlotte Harlow, April 23, 1960; six children—Robert and Rosemary, 14; Sally and Stefanie, 13; Christopher, 11 and Jeanne, 7.

the civil rights movement, for instance, and Batista and Castro in Cuba, and Eisenhower beginning to make it fashionable for U.S. Presidents to make worldwide jaunts. Television was beginning to get out of the studio and cover these things. CBS News was still small, and I was allowed to get out and do things I'd never have a chance to do today."

He feels a special debt to the government's space program: "Nobody [in news] knew anything about it, including me. But they needed someone to direct our coverage of it. That's why they made me a producer. It was my biggest break."

Thereafter Bob Wussler covered all 27 manned space flights in the Mercury, Gemini and Apollo series and virtually all presidential trips abroad from President Kennedy's 1961 visit to Europe to President Nixon's 1972 visit to China. He was executive producer of CBS News's coverage of the Democratic and Republican national conventions in 1968 and 1972, the 1972 primaries and, among other events, the 1969 Nixon inaugural.

Given that background, Mr. Wussler was the least surprising choice when CBS management went looking for a new vice president and general manager for WBBM-TV Chicago, which had developed a number of difficulties, the most serious of which was in news. "That was the most enjoyable job I ever had," he says now.

He still makes his home in the Chicago

suburb of Winnetka, Ill., figuring that with his travel schedule he can commute to his family as easily there as anywhere. His work day doesn't leave much time for recreation in any event. He is, indeed, one of the few who can say their work is their relaxation and make it sound believable. When he is not traveling he is usually in his office by about 9:40 a.m., breaks around 1 p.m. for a business lunch outside the office, returns and works until around 7 p.m., breaks for cocktails and dinner with friends or business associates and then returns to the office about 9:30 for a final round of mail, cassette viewing and telephoning until around midnight.

In tackling WBBM-TV's new problem Mr. Wussler called on his experience with live television, pioneered in live electronic news-gathering, hired new anchor people, introduced a newsroom set and generally tried to make the newscasts "serious but something the layman—whether a woman or a man—could relate to."

The job of sports vice president had been open for several weeks and Bob Wood, president of CBS-TV, had been interviewing others before he sounded Bob Wussler out. Mr. Wussler had played a little baseball years before, but mostly he was a sports buff of long standing. He says that to this day Mr. Wood hasn't offered him the job. "We talked for about two hours," he recalls, "and then he said, 'Then you'll start a week from Monday,' and I said, OK."

In the 20 months since then Mr. Wussler has changed the look of CBS Sports in many ways. He has introduced, among other things, women's tennis, tennis challenge matches, boxing and the *Challenge of the Sexes*, while expanding CBS coverage of auto racing and golf. He has also lost some, notably the Preakness event in horse racing's Triple Crown.

Mr. Wussler said recently that CBS Sports would like to have Sunday-afternoon baseball but realizes ABC and NBC have baseball under contract for four years. He'd like to see horse racing expanded to 40 or 50 weeks a year and he thinks there should be a place for soccer somewhere in the schedule. But he realizes he must work within limits: "This is a very successful network," he says. "We don't have a lot of time available. I have to fit into a very definite time frame."

Many associates think it inevitable that sooner or later Bob Wussler will get a new, bigger assignment. Does he have ambitions? "Of course I have," he replies with a smile, but he isn't saying what they are. "That will depend on circumstances," he explains. "Right now I have this job to do."

## The trap

The FCC and Federal Trade Commission are responding to political pressures in scheduling two days of panel discussions on the effects of television advertising for nonprescription drugs. After all, attorneys general of 15 states have petitioned for a rulemaking to suppress such advertising, and congressional committees keep visiting the subject when publicity on other social engineering runs dry.

Still, the mere scheduling of the panels gives an aura of acceptance to the assumption that a connection exists between television advertising of proprietary medicines and the use of illegal drugs. The assumption is purely fanciful, but attractive to those who can't find easy answers elsewhere to the problem of drug abuse.

It is mindful of the kind of thinking that led the Congress to outlaw cigarette advertising on radio and television in the asserted expectation that the young would give up smoking. The wisdom of that argument has been annually measured by the increase in cigarette consumption since cigarette ads left the air.

As planning for the FCC-FTC panels stands now, they are sure to bring out the Peggy Charrens and Robert Choates who come to life when any forum on children and TV is held. They are sure to leave broadcasters on the defensive, trying to prove a negative effect. The broadcasters are entitled to wonder whether the fix is already in.

## Downhold

What this year's San Francisco conference of the National Association of Television Program Executives (BROADCASTING, March 1) lacked in newsmaking drama it made up for in solid business conduct. The major issues that had made headlines in the past (conspicuously, the prime-time access rule and family viewing) had settled into the routine, and the greater concern had turned to program quality and, increasingly, supply. The sheer numbers of broadcasters involved, and their readiness to make buying decisions on the spot, have propelled NATPE's program dominance to a position no longer worth remarking of.

The grand manner in which all this has been accomplished prompts a small voice in caution. There was a time, long years ago, when a program-selling congress called the Television Film Exhibitors (TFE) turned into such a circus that a respectability-seeking National Association of Broadcasters felt compelled to cast it off. There were just enough bagpipes in the corridors, legs in the lobby and bosoms in the upstairs rooms at this year's NATPE to justify raising a small red flag. NATPE would do well to insure that, when it comes to seeing what the boys in the back room will have, it comes in video cassettes.

## Inner sanctum

If Gerald R. Ford shares the attitudes expressed a fortnight ago by his broadcast adviser, Robert Mead, broadcasters have two friends in the White House, or two more than they have at recent times thought they had.

As reported in BROADCASTING March 1, Mr. Mead made some news with a speech at the National Association of Television Program Executives annual conference. He said, among other things, that Congress ought to legalize cigarette advertising on the air if it permits it to remain in newspapers, that the broadcast license term ought to be extended from three years to five, that Congress ought to open its proceedings to live television

coverage. He also exhorted broadcasters to spend more money on program experimentation and "to give the people more than what they want to see." But over-all his was the kind of sympathetic treatment that broadcasters are unaccustomed to receive from government officials these days.

There was, however, no reference to the subject of principal concern to broadcasters at the moment: the White House position on cable television de-regulation. The omission must be considered intentional.

Behind the scenes at the White House are energies at work to produce a policy on cable de-regulation that broadcasters do not expect to welcome. As was noted in a "Closed Circuit" item Feb. 16, the regulatory-reform group of the President's Domestic Council is trying to complete a set of options for the President's consideration. One may be legislative, another regulatory. Whatever avenue is taken, however, it will be chosen on the basis of recommendations from a staff that in its public utterances has reflected considerably less sympathy toward the broadcast service of this country than Mr. Mead took to San Francisco and the NATPE. There may be reason for a recount of friends when the cable policy emerges.

## Virtue of vigilance

The conviction of Brunswick Records officials in the so-called payola trial in Newark, N.J. (BROADCASTING, March 1), stirs memories that should not be allowed to rest. They're memories that go back to the late 1950's and early 1960's when a congressional subcommittee uncovered, along with a wide range of other wrongdoing, evidence of payola among disk jockeys on what then seemed an incredible scale. Both Congress and the FCC responded with tighter controls and stiffer penalties for future violations.

Back then it seemed unlikely that payola would recur on a substantial scale. But the Newark trial and other indictments currently pending demonstrate that the suspicion—if not the fact—of payola is current once again. Prudent station managements will make sure that their own people are not involved. They will ask themselves: "Do you know where your DJ's are tonight?"



Drawn for BROADCASTING by Jack Schmidt

*"The name goes on first. Cameramen don't use it. TV engineers don't use it, and repair men despise it."*

Hear "The Entertainers"  
at the NAB in Chicago.

RADIO ARTS PRESENTS



## Station after station reports powerful market impact!

"What Radio Arts has done with  
**The Entertainers** makes running an  
MOR station a pleasure once again."

— Ansley D. Cohen, Jr.  
General Manager, WNCG  
N. Charleston, S. Carolina

"We've been looking long and hard  
for a format that can give us some-  
thing special and something extra...  
**The Entertainers** does both!"

— Gordon Faulkner  
V.P. General Manager  
WITH, Baltimore, Md.

"The best 25+ MOR music mix  
we've seen. Reaction from audience  
and advertisers has been terrific!"

— John C. Davis  
General Manager, KSRM  
Soldotna, Alaska

Today's new MOR stars are blended  
with the all-time greats in an exciting,  
popular adult sound. The most  
familiar music of our time.

Join **The Entertainers'** bandwagon.  
Make your station your market's  
"Entertainer."

Mail This Coupon  
or Phone Collect  
to Learn if Your Market  
is Still Available

Radio Arts, Inc.  
210 N. Pass Avenue  
Burbank, California 91505  
Yes! I'd like a copy of "The Entertainers"  
Demo tape.

Name

Title

Station

Present Format

Address

City

State

Zip

Telephone

A Complete Format Service for Automated & Non-Automated Radio Stations



For further information call collect  
to Phillip Koener, Radio Arts' General Sales Manager.

**Radio Arts, Inc.**

Suite 104 210 North Pass Avenue Burbank California 91505 (213) 841-0225



When the chips  
are down...



## Put Your EBS Money On A Sure Thing TFT's MODEL 760

On April 16 the FCC will be calling in all bets on the new equipment for Emergency Broadcast compliance. And you'll be putting your hard-earned dollars on the line to meet the new EBS criteria. It's a decision you'll have to make quickly, and then live with for many years to come. So why gamble with your money . . . or your responsibility to this vital service? Ask yourself these questions about the system *before* you buy:

**Is it easy to install and service?**

TFT Model 760 is a compact, modular system requiring no additional wiring or calibration between modules. It installs in minutes and occupies only 3½ inches of rack space. Built-in system testing pinpoints service requirements and all components are easily accessible.

**Is it a complete system?**

The modular concept of Model 760 makes it as versatile as your needs require. Compact components include: two-tone EBS generator, two-tone EBS decoder, crystal-controlled dual channel FM receiver and a frequency-synthesized digitally tuned AM receiver.

**Is it fully reliable?**

All TFT Model 760 systems undergo 3 distinct testing and screening procedures prior to delivery, including 100% I.C. screening and testing, burn-in and computerized circuit board testing.

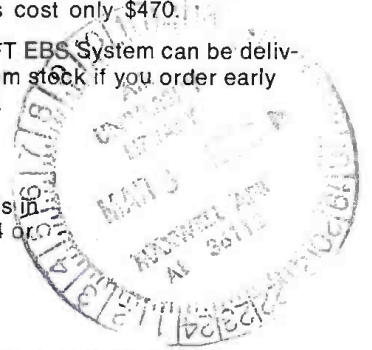
**Is it competitively priced?**

Model 760 systems to meet basic FCC requirements are available for as little as \$140. Complete, fully integrated systems cost only \$470.

**Is it immediately available?**

Your TFT EBS System can be delivered from stock if you order early enough.

Once you've checked the facts, we think you'll agree that your best odds in EBS are Model 760. For detailed information, call toll free 800-538-6884 or call collect in California.



**TFT** TIME AND FREQUENCY TECHNOLOGY, INC.  
3000 OLCOTT STREET, SANTA CLARA, CA 95051 (408) 246-6365 TWX No. 910-338-0584