

New game, new gamblers in TV programming  
The disruptive prospect of longer network news

# Broadcasting May 3

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER

The **number one** rated hour in all of network television!

The **largest 18-49** hour series in all of network television!

The **highest-rated** hour slated for off-network syndication!

The **perfect series** for all-family viewing!



**The Six Million Dollar Man\***  
from **mcatv**

© 1976 MCA  
TV  
ALL RIGHTS RESERVED  
MCA TELEVISION  
A DIVISION OF  
MCA INCORPORATED  
CHICAGO, ILLINOIS 60611

Source: NTI Averages, full-season programming, Sept. 1975-Mar. 1976. NSI, ARB, Feb. 1976 Sweeps. Subject to survey limitations.) \*Or another appropriate title.

# WE'RE ALL DRESSED-UP FOR OUR NEW SHOW.

Catch *Withit* and be absorbed in the world that nature intended. This half-hour series, presented in color and live action, is at once entertaining and educational.

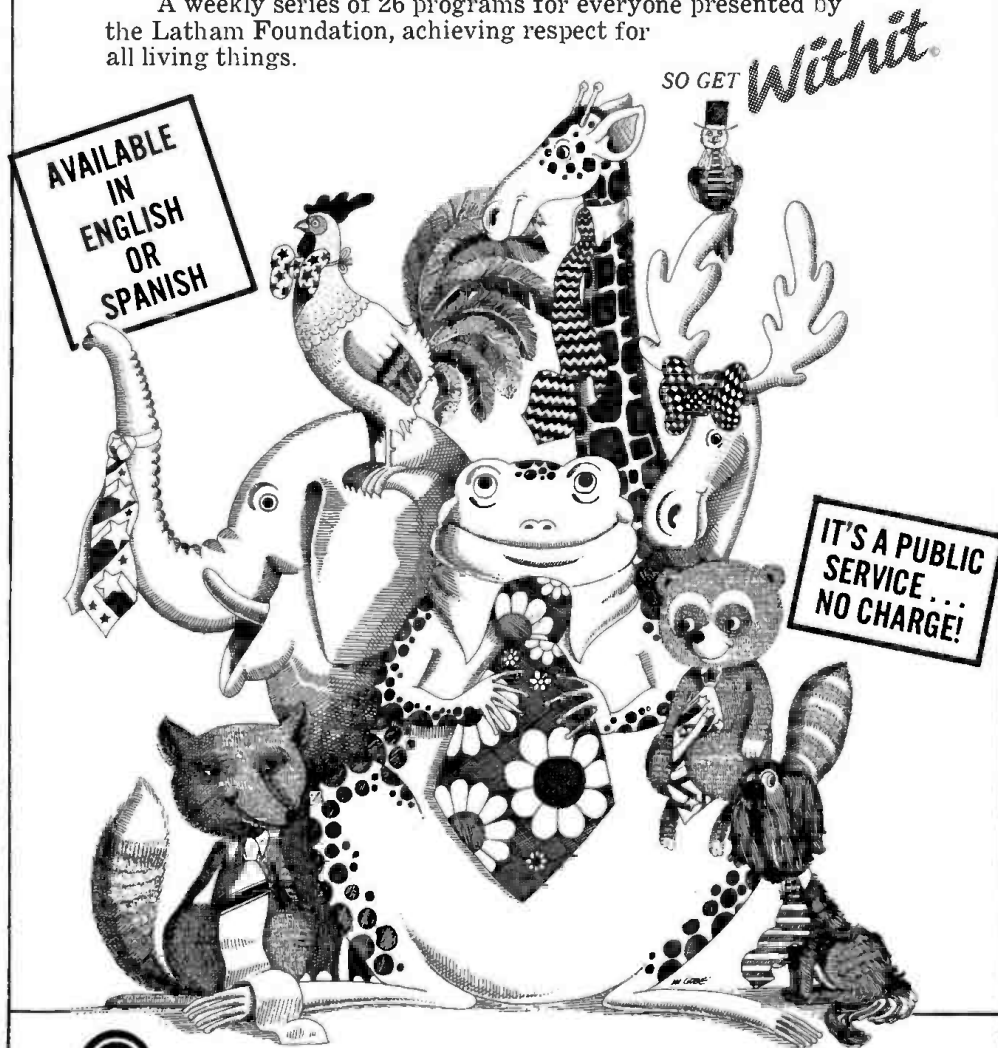
You'll tour the world from Switzerland to San Francisco.

Along the way you'll learn about dolphins, a dairy, people — make friends with seals, even see the destructive fury of a forest fire.

*Withit* is laughing, living and learning with nature.

And you'll love every exciting minute.

A weekly series of 26 programs for everyone presented by the Latham Foundation, achieving respect for all living things.



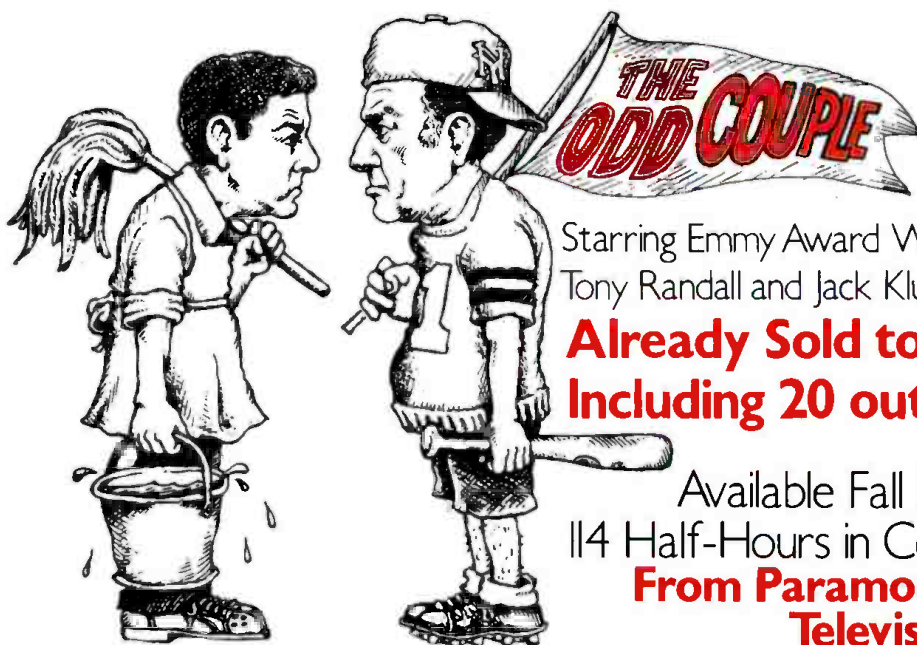
The Latham Foundation

Latham Square Building

Oakland, California 94612

(415) 832-6337

# Be the first in your market to have the last laugh.



Starring Emmy Award Winners  
Tony Randall and Jack Klugman.

**Already Sold to 51 Markets ...  
Including 20 out of the top 25.**

Available Fall 1976.  
114 Half-Hours in Color  
**From Paramount  
Television**



Air University Library  
Maxwell Air Force Base, Alabama  
PROPERTY U. S. AIR FORCE

## Four Emmy Nominations.



- 1. Outstanding Host or Hostess in a Talk, Service or Variety Series.**  
Daytime programming.  
**Dinah Shore.**

- 2. Outstanding Talk, Service or Variety Series.**  
Daytime programming.  
**Henry Jaffe and Carolyn Raskin, executive producers. Fred Tatashore, producer.**

- 3. Outstanding Individual Director for a Variety Program.**  
Daytime programming, for a single episode.  
**Glen Swanson, "Dinah Salutes Tony Orlando and Dawn on Their 5th Anniversary."**
- 4. Outstanding Individual Achievement.**  
Daytime programming, for a single episode of a series or for a special program.  
**Rene Lagler, art director, and Richard Harvey, set director, for Christmas show.**

**What a woman! What a show!**

*Congratulations!*



# Broadcasting May 3

**OLD ORDER CHANGES** □ ABC-TV, say some in the business, is going to elbow CBS-TV out of first place in the ratings next fall. CBS, of course, thinks differently, but there's no question it's a horserace. **PAGE 21.**

**NEW AT NBC** □ That network reaches over to CBS Records for Irwin Segelstein and makes him its program executive vice president. **PAGE 22.**

**FIRST UP** □ CBS-TV's affiliates meet this week in Los Angeles. On their minds: the new schedule and 45 minutes of news. **PAGE 23.**

**AHEAD AT THE FCC** □ The commission agenda for the next three months is loaded, but not with any spectacular items. **PAGE 23.**

**NO MORE, PLEASE** □ The FCC is deluged with AM and FM applications. So it declares a "closed" season for six months on any more filings. **PAGE 23.**

**PIQUE AT PASTORE** □ House members are unhappy at Pastore pronouncement on voluntary continuance of sports TV blackout. **PAGE 24.**

**PRODUCERS' FRUSTRATION** □ That was the testimony last week in Los Angeles during the suit over the family-viewing concept. **PAGE 26.**

**HANDS OFF** □ FCC declines to judge the reimbursement deal as it renews WNCN(FM) New York and approves sale of it to GAF. Message of the commission appears to be that such arrangements are the broadcasters' business. **PAGE 26.**

**AFFILIATES ARE RESTLESS** □ Many of ABC-TV's stations plan "united front" against idea of 45-minute news. CBS affiliates will get a chance to speak up this week. If news is to be expanded, prime-time access provision must be dealt with. **PAGE 28.** Comments abound concerning Barbara Walters's million-dollar-a-year job. **PAGE 30.**

**UNDERCOVER** □ Senate report reveals that CIA still uses 25 journalists and media employees but no names are given. **PAGE 32.**

**FILLING IN THE GAPS** □ White House aide Paul MacAvoy outlines the information needed before plans to de-regulate cable can be proposed. **PAGE 33.**

**CABLE PREMIERE** □ MGM is offering "Gone with the Wind" to pay-cable operations in June, months before NBC plans telecast. **PAGE 35.**

**'SHARED MONOPOLY'** □ That's what the Federal Trade Commission is trying to prove in its case against the four largest ready-to-eat cereal makers. **PAGE 40.**

**EASING THE SQUEEZE** □ The FCC relaxes its policy to allow another two minutes of political advertising per hour. **PAGE 40.**

**NEW LINE-UP IN HOUSE** □ In wake of Macdonald retirement, Democratic caucus officially confirms Van Deerlin as chairman of the Communications Subcommittee. Russo becomes a member, succeeding Murphy who is elected chairman of Consumer Protection Subcommittee. **PAGE 42.**

**POLITICS AND APPOINTMENTS** □ Magnuson releases study of the selection of commissioners for regulatory agencies. For the most part, report find choices are those that have labored long in "party vineyards" and those who performed unsatisfactorily in other, more important posts. **PAGE 43.**

**REVAMPING AT ASPEN** □ Institute names Homet to assume Cater post. Robinson will play a dual role there after leaving FCC. **PAGE 44.**

**FUMBLE** □ Appeals court affirms FCC's renewal of KOB-TV Albuquerque, but says citizen group that opposed grant made a tactical error in not properly raising programing point in earlier proceedings at commission. **PAGE 48.**

**IT'S AWRT TIME** □ A record turnout of more than 800 is expected this week in Philadelphia for the association's annual convention. **PAGE 48.**

**SPECTRUM UTILIZATION** □ A Rand report for the FCC tentatively fingers UHF as a likely place to pluck frequencies for use by services other than TV. However, it recommends further analysis. And some at commission have questions about the findings. **PAGE 50.**

**THE GOLD STANDARD** □ Dan Gold has an uncanny knack of taking on any kind of an assignment and coming up with a winner. **PAGE 73.**

Broadcast Advertising . . . . .	40	Closed Circuit . . . . .	7	For the Record . . . . .	57	Profile . . . . .	73
Broadcast Journalism . . . . .	28	Datebook . . . . .	14	Media . . . . .	42	Programing . . . . .	36
Business Briefly . . . . .	8	Editorials . . . . .	74	Monday Memo . . . . .	12	Stock Tables . . . . .	71
Cablecasting . . . . .	33	Equip. & Engineering . . . . .	49	Open Mike . . . . .	18	Top of the Week . . . . .	21
Changing Hands . . . . .	46	Fates & Fortunes . . . . .	53	Playlist . . . . .	52	Where Things Stand . . . . .	55

# WTEV DELIVERS THE MOST VIEWERS IN THE PROVIDENCE ADI

The latest Nielsen\* Report, February-March, 1976, indicates that a greater average number of persons watch WTEV, than either of the other two stations in the area. For example:

Sunday through Saturday 9:00 a.m. to midnight		
<u>WTEV</u>	<u>Station X</u>	<u>Station Z</u>
115,000	106,000	105,000

And what's more, in this same time segment, WTEV led its nearest competitor by the significant average of 5,000 more men and women 18-49 — and they are prime prospects for the purchasing of your product. If you want to get results in this important market — you want WTEV.

\*Audience estimates subject to limitations published by Nielsen.

*Representative:* THE MEEKER COMPANY, INC.

# WTEV 6

Providence, R.I. • New Bedford-Fall River, Mass. • New London, Conn.  
Vance L. Eckersley, Manager

**STEINMAN TELEVISION STATIONS**

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

## Fallout

Spot TV sources estimate that at least \$30-35 million annually in spot revenues will be lost to stations if ABC-TV expands its network news by 15 minutes (see page 28). Station reps are convinced that if one network takes expansionary step, two others can't be far behind, enlarging siphoning of advertising to well over \$100 million.

As corollary, program syndicators also are upset about what some called "incursionary tactics" of networks. If 15-minute news segment is added, syndicators say benefits they gained from FCC's prime-time access rule will be significantly diminished.

## Rah for the old P&L

Broadcasting business may provide one answer to question of where financially hard-pressed colleges and universities can find revenue they need. Grinnell College of Iowa, which received FCC approval last week for \$12.9-million purchase of WLWD(TV) Dayton, Ohio, is not first educational institution to own commercial station. But it is believed to be first to buy one, and its action appears to have struck chord in others that, like Grinnell, are facing soaring costs with stock portfolios that aren't yielding returns they once did. Representatives of three colleges have talked to Grinnell officials about their new venture.

## Price of copyright

National Cable Television Association has begun system-by-system comparison between probable costs of copyright compromise it reached with Motion Picture Association of America (BROADCASTING, April 19) and of royalty schedules in copyright bill that Senate has passed. For all cable systems in Arkansas (which happens to be home state of Senate bill's sponsor, Democrat John McClellan) annual payments would be \$51,170 under Senate bill, \$48,292 under NCTA-MPAA proposal, NCTA calculates.

NCTA is preparing studies of other states in effort to dispel fears raised by Community Antenna Television Association which says NCTA-MPAA compromise, to which CATA wasn't party, threatens to impose excessive copyright burden (BROADCASTING, April 26).

## Down the road

Special committee of members of National Association of Broadcasters board, set up after last January's board meeting to explore sundry complaints

about NAB's alleged unresponsiveness to suggestions from directors who object to status quo, will report to executive committee at May 11 meeting in Washington. Gist of its recommendations is expected to be that NAB needs future planning.

Don Jones (KFIZ[AM] Fond du Lac, Wis.), radio board member and committee chairman, said main question facing NAB is: "What do we need to do to be effective in the 1980's?" He predicts major reform movement within association to result from committee's suggestions, which he says will be "constructive" and will reflect harmonious consultations with other members of NAB board.

## Hooks's future

Friends of FCC Commissioner Benjamin L. Hooks are urging him to consider possibility of taking over direction of National Association for the Advancement of Colored People to succeed retiring leader, Roy Wilkins. Prestigious NAACP job is attractive to Mr. Hooks, but rub is that it pays about \$2,000 a year less than \$39,900 he now makes as FCC member. Mr. Hooks's own eye is on FCC chairmanship if Democrat is elected President. Chairmanship pays only \$2,100 more than commissionership, but is better springboard for higher political office or lucrative private assignment.

Colleagues say Mr. Hooks is getting more aggressive in supporting minority causes at FCC to point that some say he is turning antibroadcasting.

## Unseen host?

MTM Enterprises, Los Angeles, highly successful in network production, is reported to be ready to test syndication market for five-a-week, hour-long, talk-variety series starring Lorenzo Music, who plays off-camera doorman on MTM's *Rhoda* series. MTM expected to sound out key station groups at CBS-TV affiliate meeting in Los Angeles this week.

## Air power

There's trouble ahead in AM radio as result of new allocations plan adopted by International Telecommunication Union. Plan involves reduced separations—9 khz as against present worldwide standard of 10 khz—and use of superpower of up to two megawatts, as against 50 kw limit in force in U.S. Implementation is scheduled for Nov. 23, 1978, and with number of AM stations outside Western Hemisphere expected to double, widespread interference with stations on U.S. East and West Coasts is considered likely.

## EEO at NAB

Affirmative-action plan for employment of minorities is to be announced soon by National Association of Broadcasters—which came under fire for lack of one at its recent convention (BROADCASTING, April 12). Plan will set no quotas but will call for yearly "audit" by NAB secretary-treasurer to appraise minority representation on payroll. Blacks now constitute about 15% of NAB staff, but none is executive.

Plan calls for creation of minority internships on NAB legal and government-relations staffs and for increased recruiting at black schools. NAB currently has opening for legislative counsel in government-relations department, is interviewing primarily black men and women.

## New class

Broadcasters will have substantial educational work to do in next Congress. As of last week record 10% of incumbents had announced they would not run for reelection. Political experts say at least another 10% who want to return will be defeated at polls. On Commerce Committees there could be major changes in Senate, with Chairman John Pastore retiring and prospective Chairman Vance Hartke (D-Ind.) facing serious competition in November election. In House new Chairman Lionel Van Deerlin (D-Calif.) is believed to be shoo-in for reelection.

## Old and new

National AM Stereophonic Radio Committee which was formed to recommend standards for new service is getting down to work. Steering committee will meet next week to rough out schedule. Field testing will begin next fall. Final report is expected to be ready for next year's annual convention of National Association of Broadcasters (March 27-30, 1977). Represented on committee are NAB, Electronic Industries Association and Institute of Electrical and Electronic Engineers.

## Help wanted

Randy Woods, associate director of Office of Communications at White House under Margita White, assistant press secretary and director for communications, is leaving to become vice president-public relations for Republic Steel, at Cleveland headquarters. He will nearly double his present \$36,000 salary. Mrs. White is looking for replacement.

**General Foods** □ One of television's top advertisers is seeking availabilities for third quarter on behalf of various products. Buys are expected in top-100 markets, with flights starting June 28 for 13 weeks. Benton & Bowles, New York, is zeroing in on women, 25-54, through buys in daytime and fringe periods and slots appealing to children.

**Coca-Cola** □ New commercial theme, "Coke for better times," will debut this week on network television on ABC, CBS and NBC. Spots have Bicentennial executions, including July 4 parade and picnic. Coca-Cola will drop "It's the real thing" motif it has used heavily for past seven years. TV continues as strong medium for Coca-Cola throughout 1976, though substantial magazine spending will supplement network and spot TV. McCann-Erickson, New York, wants to reach women, 18-49, and teen-agers.

**Midas-International** □ Midas Muffler, in preparation for heavy auto driving season, is putting in gear heavy spot-TV blitz. Schedule shows run in more than

100 markets from four to 19 weeks, depending on market, starting in mid-May. Wells, Rich, Greene, New York, is targeting men, 18-49, via commercials in fringe, prime-time and prime-access periods and within sports programs.

**Kimberly-Clark** □ Kleenex facial tissues by Kimberly-Clark are subject of sizable TV campaign in several flights. One begins May 24 lasting four weeks. Another flight starts July 19, also four weeks. Daytime, fringe and prime-time 30's are targeted to women, 18-49. Leo Burnett, Chicago, is agency.

**Union Carbide** □ Glad brand products will be featured in up to 40 major markets in two-week TV campaign beginning May 31. Daytime and prime-time 30's are geared to women, 18-49. Leo Burnett, Chicago, is agency.

**Western Auto Supply** □ Kansas City, Mo.-based retail chain will take off on 10-week campaign in long list of markets, starting in late June. Barickman Advertising, Kansas City, is targeting commercials toward men and women, 18-54.

**Orkin Exterminating** □ Spot-TV campaign for termite and pest control products is scheduled to start on May 31, running 10 weeks in about 140 markets. Kinro Advertising, Atlanta, is directing commercials toward men and women, 25-54.

**Glidden Paints** □ Spot-TV effort is being readied to run in 62 major markets, starting July 12 and continuing through Oct. 3. Commercials will be carried in some markets for seven weeks and in others for 11 weeks. Meldrum & Fewsmith, Cleveland, is seeking to reach men and women, 25-49, via spots in early and late news, prime access and late fringe periods.

**ITT Continental Baking Co.**

□ Company will promote Hostess snack cakes and Wonder bread, through Ted Bates, as major sponsor of new strip-barter talk-variety series called *Good Day!* Series, presently under title of *Good Morning*, is now running five mornings per week on wcvb-TV Boston, where it's produced. Two national minutes would be set aside by distributor Syndicast Services. Continental Baking takes four minutes per week, leaving six still to be sold; four minutes return to stations for local sale. Series has just been placed on market, with target date as fourth quarter of 1976 and designed to reach women, 25-49.



**Dodge Advertising Associations**

□ Record \$4.3 million has been allotted for spring and early summer campaign in print and broadcast media in more than 75 markets, with start dates staggered over next few weeks. Depending on market, promotion will last four, six, eight or 12 weeks, and is aimed at creating local awareness of dealerships and people who sell and service Dodge vehicles. Musical commercials stress "The Brotherhood at Dodge," adapted from Broadway hit, "How To Succeed in Business Without Really Trying." BBDO, Detroit, is seeking periods to reach total men and men, 18-49.

**Norwich Pharmacal** □ Several products will be featured on spot TV during third quarter, with flights scheduled to begin in late June and last for 13 weeks. Benton & Bowles, New York, will attempt to reach women, 18-34 and 25-54, through commercials in daytime and fringe periods in more than 100 markets.

**Anheuser-Busch** □ Budweiser beer (through D'Arcy-MacManus & Masius) goes into third year of partial sponsorship of *The CBS Radio Mystery Theater*, barter series running seven hours per week on 217 stations throughout U.S. Other network sponsors on board for series' third year are Buick division of General Motors (McCann-Erickson), True Value hardware (Home Products Marketing Associates), Allstate Insurance (Leo Burnett), Menley & James (Contact and Signoff, through Ogilvy & Mather Inc.), Ludens (R.K. Manoff), Goodyear (Wert Advertising), Carrier Corp. (N.W. Ayer), Singer Co. (Grey Advertising) and Allied Van Lines (Creamer, Colarossi & Basford). Sponsors cover five network minutes on each hour. Stations get show free and are accorded five minutes to sell to local advertisers counting adjacencies. Key stations include WOR(AM) New York, KNX(AM) Los Angeles, WBBM(AM) Chicago,

IN CHATTANOOGA,  
TENNESSEE  
WDEF-TV (M-F 4:30-6:00 PM)

# MERV GRIFFIN SHOW

IS # **1**

METRO RATING AND SHARE  
DMA RATING AND SHARE  
TOTAL HOUSEHOLDS  
TOTAL ADULTS  
TOTAL WOMEN

METRO RATING 20 SHARE 43

**MP** METROMEDIA  
PRODUCERS  
CORPORATION

485 LEXINGTON AVE., NEW YORK, N.Y. 10017  
TEL. (212) 682-9100 CABLE METPROEAST

Source: NSI, Feb., 1976



“Match Game PM” has New York’s biggest  
7:30 audience of 18-34 and 18-49 women...

More young women than any  
other prime access series...

In fact, more young women  
than any other series of any  
kind at 7:30...

I’d like to thank all  
our New York women.  
One at a time.



Goodson-Todman’s **“Match Game PM”**  
Distributed by Jim Victory Television Inc.

5 East 45 Street, New York 10017. Tel. (212) 686-8222.

Source: New York NSI,  
4 weeks ending March 31, 1976.  
Audience estimates are subject  
to qualifications of the rating service.

WCAU(AM) Philadelphia and WWJ(AM) Detroit.

**Sunshine Biscuits** □ Spot-radio campaign is being mounted to run in 35 major markets, primarily in eastern part of country, starting on May 19 and continuing for three weeks. SSC&B, New York, is focusing on women, 18-49, via 60-second spots within 10 a.m.-3 p.m. period.

**Morton-Norwich** □ NP-27 foot spray begins 13-week TV effort placed selectively in sports programs as 30's. Men, 18-49, are target audience. Benton & Bowles, New York, is agency.

**Airwick** □ Room deodorizer, Airwick Twins, continues staggered schedule in major TV markets with flight starting May 10 for three weeks in limited number of those markets. Daytime, fringe and prime-time 30's geared to women, 18-49, use theme, "Every home could use a set." Della Femina, Travisano & Partners, New York, is agency.

**C.F. Mueller** □ Spot-radio push pointing out use of macaroni for summer salads is set to begin in late May in 35 markets and will continue for four weeks. Needham, Harper & Steers, New York, is setting sights on women, 18-49, and seeks 60-second commercials within 6 to 10 a.m. and 10 a.m. to 3 p.m. periods.

**Swift & Co.** □ Longfellows frankfurters

## BAR reports television-network sales as of April 11

ABC \$249,018,700 (31.5%) □ CBS \$275,437,900 (34.7%) □ NBC \$267,137,300 (33.8%)

Day parts	Total minutes week ended April 11	Total dollars week ended April 11	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.	139	\$ 692,100	1,854	\$ 10,358,600	\$ 9,220,700	+12.3
Monday-Friday 10 a.m.-6 p.m.	1,020	12,424,500	14,484	174,154,600	151,384,300	+15.0
Saturday-Sunday Sign-on-6 p.m.	312	5,704,200	4,627	97,845,200	73,221,600	+33.6
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,859,100	1,472	43,223,800	37,083,900	+16.6
Sunday 6 p.m.-7:30 p.m.	19	797,100	320	14,097,100	6,378,700	+121.0
Monday-Sunday 7:30 p.m.-11 p.m.	416	30,956,600	5,973	397,846,100	367,312,400	+ 8.3
Monday-Sunday 11 p.m.-Sign-off	212	4,008,200	2,871	54,068,500	43,912,000	+23.1
<b>Total</b>	<b>2,218</b>	<b>\$57,441,800</b>	<b>31,601</b>	<b>\$791,593,900</b>	<b>\$688,513,600</b>	<b>+15.0</b>

Source: Broadcast Advertisers Reports

will be accented in spot-TV flight to be carried in limited number of major markets for nine weeks starting May 10. Wm. Esty Co., New York, is buying fringe, prime-time and children's programs to reach heads of households, 25-49, and children, 6-11.

**Seven Eleven Stores** □ Summer advertising for ice available at stores is

scheduled to begin May 31 for three weeks. News, weekend, sports and prime-time 30's will aim to reach men, 18-49. In-house division, The Stanford Agency, Dallas, handles creative.

**Lego Systems** □ Lego, toy maker with Denmark headquarters, is switching U.S. agencies. \$2.5 million account, mostly in TV, goes to SSC&B, New York, replacing D'Arcy-MacManus & Masius, New York. Company has opened office and distribution complex in Enfield, Conn., and plans to launch manufacturing facility in U.S. Products will be heavily advertised on TV for Christmas season.

**Pepsi-Cola** □ Soft-drink company (through BBDO), national sponsor of *Don Kirshner's Rock Concert*, is expected to return for fourth season next September when Mr. Kirshner's company moves distribution rights from Viacom Enterprises to Syndicast Services, New York. Other national sponsors with series in negotiation for fourth year are: S.C. Johnson Co. (Foote, Cone & Belding), Bristol-Myers (direct), Lever Brothers (J. Walter Thompson), Bic ball-point pens (Wells, Rich, Greene), Toyota cars (Dancer-Fitzgerald-Sample), Noxell (SSC&B), Warner-Lambert (J. Walter Thompson) and BASF tapes (Young & Rubicam). First major move by Syndicast is signing of NBC-owned stations in New York (WNBC-TV) and Los Angeles (KNBC-TV) to carry *Rock Concert* beginning next September in 1-2:30 a.m. time period following *NBC Saturday Night*, displacing independent WNEW-TV New York and KCOP-TV Los Angeles, which were carrying show at 11:30 p.m. time slot, putting it in competition with *Saturday Night*. Show contains six-and-a-half national sponsor minutes, with stations accorded 1 1/2 minutes for local advertisers.

# Live radio belongs on TV.

## Put yourself in this picture and find out why...

MARC VII is here, ready to go to work in your LIVE STUDIO. Not automation, but a manual assist technique that eliminates cartridge handling, unifies program control, reduces error, stops control-room confusion, and improves profits. Call or write today and we'll show you the better way.

*the best there is!*

# IGM

A division of NTI • 4041 Home Road  
Bellingham, Washington 98225 • (206) 733-4567

**KGF / KUTE**

*The Combination in the  
Los Angeles Area*

*The Black Community  
Oriented Station* **KGF**

*The Rhythm and Blues  
Album Station* **KUTE**

*Now Sold By*



*Minutemen*

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Edward J. Crane, vice president-marketing, Emery Air Freight, Wilton, Conn.

## Emery finds the broad reach of broadcast hits its special audience

John C. Emery invented the air freight forwarding business back in 1946. In the process he created a worldwide organization that by the end of last year had handled more than 41 million air shipments and produced revenues of more than \$1.5 billion.

Emery is a name synonymous with air freight. Often, customers ask about our aircraft. But Emery, as an indirect carrier or forwarder, does not own or operate aircraft—we use all the world's airlines, from giant international carriers to small air taxi operators, all dedicated to keeping freight moving swiftly and predictably, under the Emery blue label.

Surprisingly, Emery grew to its present position without the use of television and radio advertising. For years, Emery was the largest advertiser in the air freight field, initially in trade magazines and later in such publications as *Newsweek*, *Business Week* and *Forbes*. The switch to broader-spectrum publications as opposed to transportation trade books evolved with Emery's growth and the company's belief that its market was far wider than what would ordinarily be reached by appealing exclusively to traffic department executives.

We had sold a billion dollars worth of air freight service on our own terms and without the benefits of electronic advertising.

But then came change. By 1973, we recognized that competition was getting keener. Also, the market was stagnant, reflecting somewhat the poor world economy.

Our new agency, Della Femina, Travisano & Partners, recommended that we look into the electronic media as a means of making the impact our broadcast-based business required.

Whatever we were doing, we sure were doing it right in 1974. Our revenues zoomed from \$195 million in 1973 to \$237 million. But at the same time, there came the recession followed quickly by hard new competition and a worldwide cutback on air flights as aviation-fuel costs doubled. It was no easy job to keep freight moving when flights to so many areas were nonexistent and to do battle for every shipment in a stagnant economy.

Part of the answer was television and radio advertising. With slightly more than 200 salesmen to cover the world, it is hardly possible or even economical to call on the 100,000 decision makers who settle on Emery each year. There is no doubt the accounts that have the potential to spend a half-million dollars annually on air freight



Edward J. Crane is vice president for marketing of Emery Air Freight Corp. He joined the company in 1971 as director of sales; later he served as director of marketing. Emery Air Freight is based in Wilton, Conn., and operates 109 offices in the U.S. and abroad. It had revenues of more than \$200 million in 1974.

services are going to hear directly from Emery sales and marketing people. In fact, it's more than likely that John C. Emery Jr., president of Emery, will turn up to represent his company's interests at a would-be client's offices. We're a marketing-oriented company.

So early in 1974 we made the jump. We chose spot TV and radio, concentrating on the late evening news and special sports events where we believe our type of audience is concentrated. We also used local radio during morning drive time. In 1974 we worked in our larger markets—New York, Boston, Chicago and Los Angeles. The results were most fulfilling. When an Emery representative called a traffic manager cold, there was immediate recognition of our company and what we do. Shipments increased in these markets despite a general decline in air freight shipments nationally. By year's end and \$1 million later in electronic media, our shipments, along with our revenues, had actually increased.

In the fall of 1973 we produced and test-marketed our first television commercial. During this time, the U.S. economy was booming, and humorous spots were selected to reflect the somewhat relaxed state of our business. One of the side benefits we wanted to derive from our first attempt at television was to demonstrate to our employees that the company was firmly supporting their consistent efforts to service the air freight customer.

In the process we junked our humorous commercials in favor of more serious, hard-hitting ones. It was just not the time to be entertaining. Business was a serious thing. It still is. We're not trying to enter-

tain, we're trying to sell Emery Air Freight.

This year we plan to spend more than \$2 million in broadcast advertising. We now have a pool of six TV spots. They will be shown in New York, Chicago, Los Angeles, Philadelphia, Detroit, San Francisco, Boston, Cleveland, Dallas and Houston. Spots are also carried regularly on NBC's *Today Show*. And we're heavy into radio spots on a local basis.

We believe we get more advertising impact from a buck than most anyone else around. Our agency believes in saturation. The 11 o'clock news in, say, New York will find Emery simultaneously on all three network TV outlets. If you want news, you'll get Emery—no matter which channel you favor. We usually come in and come out of a market—four weeks in, six weeks out. We've insisted on selective buying rather than open buys. The knowledge that Emery commercials will be on at a certain time is a big morale builder for our local office people.

Our entry into broadcast advertising was followed by the entry of our competitors into the medium. Air freight, a relatively unknown product, has become a substantial source of income to the broadcast world.

Our most vocal competitor, Federal Express, mounted a campaign last year a la the Hertz/Avis struggle. Federal Express continually uses the name Emery, albeit not favorably. The result, according to Mr. Emery, is that his friends keep telling him how they saw his commercials. More often than not they're talking about Federal's commercials mentioning Emery Air Freight.

Our use of broadcast media has paid us an additional dividend on the one-hand-washes-another theory. Our shipment activity in the industry has expanded dramatically. Shipments of films and tapes have risen substantially as we emphasize our proved ability to move such items around more quickly, more predictably and probably more economically than any other transportation company. The technique of bicycling commercials and feature films between stations has been virtually perfected by Emery Air Freight. Proper trafficking can save production companies and agencies thousands of dollars in additional print costs.

We're very excited about broadcast advertising. It's proved its worth to us during the most competitive period we have faced in our three decades of constant growth. We're not about to give up print advertising but we do recognize when you're trying to sell a service nothing reaches a bigger audience faster than broadcast. It makes a lot of noise for the money involved.

# It's Happening



The freshest, brightest, most entertaining show in a long time begins this fall. Ninety minutes a week hosted by Peter Marshall. Peter is stepping beyond his "Hollywood Squares" role that has made him one of TV's best-liked personalities. He'll be doing the singing and dancing and all-around performing that have brought him raves in Las Vegas and night clubs across the country.

With big-name guest stars and top-rate production values, "The Peter Marshall Show" shapes up as a winner. It's first-run and it's available via barter.

No wonder major stations in major markets are rushing to sign up for "The Peter Marshall Show" and scheduling it in prime and choice fringe periods like these:

**In New York City on WNEW-TV**

**8:30 pm Saturday**

**In Los Angeles on KABC-TV**

**11:30 pm Sunday**

**In Chicago on WGN-TV**

**7:00 pm Saturday**

Already cleared in nine of the top ten markets. And in more than 50% of the country. To check on its availability for your station, call or write George Back.

**GROUP  
W PRODUCTIONS INC**

WESTINGHOUSE BROADCASTING COMPANY  
90 PARK AVENUE NEW YORK 10016 (212) 983-5081

# Datebook

■ indicates new or revised listing

## This week

**May 3**—FCC's deadline for comments on proposals to insure adequacy of New Jersey VHF service (Docket 20350). Replies are due May 24. FCC, Washington.

**May 3-7**—Annual meeting and symposium co-sponsored by the *Society for Information Display* and the *University of California at Los Angeles*. Keynote speaker will be Dr. James Hillier, executive vice president, RCA Corp. Among topics: advantages and limitations of contemporary color picture tubes; flat panel displays for TV and color broadcasting and video disk systems. Beverly Hilton hotel, Beverly Hills, Calif.

**May 4**—*National Association of Broadcasters* annual conference for presidents of state broadcaster associations. Speakers: Senator Hubert Humphrey (D-Minn.) and FCC Chairman Richard Wiley. Mayflower hotel, Washington.

**May 4**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Airport N.E., Madison, Wis.

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

**May 4-6**—Video Expo Chicago '76, second annual video users show. Included in agenda is one-day seminar on "ENG for the Broadcast Professional," presented by the International Industrial Television

Association in conjunction with Bell & Howell. Holiday Inn—O'Hare/Kennedy, Chicago.

**May 5**—Presentation luncheon for winners of George Foster Peabody awards, sponsored by the *Broadcast Pioneers*. Hotel Pierre, New York.

**May 5-9**—*American Women in Radio and Television* 25th annual national convention. Helen Thomas, chief of UPI's White House bureau, will be keynote speaker. Marriott hotel, Philadelphia.

**May 6**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn No. 1, Bloomington, Minn.

**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 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 7-9**—Northeast regional meeting of the *National Association of Farm Directors*. Holiday Inn, Quincy, Ill.

## Also in May

**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 10**—FCC's new deadline for filing comments on proposed rulemaking to allow captioning of TV programs for the deaf using vertical blanking interval (Docket 20693). Replies are now due May 25. FCC, Washington.

**May 11**—Radio Day of *The Advertising Club of Metropolitan Washington*. International Inn, Washington.

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

**May 11**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn East, Springfield, Ill.

**May 11**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hilton Inn, Albuquerque, N.M.

**May 11-14**—Electro '76. Bicentennial convention of *The Institute of Electrical and Electronics Engineers*. Hynes Auditorium and the Sheraton-Boston hotel, Boston.

**May 12**—*New York Women in Communications* Matrix Awards dinner. Edwin Newman, NBC News correspondent, will be speaker. Hotel Lexington, New York.

**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**—FCC's deadline for comments on proposed rule amendment to modify certain standards for cable TV systems (Docket 20765). Replies are due May 24. FCC, Washington.

**May 13**—Idearama, sponsored by *Radio Advertising*

*Bureau* for salespeople. Holiday Inn Casa Grande, Lubbock, Tex.

**May 13**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Airport, Moline, Ill.

**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 14-15**—The Gospel Radio Seminar of the *Gospel Music Association*. Airport Hilton, Nashville. Contact: Jim Black, seminar chairman, P.O. Box 912, Nashville 37202.

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

**May 17**—FCC's deadline for comments on rule amendment to require broadcast stations and cable systems to notify opposing candidates of gifts of time to any other candidate within 72 hours prior to election day (Docket 20764). Replies are due May 27. FCC, Washington.

**May 17**—Eighth World Telecommunications Day, developed by the *International Telecommunications Union* in co-operation with the *United Nations Educational, Scientific and Cultural Organization*. Theme this year is "Telecommunications and the Mass Media."

**May 17**—*Emmy Awards* presentation, carried live on ABC-TV (9-11 p.m.). From Century Plaza hotel, Los Angeles.

**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 18**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn West, Spokane, Wash.

**May 18**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Airport, Buffalo, N.Y.

**May 18**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Airport, Birmingham, Ala.

**May 19**—*National Radio Broadcasters Association* sales seminar. Speakers include Paul Putney, deputy chief for law, FCC Broadcast Bureau; Bob Wollam, management consultant and training specialist, Kalamazoo, Mich. O'Hare Hilton hotel, Chicago.

**May 20**—*Advertising Research Foundation* second mid-year conference. Hyatt Regency O'Hare, O'Hare International Airport, Chicago.

**May 20**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Airport, Salt Lake City.

**May 20**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Latham, Albany, N.Y.

**May 20**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Downtown-Motor Inn, Pensacola, Fla.

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

**May 20-21**—*Practicing Law Institute* program on "Legal and Business Problems of Television and Radio." St. Regis Sheraton hotel, New York. Enrollment:

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KFSN-TV (M-F 4:30-6:00 PM)

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TOTAL WOMEN  
TOTAL WOMEN 25-54

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Source: NSI, Feb., 1976

PLI, 810 Seventh Avenue, New York 10019; (212) 765-5600.

**May 20-22**—*Iowa Broadcasters Association* annual management conference. Speakers: Senator Dick Clark (D-Iowa), Representative Lou Frey (R-Fla.), Iowa Governor Robert D. Ray, William B. Ray, chief of FCC Complaints and Compliance Division. Hotel Fort Des Moines, Des Moines.

**May 21**—FCC's new deadline for comments on AM clear channel proceedings to allow 1-A clears to operate with greater than 50 kw (Docket 20642). Replies are now due June 25. FCC, Washington.

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

**May 24-27**—Annual convention, *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

**May 25**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Downtown, Jackson, Miss.

**May 25**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Country Village Motor Hotel, Phoenix.

**May 25-26**—Seminar on television and film lighting to be presented by E. Carlton Winckler, Imero Fiorentino Associates, Bradley University, Peoria, Ill. Information: Joel Hartman, Bradley University, Center for Learning Resources, 1501 West Bradley Avenue, Peoria 61625; (309) 676-7611, ext. 209.

**May 26**—*National Radio Broadcasters Association* sales seminar. Keynote speaker: Stephen P. Labunski, executive vice president, Merv Griffin Radio Group, Essex House, New York.

**May 27**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn West, Airport, Shreveport, La.

**May 27-28**—*Practicing Law Institute* program on "Legal and Business Problems of Television and Radio." Stanford Court hotel, San Francisco. Enrollment: PLI, 810 Seventh Avenue, New York 10019; (212) 765-5600.

**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.

■ **May 28-29**—*Alaska Broadcasters Association* meeting. Anchorage Westward hotel, Anchorage.

**May 30**—Tenth World Communications Day, co-ordinated in U.S. by the communications department of the *United States Catholic Conference*, Washington.

## June

**June 1**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Scranton Downtown, Scranton, Pa.

**June 1**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn North, Youngstown, Ohio.

**June 1-4**—*Canadian Cable Television Association* 19th annual convention and trade show. Four Seasons Sheraton hotel, Toronto.

**June 2**—FCC's new deadline for comments on proposed relaxation of TV tuning accuracy standard for channels 70-83 (Docket 20719). Replies are now due June 16. FCC, Washington.

**June 2-4**—*Communications Division of the Electronic Industries Association* seminar, "Electronic Communications: Industry Trends and Economic Directions." Dunfee's Hyannis Resort Center, Hyannis, Mass.

**June 3**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport-South, Philadelphia.

**June 3**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Riverfront, Cincinnati.

**June 3-4**—Fifth annual national *Publi-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; Jack Thayer, NBC Radio president; Vincent Wasilewski, National Association of Broadcasters president; attorney F. Lee Bailey and Senator Hubert Humphrey (D-Minn.) will be featured speakers. Marquette Inn, Minneapolis.

**June 3-5**—*Alabama Broadcasters Association* 30th annual spring convention. Admiral Semmes hotel, Mobile.

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

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

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

**June 6-9**—*Mutual Advertising Agency Network* annual meeting. Drake hotel, Chicago.

■ **June 6-10**—*North Carolina Association of Broadcasters* spring meeting. Southampton Princess, Bermuda.

**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 7**—FCC's deadline for comments on its inquiry to gather information on cable TV subscriber rate regulation process (Docket 20767). Replies are due July 7. FCC, Washington.

**June 8**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Jackson, Tenn.

**June 8**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Downtown-Plaza, Wichita, Kan.

**June 8-10**—*Armed Forces Communications and Electronics Association* 30th annual convention. Sheraton Park hotel, Washington.

**June 8-11**—Annual convention of *National Broad-*

*cast Editorial Association*. Mayflower hotel, Washington.

**June 9-10**—*Vermont Association of Broadcasters* convention. Hotel Jay, Jay Peak Ski Area in Northern Vermont, near Newport.

**June 10**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Coliseum, New York.

**June 10**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hyatt-Regency hotel, Knoxville, Tenn.

**June 10**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hilton Inn West, Oklahoma City.

**June 10-11**—*Arizona Broadcasters Association* spring convention. Little America hotel, Flagstaff.

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

**June 10-12**—*Montana Broadcasters Association* annual convention. Many Glacier Lodge.

**June 10-12**—*South Dakota Broadcasters Association* annual meeting. FCC Commissioner Benjamin Hooks will address the June 11 luncheon. 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 11**—*Federal Trade Commission* deadline for comments on proposed rulemaking to determine what warnings, if any, should be required in advertising of antacids. FTC, Washington.

**June 12-15**—*Television Programming 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.

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STATE \_\_\_\_\_

ZIP \_\_\_\_\_



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75 Castilian Drive, Santa Barbara Research Park  
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## Major meetings

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

**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.

**May 24-27**—Annual convention, *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

**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 16-18**—*Broadcasters Promotion Association* 21st annual seminar, Statter-Hilton, Washington. 1977 seminar will be June 12-16, Beverly Hilton, Los Angeles.

**June 20-23**—*NBC's* 50th anniversary meeting of TV and radio affiliates. Waldorf-Astoria, New York.

**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* 1976 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.

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

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

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

**April 17-20, 1977**—*National Cable Television Association* annual convention. Conrad Hilton, 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.

■ **June 14-18**—Cable television seminar for students, sponsored by *Texscan Corp.* and with *Jerrold Electronics Corp.* as co-host. Sheraton Motor Inn, Indianapolis. Information: Raleigh Stelle, Texscan Corp., Indianapolis 46219, (312) 357-8781; or Toni Barnett, Jerrold Electronics Corp., Horsham, Pa. 19044, (215) 674-4800, ext. 335.

**June 15**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Paducah, Ky.

**June 15**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn-Charleston House No. 2, Charleston, W. Va.

**June 15**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn N.E., Lincoln, Neb.

**June 15**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport, Slouss Falls, S.D.

■ **June 15**—Deadline for entries *Women in Communications Inc.'s* 1976 Clarion Awards competition for outstanding communication in areas of human rights, resources and the community. Radio and television are two of the seven categories to be judged. Information and entry forms: Clarion Awards, WCI, 8305-A Shoal Creek Boulevard, Austin, Tex. 78758.

**June 16-18**—*Broadcasters Promotion Association* 21st annual seminar. FCC Chairman Richard Wiley will be luncheon speaker June 16. Statler Hilton, Washington.

**June 16-19**—*Virginia Association of Broadcasters* spring convention. Mariner's hotel, Virginia Beach. Convention chairman: Larry Saunders, WTAR(AM)-WKZZ(FM) Norfolk, Va.

**June 17**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Motor Inn, Indianapolis.

**June 17**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn West End, Richmond, Va.

**June 17**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Royal Inn, Kansas City, Mo.

**June 17**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Inn, Des Moines, Iowa.

**June 18-19**—*Alabama AP Broadcasters Association* annual meeting and awards presentation. Rode-way Inn, Birmingham.

**June 19**—Annual election meeting of *Missouri Public Radio Association*. *KSPZ(AM)* Branson, Mo.

**June 20-22**—*New Jersey Broadcasters Association* 40th annual convention. Great Gorge hotel, MacAfee.

**June 20-23**—*NBC's* 50th anniversary meeting of TV and radio affiliates. Waldorf-Astoria, New York.

**June 22**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn North, Sacramento, Calif.

**June 22**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport, San Antonio, Tex.

■ **June 23-25**—*Maryland-District of Columbia-Delaware Broadcasters Association* convention. Sheraton-Fontainebleau hotel, Ocean City, Md.

**June 24**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport, Los Angeles.

**June 24**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Beaumont, Tex.

**June 24-26**—*Pennsylvania Cable Television Association* spring meeting. Seven Springs Mountain Resort.

**June 24-27**—*Rocky Mountain Broadcasters Association* annual convention. Jackson Lake Lodge, Jackson Hole, Wyo.

**June 25-26**—*Tennessee AP Broadcasters Association* annual convention. River Terrace hotel, Gatlinburg.

**June 26-29**—*Georgia Association of Broadcasters* annual convention. Lanier Lake Islands.

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## Case for high power

EDITOR: A dictionary definition of a "myth" is a belief whose truth or reality is accepted uncritically. Over the years, myths have abounded concerning operation by clear channel stations with power above 50 kw. Robert Greenlee, in a letter printed in the April 5 issue of BROADCASTING, repeats several of these myths.

Despite modern technological advances in other areas of telecommunications, there are still over 26 million American residents who do not receive a single adequate AM groundwave service at night. Additional millions travel in this radio desert which encompasses over half of the land area of the conterminous U.S. Clear-channel stations operating with higher power represent the only way to improve nighttime standard broadcast service to the millions who travel and reside in these "white" or "unserved" areas.

The FCC in 1961 purported to solve the problem by breaking down eleven clear-channel frequencies for use by class II-A stations. This approach, as forecast by the Clear Channel Broadcasting Service in 1961, has failed to even make an appreciable dent in solving the problem. There is no way to provide groundwave service to the "white areas," and only class I-A stations operating with power above 50 kw can improve skywave service to these underserved areas. Fifteen years after the 1961 "solution," class II-A stations operate on 10 clear channels and provide no skywave service at all and offer a first nighttime groundwave service to less than 2% of the total "white" area population. Contrary to Mr. Greenlee's assertion, further breakdown or duplication of clear channels would have similar dismal results and indeed would eliminate much of the skywave service presently provided by clear-channel stations to millions of Americans and forever bar any hope of improving service where needed.

Higher power for clear-channel stations is also essential for national defense needs and to overcome the effects of increased foreign interference. Clear channel stations meet a vital need in AM broadcasting by rendering the only AM nighttime

service (and the only choice of AM service) to listeners located in their skywave coverage areas.—*Joseph A. Kjar (KSLAM) Salt Lake City, president, Clear Channel Broadcasting Service.*

## The losers

EDITOR: Lead article in "Closed Circuit" (April 5) indicates U is beating V's in San Diego and indicating that this gives cable great talking point. Ignored in your item is the amount of viewing to outside stations which none of the local stations are losing!"

The FCC in its earlier days pooh poohed cable with the idea that outside stations would never get more than 6-10% of the viewing. When it is now up to 33.3% of total viewing at a given period, like access time, the loss to each station on an average basis is half again as much as it is now getting.—*David Baltimore, president, WBRE-TV Scranton-Wilkes-Barre, Pa.*

## In black and white

EDITOR: In the April 19 issue, BROADCASTING reported recent staff reassignments in an article entitled "Mr. Wiley rearranges his chess board at the FCC." None of the black Americans were pictured. I would appreciate it, as would many of your readers, if BROADCASTING would provide us with the opportunity to see who the black Americans were.—*Derrick A. Humphries, attorney, Common Carrier Bureau, FCC, Washington.*

(BROADCASTING's article included pictures of the three senior officials given new assignments in Mr. Wiley's shuffle: Werner K. Hartenberger, named general counsel; James R. Hobson, named chief of the Cable Television Bureau, and Roscoe E. Long, named chief of the new Policy and Rules Division. It did not run pictures of five individuals involved in a second tier of appointments that week: Lawrence Secrest, named deputy general counsel; J. Clay Smith, named associate general counsel; Jerold L. Jacobs, named deputy chief of the Cable Bureau; Albert J. Baxter, named assistant chief of the Cable Bureau, and Clarence V. McKee, named legal assistant to Commissioner Benjamin Hooks. The pictorial record is completed herewith.)



Secrest

Smith

Jacobs

Baxter

McKee

## BROADCASTING PUBLICATIONS INC.

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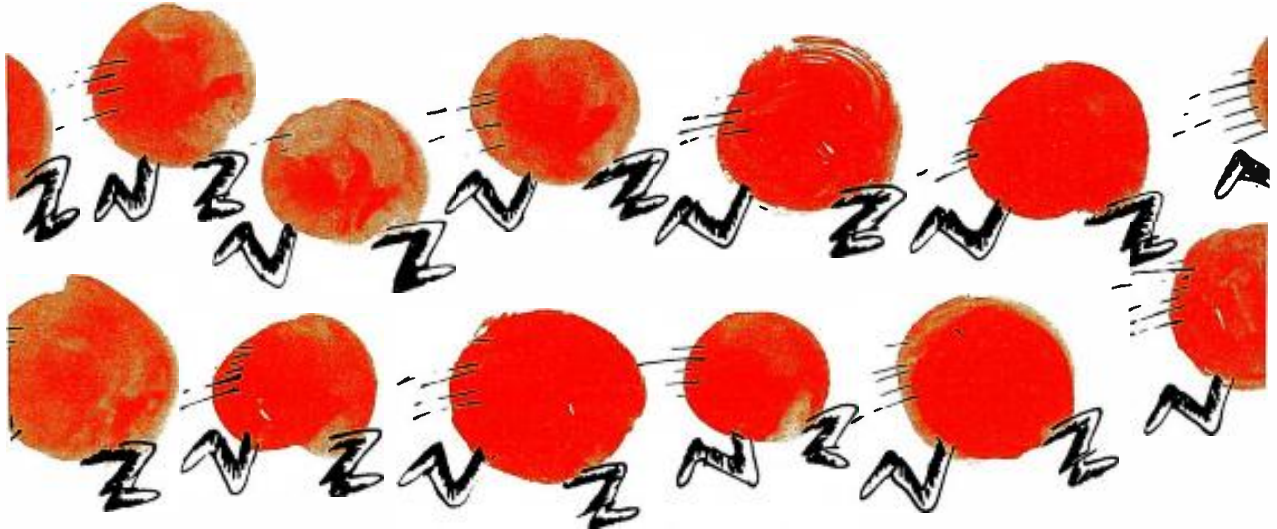
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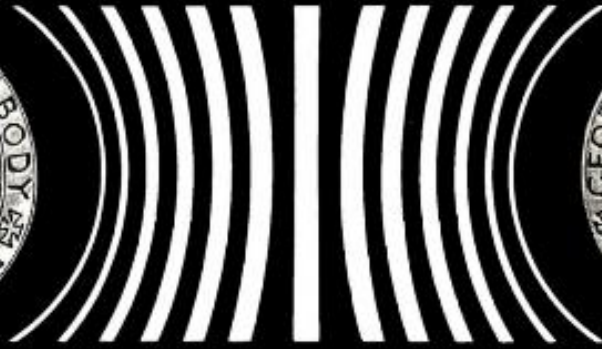
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CBS Owned radio stations WCBS New York and KMOX St. Louis have both been singled out for uncommon achievement.

WCBS put together a series of free, week-long seminars for parents, "A Life to Share," to explore critical areas of child development, with leading authorities as the guides. Portions of the seminars were broadcast. The Peabody citation calls it "one of the great radio public service efforts of the year."

KMOX awakened listeners, in its 16-part "Sleeping Watchdogs" series, to the dangerous laxness of regulatory boards supposed to protect the public but apparently more concerned with protecting the professionals they regulate. The Peabody citation hails this "outstanding series of innovative, investigative reports."

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CBS RAD 

## Top of the Week

### Will the upside go down in television?

**Or, will the upstart third network unseat the perennial first in the affections of the nation's viewers next fall, and in the pocketbooks of the nation's advertisers just a twinkling later? A growing number of broadcast executives think so; even most conservative say it's a horse race; that's prospect facing CBS as it meets affiliates this week**

In less than a year, the three eternal verities of television programming—that CBS would be first, NBC second and ABC third—have been called into question.

Lee Rich, the president of Lorimar Productions (*The Waltons* and *The Blue Knight*, both on CBS-TV), told the International Radio and Television Society last Thursday (April 28) that ABC-TV will finish first in the prime-time schedule ratings in 1976-77.

Richard Low, senior vice president and director of broadcast programming and purchasing for Young & Rubicam, the third-ranking advertising agency in broadcast billings, predicts that ABC will be number one in the fourth quarter of 1976.

Robert Levinson, vice president and director of network programs for BBDO, the fourth-ranked broadcast agency, also says ABC will be first in the fourth.

That does not mean, however, that the agency world has yet reached a consensus on ABC's unseating CBS. But even those who aren't sure it will be first are certain it won't be third.

Dick McHugh, senior vice president and corporate director of network relations and programming for Needham, Harper & Steers, gives CBS a "slight edge" over ABC, but says it will be "very close." So also say Joel Segal, senior vice president in charge of the network TV-radio division of Ted Bates, and Jack Otter, a former NBC sales chief now vice president and director of network programming for SSC&B.

Two others, at least, hold it "too close to call" between ABC and CBS: Stephen Leff, senior vice president of McCann-Erickson, and Louis Dorkin, senior vice

president and director of network programming for Dancer-Fitzgerald-Sample.

How right or wrong they are only time will tell. What's certain now is that it's a new ball game in television programming, and has been ever since Fred Silverman left the programming vice presidency of CBS to head ABC Entertainment. That was just after CBS Television's triumphant 1975 convention with its affiliates in Los Angeles' Century Plaza hotel. This year, beginning tomorrow (Tuesday), CBS-TV and its affiliates will be back at the same hotel (see story page 23), but with a new president, a new vice president for programming, a new West Coast programming chief and a new concern—how to hold off the ABC advance.

At NBC-TV, which has until June to face its affiliates in New York, there also is a new programming ball game, thanks also to the changes Mr. Silverman has wrought in the television picture. Last week, NBC

hired Irwin Segelstein, another old CBS programming hand, away from CBS Records to become executive vice president for programming for the television network. Paul Klein, who was brought back to the network earlier in the year as a schedule doctor, was named vice president for programs (see story page 22).

As far as Mr. Silverman is concerned, the action has only begun. Last week, in his 38th floor office in the ABC building in New York, he radiated confidence. "When in the history of ABC," he asked with a smile, "have agency guys ever predicted that our fall schedule would be first?" ABC, he believes, now has the momentum.

Beginning with the seven days ended Jan. 18, ABC won 11 second-season weeks in a row, and for the entire season (Sept. 8, 1975-April 18, 1976) it was the only network to show a ratings improvement over the previous year, jumping a full 15% while CBS was declining by 6%



**Heavy hitters in TV programming.** Mr. Silverman (at left), one year into ABC, has something to celebrate. Mr. Grant (top right), two weeks into the program vice presidency at CBS, has a slender lead to hang on to. Messrs. Klein (l) and Segelstein (lower right), the new program chieftains at NBC, have to come from behind.

and NBC by 11%.

It was that performance that precipitated the personnel and programing changes that will be in evidence during the CBS meeting this week. Robert Wussler is in for Robert Wood as president of the TV network. B. Donald (Bud) Grant is in for Lee Curllin as head of programing. Bill Self is in for Perry Lafferty as the West Coast production head. Theirs will be the principal necks on the line in the prime-time battle royal that kicks off next September, which most industry observers expect to be waged mainly between CBS and ABC. "ABC is doing better than it's previously done, and CBS is trying to re-establish its former position as the dominant number one," is the way Howard Eaton, senior vice president and broadcasting director of Ogilvy & Mather, explains CBS's executive-suite shake-ups.

"CBS is not where it was two or three years ago," said Y&R's Dick Low. "ABC is mounting a major challenge to CBS for the leadership position." Will CBS panic next fall and start yanking low-rated programs if ABC starts out ahead? "There'll be some motivation for that," Mr. Low said, because Board Chairman William Paley "doesn't like to be in the number-two position for one day, let alone an entire season. And his new president, Bob Wussler, is very aggressive."

In answer to that same question about quick hooks for losing shows, CBS's new programing vice president Bud Grant said, "If the series is a clear-cut total failure, and if our creative judgment tells us that the show is not being done well, then we know we'll have guessed wrong. But if we have confidence in a show, even if it doesn't break strongly, we'll stay with it."

But Lee Rich says that's just rhetoric. "The networks are so caught up in this terrible, terrible ratings race that they're going to be canceling shows so fast your head will whirl," Mr. Rich told the IRTS luncheon. "If a series doesn't make it in the first four or five weeks, it'll be gone from the schedule. I'm being asked to get my pilots ready, not for second-season, but for October and November."

Mr. Silverman, however, is ready with almost ironclad assurances that "unless the series is an absolute bomb on every level" he'll give it every chance to find its audience on ABC.

Despite his optimism about ABC's schedule, however, he's hedging his bets with a raft of what he calls "sensational" developments projects. Without prompting, he rattled them off: ABC Circle Films' *The Young Pioneers*, Warner Bros.' *Wonder Woman*, Lorimar's 60-minute family comedy, *Eight Is Enough*, MGM Television's *How the West Was Won*, a variety hour starring Paul Lynde, any of four sitcom possibilities from John Rich Productions, a gang comedy (like *M\*A\*S\*H*) from James Brooks and David Davis, a young-doctors melodrama from Martin Starger Productions, Columbia Pictures Television's *Feather and Father* (which was bumped from the fall schedule to make way for Universal's *Rich Man, Poor Man*), and sitcoms from Danny Ar-

nold (*Barney Miller*), Garry Marshall (*Happy Days*), Bud Yorkin (*Sanford and Son*) and Larry Gelbert (*M\*A\*S\*H*).

Bud Grant, of course, thinks CBS has the first-place schedule for 1976-77, and he disagrees with a widely held premise that weak development forced CBS to hang on to marginal shows like *Tony Orlando and Dawn* and *Doc*. "As a matter of fact," he said, "there are some pilots which didn't make the fall schedule that we're so high on we're pursuing them as possible January replacements." He does, however, acknowledge that *Tony Orlando and Dawn* and *Doc* displayed some weaknesses last season, which will result in substantial changes in both shows. "We're going to increase the budget of *Orlando* both above- and below-the-line to get top guests," Mr. Grant said. In addition, he continued, a regular comedy performer or two will be added to the show, and Telma Hopkins, one of the two women who make up "Dawn," and who is considered a potential Cher, will be given a lot more to do. And the show, which has older-audience appeal, according to Mr. Grant, will be given a new time period, the one opposite ABC's *Happy Days* and *Laverne and Shirley*, which harvest their biggest Niensens among kids and teen-agers. "It's classic counter-programing strategy," he said.

As for changes in *Doc*, the lead character "will operate more out of a free clinic, which will get him to interact more with young interns and street people," Mr. Grant said. And, as another instance, Norman Lear's *Good Times*, to be newly positioned next fall opposite *The Bionic Woman*, will drop the character of the father, played by John Amos, and focus more on the wisecracking J.J., played by Jimmie Walker.

These are specific examples, but, more generically, Mr. Grant said, "We're looking to broaden the appeal of every one of our returning shows—it's an ongoing process."

In development terms, Mr. Grant worries less about having large numbers of pilots on hand than "making the judgments beforehand about what our potential needs will be come January and then giving very specific directions to the creative community to program for those anticipated needs."

At NBC, "we're in strong need of more comedy and variety development," said new hand Irwin Segelstein, acknowledging that NBC has only four comedy series and one variety hour on its schedule next fall, compared to 14 sitcoms and three variety hours on CBS and eight sitcoms and three variety hours on ABC. This "special attention" to comedy, in particular, he said, will involve "my strong connections and friendships with a whole range of suppliers."

It's a long, long time, of course, between May and December, when today's predictions will be hindsights. Along with the eternal verities there is conventional wisdom, too, and it says that smart money doesn't bet against CBS. The question is: Will 1976-77 be the time to chance it?

## NBC reaches over to CBS Records, taps Segelstein for program post

**He'll be executive vice president; Klein will be vice president**

NBC-TV completed the realignment of its programing department by appointing Irwin Segelstein to the post of executive vice president, programs.

Mr. Segelstein, 51, a veteran of two decades as programing executive at CBS-TV and at Benton & Bowles, and for the last three years president of CBS Records, will report to Robert T. Howard, the president of NBC-TV. Mr. Segelstein in effect takes over the programing function of Mike Weinblatt, who stays on as executive vice president, with over-all responsibility for sales and, now, advertising and promotion, NBC said.

As part of this realignment, Paul Klein, who was hired two months ago as vice president for network marketing and planning (BROADCASTING, March 8), was named vice president, programs, a slot vacated by Marvin Antonowsky, who was removed by the network on March 26.

These moves were widely believed to have been necessitated by NBC's fall into third place during the 1976-77 prime-time season. "My priorities," Mr. Segelstein said at a news conference in New York on Monday (April 26), "will be to supervise the programs to go on next fall's schedule and to plunge into pilot development for mid-season and for the following season."

Mr. Segelstein began his broadcasting career as a production assistant at Benton & Bowles in 1947. For the next 18 years, he climbed the status ladder at the agency, using his job as a producer of commercials in the early fifties as a springboard for top executive posts: director of television programs, director of programing and vice president in charge of programing.

The last-named position was the one he held at Benton & Bowles when Mike Dann lured him away in 1965 to CBS, where he was made vice president, programs, New York.

When Fred Silverman took over as head of programing at CBS in 1970, he gave Mr. Segelstein the new title of vice president, program administration. "That title implies a lot of business-affairs deal-making," Mr. Segelstein said, relaxing in the high-backed chair in his office at CBS in New York. (He's in the process of cleaning up his affairs at CBS Records and will formally report to NBC on May 10, although he was scheduled to spend the April 30 weekend in Los Angeles with Mr. Howard talking to NBC's West Coast programing staff.) "But I didn't get involved in any of that stuff," Mr. Segelstein continued. "I basically ended up working on the programing schedules in all dayparts, from prime-time and specials to daytime and Saturday morning."

When hints of scandal prodded CBS

into firing Clive Davis as president of the CBS records division in 1973, Mr. Segelstein stepped in. Two years later, when ABC made Fred Silverman an offer he couldn't refuse, "I was approached by CBS, which asked me if I was interested" in the position of vice president for programs, Mr. Segelstein revealed at the news conference. "I said no. I chose to stay in the records division because there were some things I wanted to accomplish."

Mr. Howard said that Mr. Segelstein displayed "over-all executive and managerial skills" in his records-division post. "His impressive leadership of CBS records," concluded Mr. Howard, helped the division to "set sales and income records in 1975."

## CBS is first in the barrel for affiliate parleys in '76

**Wussler, Daly, Grant and others in new executive line-up will make maiden bows; ABC initiative toward 45-minute news, inroads on ratings supremacy key issues**

Some 450 executives of CBS-TV affiliated stations meet in Los Angeles this week for a two-day annual conference that will give most of them their first look at new fall programming and at the biggest array of new CBS-TV officers in recent memory.

Robert Wussler, who succeeded Robert D. Wood as CBS-TV president three weeks ago (BROADCASTING, April 19), will head a roster of new executives that also includes Robert Daly as executive vice president; B. Donald (Bud) Grant as vice president, programs; Michael Ogiens, vice president, daytime programs; Barry Frank, vice president, sports, and William Self, vice president, programs, West Coast.

The meetings will be held Tuesday and Wednesday (May 4-5), and one of the chief topics, though not on the agenda, is expected to center on speculation that an ABC move to expand its evening newscasts to 45 minutes may be imminent (also see page 28). CBS officials told the affiliates a year ago that CBS would not initiate any such move without their support but would have to match any expansion of the evening news initiated by another network.

The subject is also expected to be discussed by the CBS-TV affiliates board at a private pre-convention meeting today. It will join concern over ABC's rating advances as a principal convention topic.

Arthur R. Taylor, president of CBS Inc., will address the luncheon on Tuesday. CBS News Correspondent Walter Cronkite will address the one on Wednesday.

Charles B. Brakefield of WREG-TV Memphis, chairman of the CBS-TV Affiliates Advisory Board, will open the business sessions Tuesday morning, and John A. Schneider, president of the CBS/Broad-

cast Group, will introduce CBS-TV President Wussler.

After a report on CBS-TV's 1975-76 rating performance by Arnold Becker, director of network research, B. Donald (Bud) Grant, programs vice president, will introduce the 1976-77 schedule, with Oscar Katz, vice president, programs, New York, outlining plans for specials and with Mr. Ogiens, daytime programs vice president, and Jerry Golod, children's programs vice president, presenting details in their respective areas.

Plans for the fall promotion and publicity campaign will be presented Tuesday afternoon by John P. Cowden, vice president and assistant to the president, CBS-TV; Louis Dorfsman, advertising and design vice president, CBS/Broadcast Group, and Barrie Richardson, press information vice president, CBS-TV. A closed meeting of the affiliates will wind up the Tuesday sessions.

Reports are to be presented Wednesday by Frank M. Smith Jr., CBS-TV sales/vice president; Richard S. Salant, president of CBS News; Mr. Frank, the new sports vice president, and Tom Swafford, CBS-TV vice president, program practices.

In the concluding session, with CBS-TV President Wussler as moderator, affiliates questions will be fielded by a panel composed of Eleanor S. Applewhite, general attorney, CBS Inc.; Robert Daly, CBS-TV executive vice president; Jay Eliasberg, vice president, network research, CBS/Broadcast Group; Bill Leonard, Washington vice president, CBS Inc.; Carl S. Ward, CBS-TV vice president, affiliate relations, and Messrs. Cowden, Frank, Grant, Salant, Smith and Swafford.

New series in the CBS-TV fall schedule will be screened as part of the business sessions, which will be held at CBS Studio Center.

## AM, FM popularity overwhelms FCC; six-month freeze put on applications

A flood of AM and FM applications has caused the FCC to declare a "closed" season on the filing of any more. The commission says the shutdown will remain in effect for six months, beginning June 30, to give the staff an opportunity to cut into the backlog.

The FCC noted that, in its June 1975 order relaxing rules on AM applications to permit continued growth in that band, it said that pent-up demand might lead to just such a glut, and that it might have to declare "open" and "closed" seasons. With an increase of more than 600% in AM applications, the backlog has doubled, and the time for a "closed" season has arrived, the commission said last week. The backlog stands at 257.

What's more, the Broadcast Facilities Division, which handles AM applications, is also responsible for FM applications. And proposals for new or FM stations or major changes in existing outlets have

been growing at an even faster rate than those for AM facilities; the backlog includes 467 applications.

The only exceptions to the June 30-Dec. 31 hiatus:

- Proposals essential to continuing an existing service which cannot be accommodated on a "minor change" or Special Temporary Authorization basis.

- Mutually exclusive proposals filed in response to a cut-off notice.

- Applications to replace deleted facilities.

- Applications mutually exclusive with renewal applications.

## Upcoming at the FCC: a leaner calendar than it's used to

**EEO considerations, both broadcast and cable, are on May-July agenda**

The FCC has issued its calendar for the next three months. With a number of major items already behind it, the commission's May-July calendar is comparatively lean.

But there are some big issues, including an order embodying broadcast equal employment opportunity rules (June 9), the initiation of a cable EEO rulemaking (June 30), a proposed bill to bar obscenity on broadcast stations and cable television systems (June 2), and consideration of policy governing changes in radio formats (July 28).

Another key one involves the proposal to drop 83 short-spaced VHF channels into the top-100 markets. That will be considered on July 30.

The calendar of events of interest to broadcasters and cable operators follows:

- **May 4.** En banc open meeting with rating services.
- **May 10.** Hearing before House Oversight and Investigations Subcommittee.
- **May 12.** Cable television franchise fees.
- **May 13.** Consideration of statement on UHF impact.
- **May 14.** Continuation of hearing before House subcommittee.
- **May 18.** Alien ownership of cable television.
- **May 19.** Rulemaking of broadcast promos for commonly owned station in the same city.
- **May 20-21.** Panels on over-the-counter drug advertising.
- **May 25.** Radio operator licensing examinations.
- **May 26.** Network reruns and program logs.
- **June 1.** Monthly en banc meeting.
- **June 2.** Obscenity legislation.
- **June 8.** Cable TV subscriber rate regulation and reconsideration of repeal of cable TV leapfrogging rule.
- **June 9.** Broadcasting EEO rules.
- **June 10.** Revision of Part 74-Broadcast Rules and revision of *FCC Reports*.
- **June 16.** Broadcast ownership reporting.
- **June 17.** Petition-to-deny day.
- **June 22.** Future of spectrum management.
- **June 23.** Regional concentration of control in broadcasting.
- **June 30.** Cable television EEO.
- **July 1.** Cable television specialty stations.
- **July 6.** Definition of cable television system.
- **July 9.** Equipment approval program and non-duplication viewability standards.
- **July 14.** Additional VHF service for New Jersey.
- **July 15-16.** FCC budget review.
- **July 26.** Radio formats.
- **July 30.** VHF drop-ins.

# House blows whistle on Pastore blackout pronouncement

**Charge is made that senator apparently chose to make 'private deal' with NFL for voluntary continuance of now expired TV law**

The sports antiblackout bill was the subject of a shouting duel back and forth across Capitol Hill last week. But by week's end it was not clear whether the bill, stalled in House-Senate conference for four months, is alive or dead.

As far as Senate Communications Subcommittee Chairman John Pastore (D-R.I.) was concerned, the bill is dead this year. He told that to the Senate last Wednesday, saying House and Senate conferees "have reached an impasse," but that he had been assured by National Football League Commissioner Pete Rozelle that the NFL would live up to the spirit of the law for the next two seasons.

The sports antiblackout law required the four major professional sports leagues—football, baseball, basketball and hockey—to make their games available for home broadcast if they were sold out three days in advance. It was a temporary law that elapsed Dec. 31, 1975.

Mr. Pastore's pronouncement was greeted with "great regret and considerable surprise" by three in the House, who charged that Mr. Pastore had chosen, "apparently unilaterally," to make a private deal with the NFL. "It seems to us to be inappropriate, and insulting to the House, for you to pursue private meetings with the NFL during which you apparently suggested that the spirit of the law be continued," they wrote in a letter to Mr. Pastore Wednesday evening. All three—the new chairman of the Communications Subcommittee, Lionel Van Deerlin (D-Calif.), the old chairman, Torbert Macdonald (D-Mass.), and the ranking Republican on the subcommittee, Lou Frey (R-Fla.)—urged Mr. Pastore to hold Commissioner Rozelle's offer "in abeyance" had to "re-dedicate yourself to efforts to secure a permanent resolution."

Both houses passed bills last year to renew the antiblackout law, but a subsequent conference to resolve the differences between the two broke down before Christmas (BROADCASTING, Dec. 22, 1975). Although staff members from both sides met early last month ("Closed Circuit," April 19), the conferees have not gotten together since.

The House's letter had an impact on Mr. Pastore, but it didn't change his mind. "I can't be bludgeoned into acceding to a compromise which I think was far beyond our original intention," he said Thursday. He said the NFL's promise was "an accommodation," for which "they should

## In Brief

- **House Communications Subcommittee will begin hearings on cable television regulation May 17.** That word came from new subcommittee chairman Lionel Van Deerlin (D-Calif.), who met Friday with staff to lay out agenda for rest of year. Mr. Van Deerlin also met with Representative Robert Kastenmeier (D-Wis.) to talk about cable TV section of copyright bill currently being marked up by latter's Judiciary subcommittee (see page 54). Mr. Van Deerlin came away from meeting feeling certain copyright bill will not be referred to his subcommittee. Referral has been urged by some who want to stall cable section to death. Kastenmeier subcommittee is giving serious consideration to copyright proposal by National Cable TV Association and Motion Picture Association of America; there's nothing in that to make Mr. Van Deerlin want to bring bill to his subcommittee. Copyright markup before Judiciary subcommittee will reach cable section Friday (May 7).
- Author of half that MPAA-NCTA compromise—motion picture association's president, **Jack Valenti—was closeted with officials of National Association of Broadcasters** Friday afternoon, presumably in attempt to persuade them not to block any cable copyright agreement this year. Mr. Valenti, who could not be reached late Friday, is believed to have argued that broadcasters will be better off with compromise proposal, which incorporates at least some of points they've urged, as well as establishing general copyright payment principle—than with the bill at all.
- FCC granted \$2.8 million transfer of **KRON-FM** San Francisco from Chronicle Broadcasting Co. to subsidiary of Bonneville International Corp., broadcast arm of Mormon Church, and turned down petition to deny sale by Community Coalition for Media Change. Commission said CCMC only claimed church's tenets and doctrines prevent equal opportunity for blacks and women, did not allege specific acts.
- **ABC Inc.** scored major revenue gains in **first quarter of 1976**, with net climbing 38% on revenues up 25% over 1975. Results: revenues \$313,691,000, income \$9,731,000 (55 cents per share) in first quarter 1976, against \$250,893,000 and \$7,049,000 (41 cents) in 1975. Also on upswing:
- **Washington Post Co.**, parent of Post-Newsweek Stations Inc., which despite newspaper strike realized first quarter net up 191.9%, from \$1,306,000 (27 cents) to \$3,812,000 (84 cents), on operating revenues up 13.1%, from \$70,668,000 to \$79,960,000. Results include \$1.8 million gain from \$3.6 million sale of WCKY(AM) Cincinnati to Truth Publishing Co. (BROADCASTING, Jan. 19).
- **Capital Cities Communications**, up 35.9% to \$6,848,000 on revenues up 16.7% to \$46,207,000.
- **John Blair & Co.**, New York sales representative, station owner and printing firm, which reported net up 589% over 1975 first quarter—from \$100,000 (four cents) to \$689,000 (29 cents), on revenues up 24% from \$19,456,000 to \$24,163,000.
- **Cosmos Broadcasting**, Columbia, S.C., subsidiary of Liberty Corp., reported 54.1% increase in net, from \$512,000 to \$789,000, on revenues up 18.7%.
- Bill sponsored in California legislature by State Senator Arlen Gregorio (D-Menlo Park) would put **two-cents-per-carton tax on cigarettes** to provide between \$5-\$6 million annually for smoking prevention efforts. At least 90% of funds raised would go to mass media antismoking advertising.
- **CBS comments on Federal Trade Commission's proposed food advertising trade regulation rule** (BROADCASTING, Nov. 11, 1974) take issue on four grounds: that rule "assumes that the consumer is a human computer," able to assimilate statistics that would be required "in fleeting form in product commercials"; "applies arbitrary definitions to such terms as 'nutritious' and 'good for you'"; declares product ad would be ruled deceptive because amount of riboflavin was not disclosed, and has government agency designating content and language to be used in ads, even though advertising might be truthful. Network's 115-page filing aims to show that "no social, public or legal interest will be served" by proposed rule.





- **Lowell Thomas**, 84, iron man of network radio for 46 years, will retire from nightly series on CBS Radio Network May 14, to devote time to other interests including new and current TV series, skiing and Capital Cities Communications, broadcasting and publishing group in which he is largest stockholder. He started evening newscasts Sept. 29, 1930, was on both CBS and NBC first year, then on NBC alone for 15, then CBS alone past 30. Actually, he says, his first broadcast was on KDKA(AM) Pittsburgh 51 years ago "when Walter Cronkite was 9 years old, Harry Reasoner age 2 and most of the others now on radio and TV hadn't been born."
- **NCTA legal staff is back up to three** with appointment of **Frederick W. Finn**, staff attorney with FCC Cable TV Bureau, as assistant general counsel. He joins Stuart Feldstein, VP and general counsel, and John Kenny, who transferred to legal from congressional relations staff following resignations of Chuck Walsh and Sam Cooper, who entered private practice. Also announced: appointment of **J. Richard Munro**, group vice president, Time Inc., as chairman of NCTA's industry-wide equal employment opportunity committee, new unit pledged by Chairman Burt Harris after Dallas convention (BROADCASTING, April 12).
- License renewal applications of **WSAY(AM)** Rochester and **WNIA(AM)** Cheektowaga, both New York and both owned by Gordon Brown, have been designated for hearing. FCC acted on complaints filed by citizen groups, specified issues to determine effort stations made to ascertain community problems and to program to meet them, and whether nonentertainment programs were responsive to needs. Commission also will examine WSAY's EEO performance.
- Federal Trade Commission is looking into question of **whether General Tire & Rubber Co.**, owner of 16 AM, FM and TV stations, **violated antitrust laws** in connection with payoff to consultant in Morocco. FTC Commissioner Stephen Nye made disclosure two days before he left agency on Friday. At issue is whether payoff was aimed at hurting Goodyear Tire and Rubber Co. in its effort to establish business in Morocco. Allegation that General Tire was engaged in pattern of corrupt dealings abroad was made by Community Broadcasting of Boston, one of two applicants seeking RKO General's license for WNAO-TV Boston, in urging FCC to reopen record in hearing (BROADCASTING, Dec. 15, 1975).
- Former FCC Commissioner **Nicholas Johnson's** National Citizens Communications Lobby has sent **questionnaire to all presidential candidates**, incumbent senators and governors running for re-election, asking them for position on 10 broadcast issues. Sample: "Cable and pay TV should be encouraged as alternative, supplementary services for the audience rather than curtailed to protect broadcasters. FCC and community franchises should provide for rate regulation, public lease and access channels, and funding for community video centers. Yes or No."
- FCC has affirmed staff ruling that **showing of old Ronald Reagan movies on television raises equal-time issue**, even though majority of commission seems to agree that **decision makes no sense**. Commissioners Glen O. Robinson and Benjamin L. Hooks dissented on that ground. And Chairman Richard E. Wiley, in concurring statement in which he was joined by Commissioner James H. Quello, said ruling "seems absurd" but added that law leaves FCC no discretion in matter. Meanwhile, **President Ford** has written Adrian Weiss Productions waiving his equal-time rights to two films featuring his rival for Republican presidential nomination, on which ruling was sought—"Cattle Queen of Montana" (1954) and "Tennessee's Partner" (1955).

congratulate me rather than criticize me. . . . I don't have to ask a third party if it meets his interest."

The senator told BROADCASTING that "I'm willing to buy the law being permanent." That in itself is a major accommodation to the House side, that members there apparently did not know he was willing to make. Their information was that Senator Pastore was steadfast in his refusal to make the antiblackout law permanent. The Senate's bill would extend it just three years.

The real hangup, Senator Pastore said, is the so-called Frey amendment in the House bill that would limit the broadcast blackout zone around a town where a home game was not sold out three days in advance to 75 miles. Mr. Frey obtained House approval of that amendment because of reports that some stations find themselves included in a blacked-out territory even though they are as far as 120 miles away.

When the House and Senate staffs met in early April the House side offered to lengthen the 75 miles to 85 or 90 miles, but the Senate side says it has evidence that even with that there are at least 12 instances where stations outside the zone might be able to broadcast a blacked out game back into the blacked out territory.

"Apparently they're bent on accommodating Frey," Senator Pastore said. He is convinced Mr. Frey has a vested interest in seeing his amendment passed. Sports enthusiasts in Mr. Frey's district of Orlando, Fla., might stand to benefit from the amendment this football season when the new football franchise in Tampa gets underway. A Frey aide said, however, that Mr. Frey's constituents would not be helped if the blackout zone were increased to beyond 75 miles, as Mr. Frey has proposed.

An aide to the senator said Mr. Pastore will accept the Frey amendment if the zone limit is raised to 100 miles. That appears unacceptable, however, to the House. Mr. Pastore has said repeatedly that the Senate side would have to hold hearings on the amendment to determine with certainty what impact it would have on sports leagues.

Senator Pastore also charged last week that much of the trouble on the antiblackout bill is generated by the House side's staff. He blamed the House's letter last week on the staff, which he said is trying to "blackmail" him with bad publicity into accepting the House's bill.

In reply, Mr. Van Deerlin said: "It's time we talked." Mr. Van Deerlin became involved in this issue just last week, when he was elected new chairman of the subcommittee there.

Meanwhile, another of the Senate's conferees, Senator J. Glenn Beall (R-Md.), was openly promoting going back to conference on the bill. Senator Beall "doesn't want a duel with Pastore," a Beall aide said, "but he's indicated pretty clearly that he doesn't acquiesce in the decision" to let the bill die. The third Senate conferee is Commerce Committee Chairman Warren Magnuson (D-Wash.).

## Producers talk of frustrations of family hours

**Testifying in suit against FCC, NAB and networks, they say there were never any guidelines as to what they can or can't do**

The producers had their turn on the witness stand last week in their suit against the TV networks, the National Association of Broadcasters and the FCC over family viewing.

Three producers—Larry Gelbart (*M\*A\*S\*H\**), Allan Burns (*Rhoda*) and Norman Lear (*All in the Family*, *Maude*, etc.)—described their difficulties in trying to cope with the restrictions of the family viewing concept. Their problems were compounded, they said, by a lack of guidance from the networks.

A fourth producer, Danny Arnold (*Barney Miller*), said, however, that he had plenty of guidelines to contend with. In May 1975, he testified, ABC Vice President Alfred Schneider visited his Hollywood office and told him that under family viewing, there would be no more “damns” and “hells” on *Barney Miller*, which is aired on Thursdays at 8:30 p.m. Furthermore, Mr. Arnold said Mr. Schneider told him, there would be no more homosexuals, no more prostitutes, no more adult themes. It was 100% more difficult to produce *Barney Miller* under family viewing than in the preceding season, Mr. Arnold said.

Despite those orders, Mr. Arnold said, he went ahead with a program about a homosexual and with another in which a prostitute was featured, being told every step of the way that the shows would not air. They did, eventually, he said, but the anxiety, frustration and fear that ABC would reject the shows made him feel he probably won't try to buck the network again. “You can't fight city hall and win every week,” he said.

Mr. Gelbart testified that family viewing problems also began for *M\*A\*S\*H\** last May, when he was notified that four of 10 story outlines he had submitted to CBS had been rejected as unsuitable for family viewing. (The series was then broadcast Fridays at 8:30 p.m.; it's now slotted Tuesdays at 9.) Of the four rejected themes, one dealt with adultery, one with impotence, one with venereal disease and one was considered sacrilegious.

“I think self-censorship set in,” said Mr. Gelbart of his writers. “They began to question ideas we thought were good because of how they might be received by the network.”

Mr. Burns testified that when *Rhoda* was moved from its former post-family hours slot to 8 p.m. Mondays, he was told that as an established program, the series should have no family-viewing problems. But, he said, when he tried to mention birth-control pills on the show, he was im-

mediately challenged by the network, although a similar reference had gone through the year before.

Like the other producers for CBS, Mr. Burns said he had never received specific guidelines from the network. But he said another CBS producer, Ed Weinberger (*Phyllis*), reported that he had been told by the network: “What we're trying to do is not to offend the most up-tight parent you can imagine, watching with his children.”

Mr. Lear called the effects of family viewing an “intolerable climate of pressure and anxiety for creative people.”

Mr. Lear said that before family viewing, CBS had no guidelines either, but then he could tell network people not to get upset about any particular script in the first draft, because truly offensive ideas probably would disappear before air time. But since family viewing, he said, “we are told changes have to be made at once. And when you get a 38-page script with 30 pages clipped and each clip means they want something changed, you have a lot of anxious moments that add up into many man-hours of worry about things that probably won't make it to the end anyway.”

Mr. Lear's Tandem Productions is plaintiff in a separate suit against the networks and NAB, asking \$10 million for an ad-

verse effect family viewing is alleged to have on future syndication sales of his programs. Taking *All in the Family* out of the family hours “stigmatizes” it as unsuitable for family viewing and reduces its viability as syndicated product, he said.

Mr. Lear said that in April 1975 he was telephoned by Robert Wood, then president of CBS-TV, and told that unless he was willing to change the show, it probably would have to be moved out of family-viewing time. Mr. Lear said Mr. Wood told him that an analysis of the episodes of *All in the Family* for the preceding season showed two were entirely unacceptable for family viewing and that 20 or 21 others would have to be changed in theme or in language to be acceptable.

But, Mr. Lear said, when he met with Mr. Wood two months later to make “a last stab at preventing the move” of *All in the Family* to post-9 p.m., he was told that it was being shifted, but for “program reasons” to “shore up the Monday lineup.”

Jerry Parenchio, president of Tandem, testified that he had talked to Mr. Wood in April 1975 prior to Mr. Wood's call to Mr. Lear and was also present at the July meeting. He said he was “dumfounded” to hear that *All in the Family* was being moved solely to bolster Monday nights.

## FCC declines judgment on reimbursement deal in renewing WNCN and approving sale to GAF

**Commission won't open that can of worms, hands it to broadcasters**

Broadcasters are grownups and the financial reimbursements they are willing to make as part of an agreement to fend off a petition to deny is broadcasters' business—the FCC will not interfere.

That at least is the message being read into the commission's decision resolving the case in which two groups of listeners of WNCN(FM) New York initiated, and have now won, their fight to preserve the station's classical format. The commission last week in a unanimous vote renewed the station's license and approved its assignment to GAF Broadcasting, but without approving or disapproving the agreement settling the dispute. Under that agreement, WNCN, GAF and the WNCN Advisory Committee will pay the citizen groups some \$90,000 for expenses incurred in prosecuting their petitions to deny. Most of the money will go to a public interest law firm, Citizens Communications Center, and to a private attorney, Kristin Booth Glenn, of New York.

Officials said the commission has never chosen to pass on such a financial agreement. The implication for the future, they say, is that the FCC will be on weaker ground in challenging the reasonableness of reimbursement agreements.

The commission's decision was not the result of a lack of feeling on the matter, however. Commissioner James H. Quello called the reimbursement a “ripoff.” And

Chairman Richard E. Wiley and other commissioners felt the reimbursement was inordinately high. But Mr. Quello was said to have felt the matter should be left to the discretion of the broadcasters, while Mr. Wiley and others were unwilling to probe the reasonableness of the groups' expenses.

On the other hand, Commissioner Benjamin L. Hooks favored the agreement, reimbursement and all. He was not unwilling, as were the other commissioners, to say that the lack of approval of the agreement actually constituted approval.

The commission rationale was grounded in its policy statement on citizen group-broadcaster agreements. It holds that the commission will not “proscribe or prohibit” any agreement that does not violate commission rules or policy.

The case originated several years ago when Starr Broadcasting, the owner of the stations, said the outlet was losing money on classical music and planned to switch to a rock format. That brought on petitions to deny, filed by the WNCN Listeners Guild and Classical Music Radio for Connecticut. Starr's problems were further complicated when a Chicago group, Concert Radio Inc., filed a competing application for WNCN's facilities and proposed a classical format.

Starr decided to sell the station. GAF agreed to purchase it for \$2.2 million and operate it as a classical station. GAF entered into negotiations with Concert and the citizen groups, and reached the agreement on which the FCC passed last week.

# **WISN-TV WINS HALF OF STATE NEWS AWARDS**

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## There's a heap of persuasion between networks and longer news: if it weren't for the honor, the affiliates would rather walk

**Whether it's inevitable remains to be seen, but many among ABC's stations are out to erect solid front against expansion; CBS affiliates will make their views known this week; FCC waiver of prime-time access provision is part of the key; idea may not go away even if it falls this fall**

The question of longer network evening newscasts, although as yet only hypothetical, seems likely to dominate much of this spring's annual meetings of television network affiliates, starting with the CBS-TV convention this week (also see page 21).

Among ABC-TV affiliates, jolted by reports that ABC News planned a 45-minute newscast in connection with its hiring of Barbara Walters (BROADCASTING, April 26), opponents said last week they were putting up "a united front" and hoped the idea of expansion would be scuttled before the ABC affiliates' convention three weeks from now (May 24-27).

ABC-TV sources, while still insisting they had reached no decision to propose a longer newscast, said they thought they would come to a decision—either for or against—in time to tell the affiliates about it at their convention. They insisted they didn't know what their final decision would be. Well-placed ABC News sources, however, said that although it would probably be hard to introduce 45-minute newscasts this fall, they hoped they wouldn't have to wait until September 1977.

What happens at the CBS and ABC conventions is considered likely to determine how lively the longer-newscast question will be when NBC-TV affiliates convene—a month later than usual this year—on June 20-23.

In the past, CBS-TV officials have repeatedly told affiliates they would not take the initiative to lengthen network newscasts unless a majority of affiliates wanted them to—a condition by no means met in the past and, in the judgment of affiliate leaders, not met now. But CBS-TV officials have also always said that if one of the other networks lengthened newscasts, CBS-TV would have to do so, too—and promptly.

NBC officials have taken much the same position and indicated again last week that they still do. One suggested that NBC affiliates' attitudes have become more of "a mixed bag" than they used to be, but he added that "we're not ready to propose anything yet."

Several sources speculated that before

much headway toward a longer network newscast can be made, "a lot of it will have to be flown past the FCC," as one put it, because of the commission's prime-time access rules.

If a network schedules news in the 7-7:30 p.m. NYT period, affiliates in the top-50 markets cannot carry it, under PTAR, unless they carry a full hour of local news immediately preceding it.

To accommodate a 45-minute feed at 6:45-7:30 p.m. NYT, then, these stations' local newscasts would have to start no later than 5:45 and run at least to 6:45—in the central time zone, 4:45-5:45. As a practical matter, many affiliates feel, there would be no more than two network feeds—at, say, 6-6:45 p.m. NYT and at 6:45-7:30 NYT—and, barring some PTAR relief from the FCC, only the 6-6:45 or at latest 6:15-7 p.m. NYT feed would be practical.

That's all because of PTAR's Footnote 36, which wasn't designed, in itself, to force the hour news concept. Rather, it was designed to accommodate a reality of programming then in effect (in the days of PTAR I; the current rule is PTAR III). The FCC noted that a network affiliate carrying one hour of local news from 6 to 7 p.m. and then the network news at 7 could avoid any impact from the rule simply by sandwiching the network news at 6:30 between two half-hour segments of local news—"an order of presentation followed by some affiliates," the footnote added. In such a situation, said the FCC, "it should be a matter for the affiliate's judgment whether to present a continuous one-hour local news program from 6 to 7 or to bracket the network news with local news shows. Accordingly, we would grant a waiver upon an appropriate request."

That waiver authority is now built into the rule officially, which means that it would take a waiver in the other direction to avoid it. Commission officials say they have not considered the matter, even informally.

Aside from FCC considerations, station sources repeatedly observed that it would be almost impossible for any network to pick a time in which it would be harder than now to take 15 minutes away from affiliates. Because business is booming.

A leading station rep estimated, for example, that 15 minutes of early fringe time represents about \$2,300 in revenues for a large market station, \$750 for one in a medium sized market and around \$400 for one in a small market—on a weekly basis \$11,500, \$3,750 and \$2,000. Network compensation, by comparison, was estimated at about 15% (or less) of these

revenues. The station yielding 15 minutes to the network would, of course, save whatever its program costs for that quarter had been—provided it did not have to alter any outstanding program commitments.

Just what an extra quarter-hour of news time would represent in additional network revenues could not be accurately determined, although some affiliate estimates ranged up to more than \$25 million a year. ABC-TV sources estimated in another context that each additional rating point for *ABC Evening News* would be worth \$2.5 million to \$3 million a year; if applicable to that newscast's current rating level, a little over 10, current revenues would be \$25 million to \$30 million.

What ABC sources would say is that *ABC Evening News* is currently turning a profit and helping to offset the expenses of the ABC News division as a whole, which is running at a loss. Undoubtedly the same is true of the other networks' evening newscasts and their news divisions. Other sources said the latest ABC News projections, through 1978, did not anticipate a profitable year for the division during that period.

ABC News officials emphasized repeatedly that the idea of extending the half-hour *ABC Evening News* to 45 minutes originated more than a year ago, not in tandem with the multimillion-dollar hiring of Barbara Walters.

(They also denied reports that Miss Walters was hired on recommendations by the consulting firm of Frank Magid Associates, Marion, Iowa. They said some Magid studies for ABC News reached some bland conclusions—that the public considers the three networks about equal in newsgathering ability, for instance—but denied that Magid recommended the hiring of a female co-anchor or of Miss Walters specifically.)

The idea of adding 15 minutes rather than 30, they said, originated mostly with medium-sized stations that were doing 30-minute local newscasts and felt they could expand to 45 minutes and, with 45 minutes from the network, make a 90-minute package. Much the same rationale was cited by CBS-TV officials in discussing 45-minute possibilities in recent years. NBC-TV authorities have taken a similar tack, although some currently tend to think they might favor an expansion to one hour rather than to 45 minutes, if any expansion is proposed.

While some affiliates currently offering half-hour local newscasts say they could go to 45 minutes without trouble, others insist there isn't 45 minutes of news in their markets—much less, in some markets, the full hour that would be required if the network newscast ran past 7 p.m. NYT.

Aside from the prime-time-access problem, many stations figure they'd have to cut their 30-minute news to 15 minutes but say they don't want to do that, and in some cases cannot do it without violating explicit license-renewal promises to the FCC that they'll provide 30 minutes a day for the next three years.

Others, now doing 60 minutes of local



**Presidential freestyle.** Mr. Ford turned up on a number of Texas stations in the weeks before that state's primary last Saturday (May 1). He's pictured here while talking with 12 newsmen: (around table, from his left) Bruce Dodd, KEYH(AM) Houston; Ben Baldwin, KTRH(AM) Houston; Bernard Waterman, K TSA(AM) San Antonio; Frank Mortensen, KONO(AM) San Antonio; Roger Molder, KNOW(AM) Austin; Brenner Smith, KIXL(AM)-KRMH(FM) Austin; Jimmy Springer, KRYS(AM) Corpus Christi; R. Miller Hicks, KIXL-

KRMH: Ken Sullivan, KRYS: Don Watson, KRPC(AM) Houston; Gerald Dalton, KJET(AM) Beaumont, and Robert Richardson, KRGV(AM) Weslaco. The President met for a final interview last Friday in Dallas with correspondents from three Lubbock stations; KCBD-TV, KBLK-TV and KMCC(TV). Earlier, he had taped White House interviews with KDFW-TV and WFAA-TV Dallas, KHOU-TV Houston and KMOL-TV San Antonio. In Indianapolis, on April 22, he sat for an interview with WRTV(TV) and addressed the Indiana Broadcasters.

news, say they don't want to cut back to 45 or expand to 75.

In a sharply worded protest to ABC Inc. President Elton H. Rule, Westinghouse Broadcasting's Chairman and President Donald H. McGannon said a 45-minute network newscast would aggravate existing "inequities" in relationships between networks and their affiliates and "in most cases [would] result in a reduction in local news" (BROADCASTING, April 26).

Among those found in a BROADCASTING canvass to be most amenable—in some cases openly favorable—to a 45-minute network newscast, the chief concern was that they be allowed enough time to play off outstanding syndication commitments. This was true regardless of the network involved, and most of those sampled, especially in larger markets, said they would fight any network attempt to go to 45 minutes in September 1976 or January 1977, although several would go along in September 1977.

As one CBS-TV affiliate said, "I've always been an advocate of 45 minutes [of network], but only if we're given enough transition time. We need at least a year and a half for planning. At least 90% of the stations in the top-50 markets have had to move ahead on their prime-access buying. We've made enormous investments. If CBS announced it was going to 45 minutes this fall and wouldn't make 15 minutes optional, I'd cut my wrists and jump out the window."

Another broadcaster, affiliated with NBC-TV, also noted that "between 5 and

8 p.m. [NYT] all of us generate a lot of total revenues. A reduction in that is not to be lightly considered." But aside from the money, he said, he wouldn't want to reduce his local news, which he said is 60 minutes and highly successful, and also would rather see the network go to 60 minutes instead of 45—if it's going to expand at all—so that he would have a neat two-hour package.

But a lot of other questions also remain to be answered, he said, including scheduling, number of feeds and such qualitative considerations as the extent to which material in an expanded network newscast might duplicate national and international material currently being included in the longer local newscasts.

There inevitably was talk among affiliates of what trade-offs a network might offer in exchange for another 15 (or 30) minutes of news time. There was speculation that affiliates might be given positions in the network news for local sale, or whole segments for local sale with no cash compensation, or possibly some daytime period that is now programed by the network or—although nobody seemed to expect any network to do this voluntarily—that the stations might be given a block of prime time for local programming and sale, such as a two-hour block now filled by network movies or, another example, the 10:30-11 p.m. NYT half-hour several nights a week.

Leaders of the opposition among ABC-TV affiliates, however, were not talking about trade-offs or compromises or the

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possibility of accepting longer newscasts a year or more from now. Affiliates who were thinking that way, one said, were forgetting the inroads on station time that the networks have already made and "the certainty" that "if they get 15 minutes more, they'll take 30."

These sources said returns from a survey of the entire ABC affiliate body were showing "a united front" and opposition "almost to a man," and that when the results were all in, Tom Goodgame of KTUL-TV Tulsa, Okla., chairman of the affiliates board, would turn them over to ABC-TV officials to let them know where the affiliates stood.

Some affiliates individually were talking about refusing to clear the *ABC Evening News* at all if it is expanded. That development, if it happened, would seem to create opportunities for the Independent Television News Association, which currently feeds its 10 members a half-hour a day (at 6:15 p.m. NYT).

If "a real movement" developed, according to Reece Schonfeld, ITNA secretary, the association would have to create an earlier feed (probably at 5-5:30) that is

"not possible yet."

Mr. Schonfeld, asked whether he expected a sizable market to develop among disenchanting ABC affiliates, replied "I tend to doubt it." But he said ITNA still hopes to add three or four members when satellite earth stations are available in their markets (BROADCASTING, Jan. 19) and will go to a full-hour feed in about three months.

While critics of longer network news were outspoken in their hopes of blocking expansion, network sources took a more conciliatory tone. William Sheehan, president of ABC News, conceded that "we have to work with the affiliates—if they're not with us, we're just shouting in a barrel." An ABC network source said he was confident that "when we determine what we want to do and present it to the affiliates board and the affiliate body, we'll have their support."

An official of another network, speaking under cover of anonymity, went further: "Ultimately," he said, "when the move is made, affiliates cannot refuse—the hour has passed when they can refuse to carry network news."



## The supersalaried superstar: Eyebrows are up everywhere over Walters's high price tag

Editorial comment runs heavy against her \$1 million per annum; many worry about its effects on profession of journalism

A *Washington Star* editorial last week asked "why does news of a reporter changing jobs merit front-page stories in major newspapers and precious minutes of network time?"

Whatever the real reason may be, Barbara Walters's new job with ABC as co-anchor on the network evening news (BROADCASTING, April 26) has drawn reaction from the media and even from Capitol Hill. But the talk appears not to have centered on her breakthrough as a female co-anchor, but rather on her salary: \$1 million a year for the next five years.

Senate Communications Subcommittee Chairman John Pastore (D-R.I.) called the salary "ridiculous." During a Federal Trade Commission appropriations hearing, he said: "The networks come before my committee and shed crocodile tears and complain about their profits. Then they pay this little girl a million dollars. That's five times better than the President of the United States makes. It's ridiculous."

Fred Friendly, TV consultant to the

Ford Foundation and former CBS News president, said: "People are not interested in getting news from people making a million dollars a year. I don't think people will accept news from millionaires."

Sander Vanocur, syndicated columnist for *The Washington Post*, disagreed with him: "Listen, Fred. I don't think you or I or anyone else knows what people will accept news from. . . No one in this society gets paid a million a year unless someone else thinks he is worth it. . . Walters has not done anything to television journalism that it had not already done to itself." But Mr. Vanocur said that her new post carries responsibility; claiming that the line between TV journalism and entertainment "is already fuzzy enough; she should not contribute in any way to making it even fuzzier."

The damage is already done, however, in the view of Charles B. Seib, ombudsman and internal critic for *The Washington Post*: "We might as well face it. The line between the news business and show business has been erased forever. It was a mighty thin line at best, so not much has been lost." On the million-dollars-a-year salary, he wrote: "That's entertainment money—up there with the likes of Johnny Carson and Catfish Hunter and the rock

star of your choice." And as for all the questions about whether she'll succeed, he says "Tune in on the thrilling new soap opera, 'Barbara Walters, Barbara Walters,' soon to be seen on your local ABC outlet."

The *Chicago Sun Times* also feared an apparent "preoccupation with celebrities rather than with good solid reporting. News is always more important than the people who present it." CBS's Eric Sevareid agreed. As he put it in an on-air commentary on the *CBS Evening News*, "The trouble now in TV news is that the reporter has been forced to cross the line and has joined those who are constantly reported about." He noted that "Inescapably, this [television] is the most personal form of journalism. So the struggle has been to keep the packaging from dominating the contents of the package . . . and the intramural worry is that maybe the struggle has been lost."

Syndicated columnist Art Buchwald, in a column headlined by the *Washington Post* as "A Million-Dollar Baby Handling 5-and-10 Cent News?" describes a newsroom dialogue in which one protagonist remarks that "I think we're all missing the point. . . . The big question is whether the news for the next year is worth a million dollars."

Richard Salant, president of CBS News hopes that the Walters salary will have no impact on news budgets at his network "but it goes deeper than the question of budgets—we're talking about the scale of human values, about the role of the journalist in our society."

Phil Kerby, an editorial writer for the *Los Angeles Times* had a promising note for Miss Walters: "Nowadays, however, news is mostly disaster, and as for the snippets offered on television, I'd rather get my disaster quotient from Barbara than anyone." Yet he noted that her new job and salary no doubt made "several picky people in the news business angry."

For an NBC News executive who asked not to be identified the whole Walters matter may provide a lesson for the future: "We have all learned a lot from this painful and embarrassing experience, and that is that we can't do business with journalists as we would with Redd Foxx. It is important to deal on a professional basis with journalists so that the inmates don't end up running the asylum."

**Mr. Pastore's dim view of Miss Walters' salary:**

"The networks come before my committee and shed crocodile tears and complain about their profits. Then they pay this little girl a million dollars. That's five times better than the President of the United States makes. It's ridiculous."



**Another mover: Moyers jumps to CBS News**

**Public television newsman switches to commercial network; he'll anchor monthly 'Reports'**

Bill D. Moyers, for five years "public television's leading journalist" by WNET(TV) New York's own description, will join CBS News as anchorman and chief reporter for *CBS Reports*.

Mr. Moyers, press secretary to President Lyndon Johnson, succeeds Dan Rather, who left *CBS Reports* for a co-editor assignment on *60 Minutes*. Mr. Moyers's appointment is effective June 1 and his broadcasts begin in the fall.

In the last bidding round of Public Broadcasting Service's station program cooperative, only about 14 of the 160 licensees voted to renew *Bill Moyers's Journal*, his regular public affairs series. The producers were said to be asking \$759,000 for six episodes, making it among the most expensive public affairs programs on public TV. Also under consideration for PBS next season was *Front and Center*, a proposed series with columnist George Will and Mr. Moyers—that plan is most likely to be dropped now. Mr. Moyers also appeared on public television's *USA: People and Politics*, a public affairs program set to run through the November elections.

While he was correspondent at WNET and editor-in-chief of the *Journal*, Mr. Moyers received three Emmy Awards from the National Academy of Television Arts and Sciences, the Ralph Lowell Award from the Corporation for Public Broadcasting and an American Bar Association Certificate of Merit.

In response to a laudatory farewell statement from WNET President John Jay Iselin, Mr. Moyers said, "I have had five of the most satisfying, creative and happy years of my professional life in public television and I feel about leaving here the way I felt when I left home at 18: It's necessary, but it hurts."

**The other woman on '60 Minutes' is Sylvia Chase**

**She and Charles Osgood will sub for Rather and Wallace in summer**

Correspondent Mike Wallace partially let the cat out of the bag on the April 15 edition of CBS-TV's *60 Minutes*: A woman will co-host the program in the summer months. In an on-air response to a letter from a self-proclaimed "radical feminist" who had asked why there weren't any women on the show, Mr. Wallace noted first that Shana Alexander, featured in the "Point-Counterpoint" segment of the show, is a woman, and that the letter-writer would have to "wait until summer" for another female to appear.

CBS announced last week that the other woman is Sylvia Chase, currently anchor-woman for *Magazine*, a *60 Minutes*-style bimonthly daytime program. Joining her will be Charles Osgood, described by CBS News as a "feature maven." They will be substituting for Mr. Wallace and Dan Rather, who will be vacationing and covering the political conventions. Morley Safer will remain with the show in the summer.

*60 Minutes* will be pre-empted on at least five Sundays in the summer months for pre-convention and convention specials and for a July 4 Bicentennial special.

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## ABC, CBS each take two OPC honors

### Ross citation goes to WBBM-TV's Kurtis

The broadcast media will pick up five of 15 awards for journalistic achievement given by the Overseas Press Club, New York, to American correspondents for reporting and interpreting news of international scope. Presentation of awards will be made today (May 3) at an annual awards dinner in the Biltmore hotel, New York.

The television spot news award will go

to CBS News for the "Back from DaNang" report by correspondent Bruce Dunning, cameraman Mike Marriott and soundman Mai Van Duc. The television interpretation or documentary award will be given to the ABC News team of Howard K. Smith and Bill Seamans for *Robin: Action Biography*.

The radio spot news award will go to CBS News for coverage of the fall of Vietnam and Cambodia by correspondents Ed Bradley, Peter Collins, Bruce Dunning, Brian Ellis, Murray Fromson, Bill Plante, Bob Simon, Richard Threlkeld and stringers Eric Cavaliero and Mike Snitowsky.

The radio interpretation award will be

given to ABC News, for "Scenes from a War," and to CBS News, for "America in Vietnam." The ABC team comprised Charles Arnot, Steve Bell, Lou Cioffi, John Grimes, Peter Jennings, Ted Koppel, Mike Stein and George Watson. The CBS team comprised Morton Dean, Mr. Fromson, Bill Plante, Mr. Threlkeld, Marvin Kalb, John Laurence, Ike Pappas, Robert Pierpoint and Jonathan Ward.

The Madeline Dane Ross citation will be given to Bill Kurtis, WBBM-TV Chicago, for his *Vietnam Reports*, "reflecting concern for humanity in international reporting."

## A WEEK OF ENGLISH TV PROGRAMS

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Thames Television will showcase, for the New York audience, programs that deliver 50% plus of all sets in use in metropolitan London. Supporting this unusual presentation will be an extensive promotional campaign in national circulation magazines, daily newspapers, on radio and TV.

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Thames Television's international award-winning programs are broadcast by England's Independent Television Network. Its most recent American successes include *Jennie: Lady Randolph Churchill*, (nominated for six Emmy Awards), *Emmy Award winner The World at War* and the new *Destination: America* series.

The unique appeal of this unusual program format will attract not only a substantial segment of the New York metropolitan audience, but also those viewers throughout the North East who view WOR-TV on more than 220 cable systems.

Time buying opportunities are available to advertisers during this week. A special rate card and more details can be obtained from Thames Television (NY) Inc., 1370 Avenue of the Americas, New York 10019, (212) 245-4680.



## CIA admits help from 25 in U. S. media, but won't give any names

### Senate committee expresses fear credibility of American newsmen, organization is being threatened

The Central Intelligence Agency continues to use more than 25 American journalists and employees of U.S. media organizations, according to the report the Senate Intelligence Committee released last week.

No names of journalists or employers are given because the CIA refuses to give names to the Senate. So it is impossible to tell if any are broadcasters. But many of them are in executive positions at American news organizations according to unnamed Senate staff sources in an interview with the *New York Times* last week.

In February, CIA Director George Bush issued a statement saying the CIA would cut off "any paid or contractual relationship with any full-time or part-time news correspondent accredited by any U.S. news service, newspaper, periodical, radio or television network or station." The CIA told the Senate committee there were about 50 journalists on its payroll at that time.

The key word in that statement is "accredited," which the CIA told the Senate committee applies to individuals "formally authorized by contract or issuance of press credentials to represent themselves as correspondents." That dictate apparently does not apply to many American freelancers or to executives who do not report.

Although the CIA would provide no names, the committee outlined four categories of journalist-CIA relationships. The first involved members of staffs of general-circulation U.S. news organizations. Only two individuals in this category were being paid as undercover contacts by the CIA in February. Both relationships are being cut off by the CIA. The second involved members of staffs of small-circulation U.S. publications. There are less than 10 of these.

The third is the largest group and includes freelancers and stringers for news services, magazines and newspapers. Most are bona fide writers; a few are CIA agents



under cover. The fourth involves journalists who volunteer information to the CIA over the lunch table or over the telephone. None in this group is paid for information.

The Senate Intelligence Committee said in its report that it is concerned that the use of American journalists and organizations for clandestine operations is "a threat to the integrity of the press." It recommended enacting a law prohibiting the CIA from using any individual who writes, edits or sets policy regularly for a U.S. news organization.

The committee was also concerned about what it called propaganda "fallout" in the U.S., that is, CIA-manipulated news stories that filter back into this country. It said "where a CIA propaganda campaign causes stories to appear in many prestigious news outlets around the world... it is truly impossible to insulate the United States from propaganda fallout."

Along that line the committee report notes several examples of books the CIA produced or subsidized that had impact both abroad and within the United States. One, a CIA-produced book about a student from a developing country, was published by the European outlet of an American publishing firm and condensed in two major U.S. magazines. CBS commentator Eric Sevareid reviewed the book, the report says, and "spoke a larger truth than he knew when he suggested that 'our propaganda services could do worse than to flood [foreign] university towns with this volume.'"

It went on to say that Americans cannot be insulated either from the propaganda other countries place in international media. "It is clear, however, that the strongest defense a free country has from propaganda of any kind is a free and vigorous press that expresses diverse points of view. Similarly, the most effective way for this country to respond to the use of propaganda abroad is to permit American journalists and news organizations to pursue their work without jeopardizing their credibility in the eyes of the world through covert use of them."

### Journalism Briefs

**And on the floor.** Team of four floor reporters for NBC News has been selected for both Democratic and Republican national conventions this summer. Named were: Tom Pettit, Washington correspondent; Catherine Mackin, congressional correspondent; Tom Brokaw, White House correspondent and *NBC Saturday Night News* anchorman, and John Hart, Washington correspondent.

**Information, please.** Bicentennial information for broadcast and print journalists on activities planned in Washington during July 4 weekend will be provided by American Revolution Bicentennial Administration. Information center has opened at 734 Jackson Place, N.W., at Lafayette Square in Washington.

## White House aide describes data needed to make policy on cable

**MacAvoy says probable effects must be appraised before deciding on extent of cable de-regulation**

Paul W. MacAvoy, a member of the President's Council of Economic Advisers and head of the Domestic Council's regulatory reform group, has filled in some of the gaps he left last month in saying that group lacked the research data needed to propose plans for de-regulating cable television—a project on which it embarked early last fall.

Mr. MacAvoy had told reporters at the White House on April 8 that he had "no idea as to what would happen to service in any particular city as a result of cable de-regulation." And he said he must know before he could develop a defensible program (BROADCASTING, April 12).

He did not discuss the specific kinds of studies he feels are needed. That he left for the speech he delivered on April 22 to a Telecommunications Policy Research Conference sponsored by the FCC and the Office of Telecommunications Policy at Airlie, Va.

Mr. MacAvoy noted there has been no recent study of the effect of unlimited distant-signal importation on cable penetration and profitability, and no research on the question of what effect cable in mid-size and large markets would have on local origination.

He also said the available evidence does not indicate which stations will be most strongly affected by unlimited distant-signal importation. Nor does it suggest, he said, how broadcasters will respond to competition from cable. (For one thing, Mr. MacAvoy said, such competition would tend to make the programming of stations "more truly local.")

Accordingly, he said, several new studies are needed. He suggested an update of a 1971 study by Rolla Edward Park of the Rand Corp. estimating the effect of additional distant signals on cable penetration. He said it would be particularly useful to have an analysis of the impact of cable on broadcast based on actual data.

Studies dealing with the question of lost service are also needed, Mr. MacAvoy said. He said the actual reduction in the number of stations on the air as a result of earlier changes in FCC policy governing distant-signal importation has not been estimated. For that matter, he suggested, the increase in homes receiving over-the-air signals as a result of changes in commission policies governing television broadcasting has not been estimated either.

The speech came as something of a surprise to the economists who heard it

and who know Mr. MacAvoy—and who apparently had not been aware of his earlier comment on the need for additional research. Mr. MacAvoy had indicated early in the regulatory reform group's work on cable that the job of proposing de-regulation could be handled within reasonable time limits.

As a result, there were among the conferees at Airlie, as there were among the reporters who questioned him at the White House in April, those who felt that politics had played a part in the decision to postpone for the foreseeable future administration plans to submit to Congress in this election year anything as controversial as cable de-regulation legislation.

Mr. MacAvoy and others in his group have denied that politics was a factor—Mr. MacAvoy by citing the research projects he feels must be completed.

However, in his speech at Airlie and in responding to questions from the floor, he made it clear he was aware of the sensitive nature of the problem involved in simply removing the FCC's cable rules and permitting consumers to express their preference between cable-television and television service.

The argument, though "attractive," must be handled with care, he said. "The difficulty lies in the public goods aspect of TV. Substitution of CATV for broadcast TV involves changes in a payments mechanism and qualitative changes in services provided."

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the correct balance," he said, that aspect of the problem has received "some theoretical attention" but no empirical study.

Who should undertake the study projects he says are needed? Mr. MacAvoy said the burden of providing the answers he says are needed rests with the "advocates of reform," and added: "It is necessary to identify and wherever possible quantify the effects of a proposed change in the first five years, which the literature on telecommunications regulation has not yet done."

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## NAB, ABC want cable portions of copyright revision bill to be excised

**Comments to Kastenmeier group contend MPAA-NCTA proposal does not recognize realities that have emerged with pay cable; pro hockey league fears idea could leave sports out in cold**

There were not many comments filed with the Kastenmeier subcommittee on the cable television-motion picture industry agreement on copyright (BROADCASTING, April 19), but those that were filed were generally unfavorable.

Both the National Association of Broadcasters and ABC urged Representative Robert Kastenmeier (D-Wis.), chairman of the House subcommittee with jurisdiction over the omnibus copyright revision bill (HR 2223), to remove the cable sections of the bill for further analysis. The same was urged by a cable group, the Ad Hoc Committee of Concerned Cable TV Operators for a Fair Copyright Law, in a letter to Mr. Kastenmeier last November, and again in a letter this month to Lionel Van Deerlin (D-Calif.), the new chairman (see page 42) of the Communications Subcommittee.

ABC claimed the concept of a compulsory license for cable was developed in the context of traditional community antenna television systems. The present copyright bill fails to come to grips with the public interest problems associated with pay cable services, ABC said. Using Stanford Research Institute data, ABC argued that the pay television medium will have available close to \$900 million for program acquisitions by 1985—close to the \$1.1 billion that was paid in 1974 for all program acquisitions by the three networks. The pay television industry therefore will have the economic capacity to outbid broadcast television for film product, contended ABC, yet the copyright bill ignores such a development. "The Motion Picture Association of America-National Cable Television Association pro-

posal is a possible solution for a 1955 problem," said ABC.

ABC urged the House to consider the antisiphoning resolution introduced by Representative Charles Thone (R-Neb.) as a part of the cable section of the copyright bill (BROADCASTING, Oct. 20, Nov. 17, 1975). If the antisiphoning resolution was to become law, said ABC, "the enactment of compulsory license copyright legislation could not be misconstrued as being intended to stimulate pay television in a manner inconsistent with the public interest."

NAB also pointed to the growth of pay cable in questioning the present copyright bill. "Any legislation in the cable copyright area should recognize the possibility of a cable/pay cable industry without any regulatory restrictions, competing completely in the communications marketplace with broadcasters, and should fully accommodate itself to the possibility of such changes," said NAB. The best solution to the cable copyright issue, NAB held, is for fees for distant signals to be set by negotiations between all relevant parties. NAB went on to say that it could see "no real difference" between pay cable programming and the imported programming of distant broadcast stations.

"The MPAA-NCTA proposal invites the FCC to cast aside regulation of distant signals and pay cable in favor of allowing the royalty tribunal to adjust charges for such abdication," said NAB. The copyright bill should clearly differentiate between cable copyright liability at present and any such liability should the regulatory or legislative climate change, said NAB.

Should the House subcommittee be unwilling to accept NAB's proposal for separate negotiations for copyright fees, NAB offered certain modifications to the MPAA-NCTA plan. It would include the right of broadcasters to sue cable systems for rule violations; make clear that a small system exemption applies only to individually owned systems and not larger systems that may own controlling interests in small operations; ban all deletion of originally broadcast commercials, without qualification; eliminate provisions for freezing the rate schedule of cable systems outside any TV market; apply full marketplace copyright liability to any additional distant signals permitted for cable carriage by future FCC rule modifications, and apply full marketplace copyright liability to all distant signals carried by systems transmitting pay cable programs, if the FCC weakens or eliminates its pay rules.

NAB urged that the cable section of the copyright bill be held in abeyance pending the establishment of a cable regulatory policy by Congress. The MPAA-NCTA agreement is "unacceptable as a belated attempt to satisfy the interests of large cable companies and large movie companies, and no one else," concluded NAB.

Like the broadcasters, sports groups were not parties to the cable-motion picture copyright agreement. The National Hockey League, while agreeing with some of the proposal's features, expressed con-

cern that the MPAA-NCTA proposal might encourage the use of sports, rather than movies, by cable systems and not provide adequate copyright compensation. NHL's attorney, Philip R. Hochberg, explained that the underlying thesis for the copyright plan is based on a network sale being a sale nationwide. That's not true with sports, however, he pointed out, as sports are traditionally sold for local and regional broadcasts. The copyright proposal would allow cable systems to "cherry-pick" sports events without regard to their regional distribution patterns, he added. MPAA has the benefit of the FCC's syndicated exclusivity rules, said Mr. Hochberg, but sports are open to cherry-picking and the agreement says nothing about sports receiving credit for that carriage.

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## Kastenmeier: Cable will not be shuffled out of copyright bill

**However, markup session defers action on that part of legislation until it can get Van Deerlin input, weigh comments on NCTA-MPAA; CBS wins point in Vanderbilt fight**

It may not come together this week, or the next, or even the next, but "there will be a section 111" in the copyright bill, Representative Robert Kastenmeier (D-Wis.) promised last week.

Section 111 is the provision in the copyright bill that treats cable television. Lobbying for and against it has intensified in recent months as Mr. Kastenmeier's Judiciary subcommittee approached markup of the section and has made the subcommittee members a little leary of tackling it.

"I get new illuminations every half hour," subcommittee member Robert Drinan (D-Mass.) said during a markup session last week, a reference to the barrage of mail he gets on the subject of cable copyright. Mr. Drinan asked the subcommittee to put off consideration of Section 111 until the very last.

Representative Kastenmeier opened the markup session saying that the subcommittee "is not in a position to dispose of Section 111 today." He said the subcommittee would be in a better position to discuss it "and perhaps dispose if it next week," but he seemed doubtful about that. First, he said, he wants to meet with the new chairman of the House Communications Subcommittee, Representative Lionel Van Deerlin (D-Calif.), to find out what the Communications Subcommittee wants Section 111 to say.

"Should it come to pass that we are not able to resolve the question within a week or 10 days, we might defer (postpone) consideration of it," he said. "We cannot

leave Section 111 blank [even though] we might be tempted to do so," he added.

A major reason for postponing consideration is the new proposal for cable copyright rates put forth jointly by the National Cable Television Association and the Motion Picture Association of America. The subcommittee wants to wait until comments on it filter through (see page 34). Mr. Kastenmeier said that the NCTA-MPAA proposal is "being very seriously considered."

So the subcommittee put off consideration of the cable section another week. It did, however, resolve another broadcast-related matter, a provision added to the bill in the Senate designed to settle a long-standing dispute between CBS and Vanderbilt University over the latter's practice of lending out clips of network news programs.

Senator Howard Baker (R-Tenn.) sponsored the provision to make it clear that Vanderbilt can continue its TV news archive operation. CBS opposes the practice and has taken Vanderbilt to court over it. CBS's opposition to the provision in the copyright bill centers on its fear that the section gives Vanderbilt and any other library a stronger proprietary right over network news shows than the networks have and that anyone obtaining copies of news shows from libraries might be able to copy them, use them, perhaps distort them for commercial gain or political profit.

The subcommittee resolved the CBS complaint to the network's satisfaction by inserting words that make it clear that library copies of news programs are for "lending" only, and cannot be reproduced by the borrower. The vote on the CBS-favored amendment, sponsored jointly by Representatives Edward Pattison (D-N.Y.) and Tom Railsback (R-Ill.), was unanimous.

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## Pay cable gets TV premiere of film classic

**'Gone with the Wind,' sold to NBC as \$5-million one-shot next season, to get first home showings in June**

The 1939 "Gone With the Wind," Hollywood's blockbuster movie that holds the record for the largest theater audience ever, has been acquired by pay-cable operators for showings next month.

The pay cable debut of David O. Selznick's epic film will precede its first commercial television airing on NBC by months. NBC had bought the rights to the film from MGM for \$5 million for a one-time-only telecast (BROADCASTING, May 20, 1974). It plans to broadcast the four-hour movie on two separate nights in November.

MGM is offering the film to all pay-cable operations for play in a one-month "window" in June. MGM's licensing agreement with NBC made the film eligi-

ble for pay-TV transmission through June 30, 1976. After June, pay cable will not have another crack at the movie until three years after the last broadcast telecast, in accordance with the FCC's pay cable rules.

Optical Systems' Channel 100 subsidiary and Telemation Program Services have signed contracts with MGM for rights to "Gone With the Wind." The amounts involved were not disclosed. Although they were a "lot less" than the \$5 million that NBC paid, according to one source, they are expected to be the highest yet paid for a pay-cable feature. The movie has grossed about \$75 million in theater ticket sales since its release in 1939.

Optical Systems will exhibit the four-hour film in its entirety on six dates during



**Going, going 'Gone.'** MGM is signing contracts with pay cable operators for the rights to cablecast the 1939 classic "Gone With the Wind" in June, months ahead of NBC's planned premiere telecast of the film.

# Who hits the top quickly and stays there?



## Take a close look...

June on all 10 of its systems and two affiliated systems collectively serving 28 communities and about 70,000 subscribers. Telemation Program Services, which books pay programs for independent cable systems, is currently negotiating with various CATV systems. Theta Cable of Los Angeles and its close to 28,000 pay subscribers is the only prospect to sign so far.

MGM also is negotiating with other payable operators including Home Box Office Inc., the largest, which serves more than 380,000 subscribers.

### HBO experiments with doubling as syndicator and network

In another pay-cable development, Home Box Office is moving toward the syndication business, selling individual pay programs to cable systems in addition to its full pay-cable network activities. HBO is offering "Folies Bergere," the Las Vegas revue, on a syndicated basis. It also is planning an experiment with American Television & Communications' systems in Melbourne and Orlando, both Florida, permitting ATC to "cherry pick" from the total pay-cable-by-satellite program package to combine HBO offerings with its own pay programming.

### Countermeasures urged

Citizens for Cable Awareness in Pennsylvania has asked "everyone"—media groups, producers, media critics and community groups—to protest every broadcast license renewal in the country and demand access to the airwaves.

The plea, issued in a press release, called the broadcast industry a "cartel" and blamed it for reports indicating the administration has backed down from cable TV re-regulation. "If the broadcasters kill the cable industry," said CCAP, "then it is only fair that [public] access be provided on broadcast networks."

### Cable Briefs

**Sales in works.** Communications Properties, Austin, Tex.-based multiple system CATV operator, has signed contract with Western Union to sell CPI Microwave and certain assets of CPI Satellite Television Communications subsidiaries for about \$13 million in preferred stock and notes. CPI is awaiting FCC approval on sale of its broadcast properties to Swanco Broadcasting for \$4,107,500 (BROADCASTING, June, 23, 1975). Divestitures will enable CPI to concentrate in cable.

**Upheld.** FCC order denying waiver of its cable television nonduplication rule has been upheld by U.S. Court of Appeals for third circuit. Meadville Master Antenna, Meadville, Pa., appealed decision granting request by WICU-TV Erie, Pa. for nonduplication protection against WFMJ-TV (NBC) Youngstown, Ohio. Court, in 2-to-1 decision, denied petition to review.

## Violence is down, says CBS report

**Network research says there was a reduction of 24% over-all, both during and after family hours**

Incidents of violence in prime-time television on all three networks declined an average 24% this season compared with 1974-75, according to a study by the CBS Office of Social Research ("In Brief," April 26). The study, based on 13 weeks of monitoring, also shows that the decreases occurred in both the pre- and post-family hour periods.

CBS noted that its previous studies of this kind were limited to two weeks of program monitoring. A spokesman said this season's 13-week survey was undertaken to provide a better measure of dramatic violence.

Studies have been conducted by CBS since the 1972-73 season. For 1975-76, the study shows that prime-time violence on CBS-TV dropped to 32.5 incidents from 51 in 1974-75. Comparative figures for ABC-TV were 49.5 and 58.5, and for NBC-TV, 37.9 and 47.5.

The proportion of all dramatic violence in prime time before 9 p.m. on all three networks dropped to 11% in 1975-76 (13 weeks) from 17% in one week of March 1975, says the report. The study also says that the weekly number of violent incidents before 9 p.m. dropped to 14 from 35 on 1974-75, and after 9 p.m. fell to 106 from 122 on all three networks combined.

## Hollywood people get their licks in against the networks on public TV program

On the same night (April 20) that CBS broadcast its *CBS Reports: Inside Public Television*, noncommercial WTTW(TV) Chicago was taking a one-hour look at the commercial networks. Unlike the CBS piece, a generally uncritical overview of how public broadcasting works and what it's up against, the WTTW program took a generally unfavorable view, casting the commercial networks as censors who take out viewpoints that are strong, anything that offends and everything that's controversial. What's left, the program claimed, is bland and uninformative.

The opinions came from nine members of the Hollywood creative community. Susan Harris, creator and writer of *Fay*, an early casualty on NBC this past season, claimed that so many things were done to make that series conform to its family-hour time slot that the program was "stillborn." What was intended to portray a woman of 52 who has an affair while separated from her husband, explained Ms. Harris, took the form of a more

glamorous and younger woman who could only hint at having an affair.

Similar instances of program censorship were cited by Abby Mann, writer-creator of NBC's *Medical Story*. The series became the antithesis of the reason the medical anthology was conceived, he said, which was to portray doctors realistically. David Rintels, president of the Writers Guild of America West, told of how his story idea for a character study of a soldier in Vietnam was changed into a piece about a matador in Spain.

Criticism of network television was strong. Larry Gelbart, former co-producer of CBS-TV's *M\*A\*S\*H\**, called the current network program mix "worse than pap... it's crap." He added, "We find ourselves doing things which we don't necessarily like, for wages which we very much do like." Mr. Mann labeled network programming a "national disgrace." Liam O'Brien (*Police Story*, NBC) saw the network programming trend as the "blind leading the blind."

There were no voices to offset the criticism, only the disclaimer at the end of the program announcing that network program executives declined to appear.

The program, produced by Michael Hirsh, is expected to be fed nationally by the Public Broadcasting Service, although the program's time slot in the PBS schedule has not yet been determined.

### Programing Briefs

**ACS honors.** American Cancer Society has established annual awards for best radio and television programs, as well as print articles, dealing with cancer. Broadcast categories are: network radio spot announcements and general programs; local radio spots, programs and continuing over-all effort; network television series, specials, personality, news and documentaries and local television personality, specials, news and documentaries. Entries are due Oct. 1, 1976, for first awards (covering April 1, 1975 through Aug. 31, 1976) to be presented December 1, 1976, at New York's Waldorf-Astoria hotel. Further information: American Cancer Society Mass Media Awards Committee, 801 Second Avenue, New York 10017.

**Mixed ratings.** Nation's First Lady was not amused by some of what she saw on NBC's *Saturday Night* installment starring White House News Secretary Ronald Nessen (BROADCASTING, April 26). Mr. Nessen appeared as host and show included taped segments featuring President Ford. Betty Ford said she and President found pieces kidding him amusing but felt others were "distasteful."

**All the way to the bank.** New celebrity panel show hosted by Jack Barry has been picked up by WNEU-TV New York. *Break the Bank* is Jack Barry & Dan Enright production syndicated by Dick Colbert Co. Thirty-four stations have purchased program to date.

**Brave women.** Corporation for Public

Broadcasting granted \$21,525 to Lorimar Productions, Burbank, Calif. Funds are for research and development towards possible new public television series based on Margaret Truman's book, *Women of Courage*.

**Two comedies.** Paramount Television has sold *The Brady Bunch* sitcom to 132 markets (for 89% coverage) and *The Odd Couple* sitcom to 51 markets, including 20 of top 25. New *Brady Bunch* stations include KTVY-TV Oklahoma City, WWBT Petersburg, Va., and WESH-TV Daytona Beach, Fla. New *Odd Couple* stations include WTCN-TV Minneapolis, WXIX-TV Cincinnati and KMBC-TV Kansas City, Mo.

**Lear on PBS.** Norman Lear, commercial television producer, will begin research and development for public television series entitled *Portrait of America*. Series, expected to include between six and 10 one-hour programs, will look at land, people and history of U.S. as seen by various American writers.

**Bell ringers.** American Revolution Bicentennial Administration has sent radio and television stations and 150 cable systems promotional material to encourage citizen participation in and coverage of bell ringing ceremonies on July 4. Sixty-second radio announcement contains message from ARBA administrator, John Warner, asking for nationwide chiming simultaneously with Liberty Bell tolling in Philadelphia at 2 p.m. Television stations and cable systems have received suggested copy for play during celebration and eight historic slides. ARBA has also set up information center for broadcast and print journalists at 734 Jackson Place, Washington 20276; (202) 382-1561.

**Oldies but goodies.** Ziv International's television division (Los Angeles) has purchased four former television series from Barrett Film Corp. Included are: *My Little Margie*, with Gale Storm; *The Adventures of Jim Bowie*, with Scott Forbes; *Rocky Jones, Space Ranger*, with Richard Crane; and *Waterfront*, with Preston Foster. All are in black-and-white.

## A sampling of stations

American Air-Chexx Inc., Bath, Me., has introduced "American Air-Chexx Magazine" — on cassette tape.

The 70- to 90-minute tapes consist of on-going contemporary airchecks, as well as interviews, production techniques, letters to the editor and even classified advertising.

According to publisher Craig Erickson, a former broadcaster and independent researcher, all airchecks will be current and must meet the approval of the program director. Some are provided by the station and others taped by American Air-Chexx.

Each biweekly issue will concentrate on a particular market. Subscription rates range from \$4.95 per issue to \$99.95 per year. Mr. Erickson said he is seeking a circulation of 5,000.

## WNET researcher disputes CPB study on PTV viewership

**Farr claims report showing audience that is not much different from general population is faulty**

A Roper report, commissioned by the Corporation for Public Broadcasting and issued earlier this year (BROADCASTING, Feb. 2), which concluded that public television viewers didn't differ much from the norm, has attracted criticism from within public TV.

Karen Farr, research director at non-commercial WNET(TV) New York and member editorial advisory board of the *Public Telecommunications Review*, said the report is "littered with procedural and reporting inadequacies." ("Closed Circuit," April 26). Ms. Farr, whose analysis of the CPB study was published in the March-April issue of the *Review*, which is an organ of the National Association of Educational Broadcasters, concludes that because of differences in the way the data was generated, the report neither affirms or refutes the findings of previous studies nor does it reveal "very much at all about the public television viewers."

The defects in the study, she said,



## ...at Donahue's success in Philadelphia, Baltimore and Detroit!\*

**In two months, a fast #1 in Philadelphia!** Donahue's one-hour format just started this January, and it's already a big number one.

Ratings — 5. Share — 30. Households — 124. Women — 107. Women (18-49) — 56.

**Another fast #1 in Baltimore's half-hour format!** Donahue's half-hour show, which debuted in September 1975, is now number one across the board.

Ratings — 4. Share — 26. Households — 31. Women — 24. Women (18-49) — 12.

**For the long haul, a solid #1 in Detroit!** After six years, Donahue is still a strong number one. No matter what time period.

Ratings — 8. Share — 44. Households — 128. Women — 105. Women (18-49) — 67.

And in all three markets, Donahue attracts a bigger percentage of young women viewers than Merv, Dinah or Douglas. 55% of Donahue's audience are women 18 to 49. Merv pulls in just 27%, Dinah 30% and Douglas 47%.

Isn't it time you took a close look at what Donahue can do for you? Available in either half-hour or one-hour formats. Call Don Dahlman, Lee Jackoway or Roger Adams at (513) 241-1822.

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MULTIMEDIA

Take a close look . . .



at Donahue.

\*NSI, February 1976.  
Audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications are available on request.

**1976:**

**WTAE-TV Makes History  
By Becoming the  
Number 1 Station in  
the Pittsburgh Market.**

**1976** is a historic year for WTAE-TV. This year, WTAE-TV became the Number 1 station in the Pittsburgh market in all major demographic categories.

According to Win Fanning, TV columnist for the Pittsburgh Post-Gazette, "for the first time ever Channel 4, the Pittsburgh ABC affiliate, is number one in the market by any yardstick one can apply."\*

These yardsticks, as reported by the February-March ARB (Arbitron Television) show that WTAE-TV is Number 1 in Total Households; Women 18-49; Total Men 18 and over; Men 18-49; Teens; and Children.

In Prime Time, ARB reports that WTAE-TV reached a total of 323,000 households, a gain of 25.2 per cent over last year's February-March ratings.

According to ARB, WTAE-TV has 7 of the top 10 programs in Total

Households. The February-March '76 NSI (Nielsen Station Index) shows that WTAE-TV has 9 of the top 10 Prime Time programs.

Besides top Prime Time ratings, the Channel 4 Action News at 11 P.M. is Number 1 with Total Households and Total Adults 18 and over. The 7 P.M. program, "Bowling for Dollars," is also leading its time period in all the major demographic categories.

Other WTAE-TV firsts include Action News at 6 P.M., Adults 18-49; A.M. Pittsburgh, 8-9:30 A.M., Women 18-49; Late Afternoon Programming, 4:30-6 P.M., Adults 18-49; and the program, "The Edge of Night," the Number 1 Day-time Show in the Pittsburgh market, Women 18-49.

The facts tell the story. When you buy the Pittsburgh market, buy the TV station that is Number 1 mornings, afternoons and evenings.

**Buy Channel 4 and make some history of your own.**



An ABC affiliate represented by the Katz Agency

\*Quoted with permission from the March 31, 1976 issue of the Pittsburgh Post-Gazette. Reprints of the article available upon request.

render it useless in making comparisons with previous studies of the public television viewer. Those studies have tended to support the view that PTV audiences are skewed towards higher income and higher education.

Ms. Farr said there is confusion between percentages and percentage points in CPB's analysis of the geographic characteristics of the PTV viewer. That kind of error, she said, "is hardly to be accepted in what purports to be a professional study."

Ms. Farr also claimed there was careless interpretation of data in CPB's report on the occupational standing of the PTV viewer. "The only correct conclusion to be drawn from these data," she said, "is that a disproportionate share of PTV viewers is from the higher educational and income levels, and from the white collar, executive/professional occupations."

Procedural problems outlined by Ms. Farr included the failure of the CPB study to screen out effectively persons who might have not, in fact, been PTV viewers.

CPB's research director, Leon Rosenbluth, is preparing a response to Ms. Farr's study to be published in the next issue of the *Review*.

## 'People' to TV

A series in development by NBC-TV, patterned after *People* magazine and titled *People*, will be broadcast as a 90-minute special, tentatively set for Saturday, August 21, in the 11:30-1 a.m. time slot.

The special will be produced by Time-Life Television (the magazine is published by Time Inc.) and according to Dick Ebercol, vice president, late night programming, NBC-TV, it will feature "not only stories on the lives of the well-known, but also features on individuals who are not in the limelight—people spotlighted in the 'Jocks,' 'Medics,' 'Teacher,' 'In His Own Words,' and 'Couples' sections of the magazine."

Jane Wagner, who developed the video version of *People*, will be executive producer and writer. The host, producer and director have not been announced, nor has the network determined whether *People* will become a regularly scheduled show.

## Broadcast Advertising®

# Cereal firms' advertising is element in monopoly trial

**FTC says four major manufacturers trade media-costs information**

The Federal Trade Commission began its trial last week that seeks to prove that four major dry-cereal manufacturers are involved in a "tacit conspiracy" to monopolize their industry. The commission alleges that the firms helped maintain their position by informing each other of their advertising expenditures.

In an unprecedented use of antitrust law, the FTC is seeking to break up an alleged "shared monopoly" of Kellogg Co., Battle Creek, Mich.; General Mills Inc., Minneapolis; General Foods Corp., White Plains, N.Y., and Quaker Oats Co., Chicago. According to the FTC complaint, these firms account for about 91% of ready-to-eat cereal sales and have cooperated to maintain a "noncompetitive structure."

As the trial began in Washington before FTC Administrative Law Judge Harry Hinkes, attorneys for the firms called the charges absurd.

If the FTC can prove its case, it could lead to break-ups in other industries believed to be dominated by a few corporations. The FTC filed its complaints against the cereal makers four years ago. Another complaint with similar charges, against eight oil companies, was filed three years ago and has not yet gone to trial.

In his opening statement, the FTC's prosecuting attorney, Anthony Joseph, said that one estimate shows that consumers were overcharged by \$100 million in 1970 for cereal products. The companies have weakened competition from other firms by increasing their own product lines.

The FTC claims that the companies' ad-

vertising budgets rose from \$26 million to \$81 million between 1950 and 1970.

Among advertising charges that are part of the FTC's case are that the four companies inform each other of their advertising expenditures. According to FTC figures for 1969, Kellogg accounted for 45% of cereal sales with \$300 million in sales and advertising expenditures of \$36 million; in 1970 General Mills (21%) with \$141 million in sales and expenditures of \$19 million; General Foods (16%) with \$92 million in sales and \$9 million in expenditures, and Quaker Oats (9%) with \$56 million in sales and \$9 million in advertising expenditures.

The FTC will also try to prove that the companies agreed together to stop offering package premiums for the past 10 years. It also claims that the companies have tried to "exaggerate trivial variations" among cereals, and that certain of the cereals' advertising claims do not hold true.

The FTC is asking the administrative law judge to order all but Quaker Oats, the smallest of the four, to divest one or more of their plants and products to other companies. Quaker Oats, along with the other companies, would also have to license some brands to other companies without royalties. The trial is expected to take at least a year, with summer recess.

## More time for politicians


**FCC relaxes policy on how much and when campaign commercials can be sold**

With new political broadcasting laws being felt in an election year and with a large number of political candidates in various races, the FCC last week liberalized its policy governing commercials to ease the squeeze on broadcasters. Essentially, it allows another two minutes per hour for political advertising.

The commission has no rule on the subject, but it has expressed approval of the National Association of Broadcasters code provision that limits radio stations to 18 minutes of commercials each hour. In addition, the policy permits exceptions of up to 20 minutes in each hour during no more than 10% of the station's total weekly hours of operation, to accommodate heavy advertising needs in the community, and a further exception of up to 22 minutes when the additional two minutes is purely political advertising.


But now, the commission said in a notice sent to all licensees, many radio broadcasters complain that they are hard pressed to remain within those limits because of requests for political advertising time in the current campaigns. The commission said two factors are cited—the new reasonable access and lowest-unit-charge provisions, as well as the equal-time law, and the large number of candidates who are seeking time.

Accordingly, the commission said it



**MODERN COUNTRY!! IT'S HAPPENING . . . NOW!**

Finally - A Country Format That Appeals to  
All the Available Audience



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**Viable alternative.** The Republican National Committee—which claims radio is “enjoying something of a renaissance as a prime campaign medium”—is supplying congressional campaign managers and field supervisors with extensive details on the radio stations in their territories. The information, mailed after congressional contenders are selected in the primaries, includes rate cards, coverage maps, formats, frequency of newscasts, names and telephone numbers of news directors and talk show information. “Radio is coming back to the fore partly because the campaign contribution limits are making it more difficult to buy television time, and because paid TV has often been used so poorly that it is losing credibility,” says G. Norman Bishop, RNC director of communications. Radio’s advantages, in Mr. Bishop’s view: low cost, flexibility and the fact that it “can be easily targeted to specific voters.” The Democratic National Committee “isn’t going to that extent”, according to Richard Nelson, director of radio and television for the DNC, but will supply all that information if it’s requested.

The Republican side, for the past 15 weeks, has also been sending 150 radio stations five-minute taped programs featuring congressional and cabinet members. The tapes are produced in-house by the RNC, the National Republican Congressional Committee and the Republican Governors Association, with distribution and production costs said to run about \$450 weekly. The Democrats had their own five-minute programs which began last February and ran over the Mutual radio network for seven weeks. Now they’re concentrating on actuality distribution and preparation of voter registration PSA’s, Mr. Nelson says.

would amend its policy. It would not raise any questions regarding political spot advertising on a station if the excess over its normal commercial limits is purely political advertising, amounts to no more than four minutes per hour and occurs in no more than 10% of the station’s hours of operation during which the lowest-unit-charges are mandated for candidates—that is, 45 days before a primary or 60 days before a general or special election. The commission’s statement makes two changes in policy. The allowable number of “purely political” excess minutes in an hour would increase from two to four minutes; and the number of hours in which the excess would be permitted would be increased—10% of the broadcast hours in the applicable lowest-unit charge period, not 10% of the broadcast hours in any week.

## Not under fairness

The FCC denied a complaint by the Council on Children, Media and Merchandising that ABC and CBS violated the fairness doctrine by broadcasting advertisements aimed at children and by failing to present contrasting viewpoints in their over-all programming. CCMM wanted the networks to air programs to educate children about TV ads. The FCC refused the request saying the commission cannot adopt “a policy which would require the networks to present specific programming on a specific subject.” In addition, it said, CCMM did not show that the commercials constituted “any controversial issue of public importance” subject to fairness considerations.

## Advertising Briefs

**Crowded.** A memorandum to clients from Foote, Cone & Belding, New York, advises two political conventions and summer Olympics in third quarter and national and local elections and normal holiday advertising in fourth, will reduce spot TV inventory sharply. Results are higher prices

and less ability to achieve weight goals and select desired programs. FC&B’s suggestion: Advertisers should consider alternate media unless spot TV is absolute necessity.

**New location.** Marv Roslin Inc., New York, station representative, has moved to new offices at 509 Madison Avenue, New York. Phone remains (212) 486-0720.

## Trojan president objects

The maker of Trojan brand condoms said last week that if it is all right to broadcast commercials about body odor, hemorrhoids and bowel movements, it should be all right to advertise male contraceptives over the airwaves.

John C. McFarlane, president of Young Drug Products Corp., “Good taste, one must concede, is a flexible term. The movie ‘Jaws’ gets a PG rating—in effect a certification of good taste—even though it shows a shark devouring a man, a woman, a child and a dog.”

He also said: “Good taste accreditation also seems to have been accorded to TV commercials for hemorrhoid remedies, and for products purporting to control body odor, bowel movements, and other such highly personal disorders... Isn’t it the highest form of good taste considerations to talk about products that prevent illness and misery and unwanted children?”

## Agencies recoil from FTC pulse reading

**All eight seek to quash subpoenas that would require detailed reports on compliance with edicts**

A Federal Trade Commission project to test its enforcement powers and to determine if FTC advertising decisions are being followed has met resistance from the eight advertising agencies involved.

Last month the FTC subpoenaed all ad-

vertisements prepared since last May regarding demonstrations, tests, experiments, testimonials and endorsements from Doyle Dane Bernbach, McCann-Erickson, Needham, Harper & Steers, Ogilvy & Mather, SSC&B and Young & Rubicam, all New York; Leo Burnett, Chicago, and Campbell-Ewald, Detroit. The advertising agencies have responded with motions to quash the subpoenas. The FTC reportedly doesn’t intend to take action against an agency because of past action. The names of the agencies subpoenaed have come to light, though the FTC intended the identities to be confidential.

The first stage in the project came last May when the FTC mailed the agencies information regarding what type of advertising had been previously prohibited.

In the motions to quash, filed separately, the definition of advertising categories is called vague, the task of supplying the information is said to be burdensome and the procedure is questioned. Other motions claim that the FTC is “fishing for a violation,” and discriminatory in singling out specific agencies as members of a class.

One agency attorney claimed to have “no reason of knowing” why his client was among those singled out. He also questioned why the advertisements are needed since after airing or display, they are part of the “public domain, anyway.” The FTC reportedly wants the information to make certain its files are complete.

IN RICHMOND  
PETERSBURG, VA.  
WXEX-TV (M-F 9:00-10:30 AM)

**MERV  
GRIFFIN  
SHOW**

IS # **1**

METRO RATING AND SHARE  
DMA RATING AND SHARE  
TOTAL HOUSEHOLDS  
TOTAL ADULTS  
TOTAL WOMEN  
TOTAL WOMEN 18-49

METRO RATING 6 SHARE 42

**MP METROMEDIA  
PRODUCERS  
CORPORATION**

485 LEXINGTON AVE., NEW YORK, N.Y. 10017  
TEL. (212) 682-9100 CABLE METPROEAST

Source: NSI, Feb., 1976

# Macdonald retirement changes the line-up

**Caucus officially confirms Van Deerlin for chairmanship; Russo comes aboard for Murphy, now consumer subcommittee head; Staggers blow-up doesn't happen**

Representative Lionel Van Deerlin (D-Calif.) became chairman of the House Communications Subcommittee last week. He was elected by a vote of 21 to 0 during a caucus of Commerce Committee Democrats.

Mr. Van Deerlin replaced Representative Torbert Macdonald (D-Mass.), whose resignation from the top communications post became effective last Monday. Mr. Macdonald's ill health prevented him from attending the caucus, but his personal endorsement of Mr. Van Deerlin given earlier with his resignation notice, had a lot to do with the latter's unanimous selection. "There's no question about that," Mr. Van Deerlin said last week.

The caucus also elected Representative John Murphy (D-N.Y.) chairman of the



Van Deerlin

Consumer Protection and Finance Subcommittee, the position Mr. Van Deerlin had to give up to take the communications job. The vote for Mr. Murphy was 12 to 10.

In making the switch to the consumer subcommittee, Representative Murphy had to leave the Communications Subcommittee. He was replaced by Representative Martin Russo (D-Ill.).

The full membership of the Communications Subcommittee now reads: Mr. Van Deerlin, Mr. Macdonald, Charles Carney (D-Ohio), Goodloe Byron (D-Md.), Timothy Wirth (D-Colo.), Henry Waxman (D-Calif.), Mr. Russo, Louis Frey (R-Fla.), W. Henson Moore (R-La.).

The future of the Communications Subcommittee is now in Mr. Van Deerlin's hands, but he has indicated that for this year, he will not interrupt the projects Mr. Macdonald initiated (BROADCASTING, April 12). After his election last week, he said that hearings on cable television regulation and on the industry's family viewing period are high on his list of

priorities. Preparations for both have been underway for months.

But Mr. Van Deerlin cautioned questioners, as he has done repeatedly of late, not to expect any "legislative breakthroughs" in this election year. He planned to meet last Friday with subcommittee members and staff to lay down an agenda for the remainder of the year.

All the members of the Communications Subcommittee staff, which includes two economists, a legislative assistant, a researcher and counsel Chip Shooshan, have agreed to stay on.

Contrary to expectations, the committee's Democratic caucus last week proceeded without rancor, according to several of the members who attended the close-door session. There had been warnings from some of a "bitter" confrontation with Commerce Committee Chairman Harley Staggers (D-W.Va.) over his handling of events beforehand (BROADCASTING, April 19).

Several members charged then that Mr.

IN PORTLAND  
POLAND SPRING, MAINE  
WGAN-TV (M-F 4:30-6:00 PM)

# MERV GRIFFIN SHOW

IS #

# 1

METRO RATING AND SHARE  
DMA RATING AND SHARE  
TOTAL HOUSEHOLDS  
TOTAL ADULTS\*  
TOTAL WOMEN\*  
TOTAL WOMEN 18-49

METRO RATING 23 SHARE 45

\*MORE THAN OTHER 2 STATIONS COMBINED

**METROMEDIA PRODUCERS CORPORATION**

485 LEXINGTON AVE., NEW YORK, N.Y. 10017  
TEL. (212) 682-9100 CABLE METPROEAST

Source: NSI, Feb., 1976



Macdonald



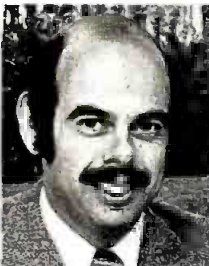
Carney



Byron



Wirth



Waxman



Russo



Frey



Moore

Staggers flatly violated committee and House Democratic Caucus rules when he made a private agreement with Mr. Van Deerlin to withhold a bid for the Communications Subcommittee chair until next year and with Mr. Murphy to act as chairman at a Communications hearing which Mr. Staggers called without consulting Mr. Macdonald. Under pressure from committee members, particularly Mr. Macdonald, Mr. Staggers backed down on the hearing plans, but rather than cancel them, he "postponed" them, a move that only compounded the error in the minds of some.

(The hearings, originally scheduled for April 27 and 28 on two FCC-drafted bills, are still planned. One of the bills would authorize the FCC for the first time to fine cable TV operators for rule violations, the other would permit broadcast translators to originate programming. Mr. Staggers said last week he met with Mr. Van Deerlin and the two agreed to reschedule the hearings soon.)

Those issues were not discussed at the caucus last week, save in a statement by Mr. Staggers made "with great propriety," according to one member. Mr. Staggers reportedly said he had done only what he thought best for the subcommittee in the absence of Mr. Macdonald and that he had been unable to reach Mr. Macdonald before issuing his hearing announcement.

Representative John Moss (D-Calif.), one who had been outspoken in his anger at Mr. Staggers three weeks ago, said last week a rehash of those events at the caucus "would have accomplished nothing." Mr. Moss also had a response for those who said earlier that Mr. Staggers's actions might have insured that Mr. Staggers will not be re-elected full committee chairman in the next Congress. "For anyone to predict the make-up of Congress or its committees (after the elections)," he said, "would be presuming a lot."

## Hacks in high places are result of FCC, FTC screening process, Senate study holds

The process that produces members of the FCC and the Federal Trade Commission, in the view of two who have studied it, is hardly designed to produce quality.

"Partisan political considerations dominate the selection of regulators to an alarming extent," their study concludes. "Alarming, in that other factors—such as competence, experience, and even, on occasion, regulatory philosophy—are only secondary considerations. Most commission appointments are the result of well-stoked campaigns conducted at the right time with the right sponsors, and many selections can be explained in terms of powerful political connections and little else."

The criticism has been heard before, but

not, perhaps, on the basis of so comprehensive a study of the background of 51 appointments to the FCC and FTC between 1953 and 1973—research that included interviews with 31 of the 41 commissioners who served during that period, as well as with a number of the White House and Senate staff members involved in the appointment process.

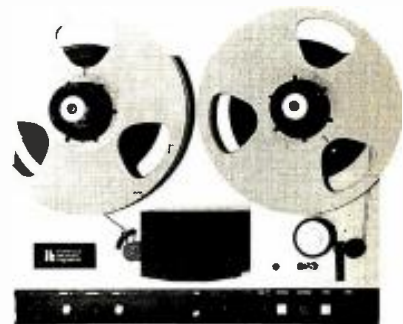
The authors are James H. Graham, a staff counsel for regulatory reform with the Senate Committee on Government Operations, and Victor H. Kramer, professor of law and director of the Institute for Public Interest Representation at Georgetown University Law Center. Their 439-page study, under auspices of the institute, has become a factor in the examination that the Senate Commerce and Government Operations Committees are conducting into the process employed in selecting regulatory commissioners. The study was printed and was released last week at the direction of Senator Warren G. Magnuson (D-Wash.), Commerce Committee chairman, and with an introduction by him and Senator Abraham A. Ribicoff (D-Conn.), chairman of Government Operations.

The report sparks many memories, not all pleasant. It recalls the Senate confirmation problems Commissioner Robert E. Lee encountered in 1954, after his first appointment, because of his close ties to Senator Joseph McCarthy (R-Wis.) and the story of Commissioner Richard Mack, disgraced in an ex parte scandal involving the grant of a Miami television license. There also is an account of former Chairman Newton Minow refusing entreaties of President Kennedy and his brother Robert and insisting on resigning and returning to private life after two years in Washington. There is even a touch of burlesque in the account of the accidental switch in appointments that, in 1953, sent John Doerfer to the FCC and Jerome K. Kuykendall to the Federal Power Commission. Mr. Doerfer, of Wisconsin, and Mr. Kuykendall, of Washington, were chairmen of their respective state utilities commissions and both were lawyers, but Mr. Doerfer had been ticketed for the FPC and Mr. Kuykendall for the FCC. The switch, the authors quote "a person in a position to know," was simply the result of a "dumb mistake."

The list of commissioners includes some, at least, the authors seem to regard with respect. But, on balance, the process of selection has proved wanting, in the authors' view, and the agencies have become "appropriate resting berths for those who have labored long and hard in the party vineyards; and a convenient dumping ground for people who have performed unsatisfactorily in other, more important government posts."

The initial responsibility for this state of affairs rests with the White House. But the authors note that the Senate has a role, in the confirmation of the President's nominees. And, they say, the Senate's record is "not impressive." Indeed, they note that many of those selected for the regulatory agencies are urged on the White

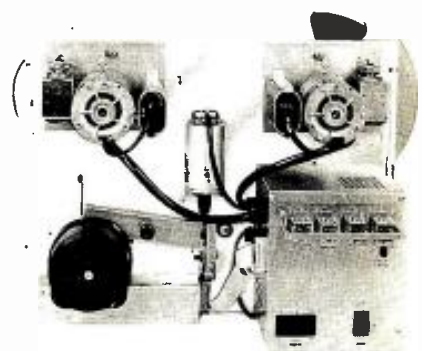
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TAPETRONICS  
CORPORATION

2425 S. Main; Bloomington, Illinois

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

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House by members of Congress. However, they also suggest things are changing. They say that since Watergate, the Senate has been taking a more powerful and independent role in investigating the qualifications of nominees.

The authors do not stop with criticism. They make some suggestions for improving the selection process. They say the President should create within the White House an office of regulatory agency appointment and staff it with a director, who would be confirmed by the Senate and would have extensive knowledge of the commissions and would compile a list of qualified candidates.

They say legislation should be enacted barring former commissioners from representing clients before their former agencies for three to five years following termination of their service as regulators, and the Senate should take a more forceful role in the process: its staff concerned with nominations should be expanded, should maintain closer liaison with the White House and should conduct independent inquiries into the fitness of nominees.

How far the study will go toward modifying the process of selecting regulatory commissioners remains to be seen. But Senators Magnuson and Ribicoff, in their introduction, say they will examine the study's findings and conclusions, "and seek ways to improve the Senate's participation in the nomination and confirmation process." They also say

they are working with other committees in the Senate and House, "in particular" the House Subcommittee on Investigation and Oversight.

## Fairchild answers McLendon charges over KDTX purchase

Fairchild Industries, which wants to buy KDTX(FM) Dallas from Starr Broadcasting for \$1.35 million, has answered charges leveled in a petition to deny the sale by another Dallas licensee, McLendon Corp., (BROADCASTING, March 29) in a filing at the FCC.

Fairchild said that McLendon (licensee of KNUS(FM) there) opposed the sale because the proposed format change from religious programming to rock will place KDTX in competition with KNUS. Fairchild also claimed McLendon's motivation was due to Fairchild's refusal, in 1975, to buy KNUS from McLendon for \$3 million.

The format change is not an issue, said Fairchild, since there are five existing or proposed religious stations in the market, and the objections "have apparently been orchestrated and supported by McLendon."

Fairchild alleged that Gordon McLendon, president of McLendon Corp., conspired with the publisher of a local paper, the *Oak Cliff Tribune*, to inspire protests from local citizens over the proposed sale by featuring prominent, biased articles on the matter while, Fairchild said, "all other city and local newspapers have given the matter scant, if any, attention."

Responding to charges of ratings misrepresentation at its Dallas AM, KLIF, Fairchild said a special Arbitron survey it ordered and distributed was not an attempt to mislead anyone, but was used to obtain more accurate figures for a time period when KLIF was off the air or operating with reduced power.

Fairchild also denied McLendon's claims that KLIF engaged in hypoing. There was nothing unusual about the contests McLendon mentioned in the petition to deny, and nothing improper about scheduling them when KLIF did since the station "had been running such promotional activity on a continuous basis since 1974, and there were," Fairchild said, "relatively few days when a contest could have been run when no survey was being taken."

## Judge won't dismiss suits against three TV networks

The U.S. judge presiding in the case in which the Justice Department has accused the three commercial TV networks of anti-trust violations has rejected the networks' effort to obtain a summary judgment in their favor. Judge Robert J. Kelleher, in Los Angeles, said that the networks had not proved that then-Attorney General William Saxbe had acted out of impure motives in refiling the suits. Judge

**Little time for viewing.** When former Georgia Governor Jimmy Carter's presidential bid took him to Wisconsin last month, a reporter asked what his favorite programs were. "I don't watch television," was his response, as quoted in the Madison, Wis., *Capital Times*. Questioned later, a Carter press aide explained that the Democratic contender watches news programs and some specials but hasn't the time for much else while on the campaign trail—and didn't while in public office.

Kelleher two years ago dismissed the suits when the government refused to turn over to the networks White House tapes that the networks said would support their position that the Nixon administration had been politically motivated in initiating the suits in 1972. Judge Kelleher last week accepted for consideration two other motions—one to dismiss on the ground Justice did not have jurisdiction to bring the suits and one for a summary judgment on the ground that the networks' actions did not violate the Sherman Act.

## Revamping at Aspen

**Homet assumes Cater post, Robinson to play dual role**

The Aspen Institute for Humanistic Studies has formally announced changes in the top leadership of the institute's Program on Communications and Society ("Closed Circuit," April 12).

Roland S. Homet Jr., who was chief of the Office of Telecommunications Policy's Office of Studies and Analysis, succeeds Douglass Cater as director of the Program on Communications and Society and FCC Commissioner Glen O. Robinson, whose term at the commission expires on June 30, will become special adviser to the institute as well as chairman of a Special Project on Communications Policy and Process. Commissioner Robinson also joins the University of Virginia's law faculty in the fall.

The special project is an outgrowth of a workshop last August at Aspen, at which strong support was expressed for an effort to examine policy options and to assess the communications policy-making process itself. The committee, on which Mr. Homet will serve as executive director, will review the manner in which other societies deal with communications.

The project, the institute announcement said, will involve in its work policy-makers, industry leaders and experts, and representatives of "the wider publics interested in all forms of communications."

Mr. Cater will continue to serve the Program on Communications and Society as program associate in communications as well as institute trustee and permanent fellow. He will also work with Joseph Slater, president of the institute, in developing and integrating institute-wide activities.

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## Network record for last year: TV profits down, radio way up

Radio O&O's score huge gains; at TV networks and stations expenses outgain net revenues

Profits of television networks and their owned-and-operated stations in 1975 fell

5% below those of 1974 while profits of radio networks and their O&O's more than tripled, according to FCC reports issued last week. The 1975 profits (before federal tax) were \$314.2 million from TV networking and \$8.9 million from radio.

Combined net revenues for the television networks and their O&O's increased by 7.7% in 1975, to a little more than \$2 billion, but expenses rose faster, by 10.4%, to \$1.7 billion.

In radio, net revenues were up 13.5%, to \$118 million, while expenses were kept to a 7.3% gain at \$109 million.

In television, network operations alone

produced a 1975 profit of \$208.5 million, down 7.4% from 1974. Profits of the owned stations collectively stayed flat, at \$105.7 million. In radio, networking still showed a loss, \$2.5 million, but that was much less than the \$6.1 million lost the year before. The radio O&O's made a 35.7% advance in profits, to \$11.4 million.

Details appear in accompanying tables. Additionally, the FCC reported that television networks reported spending \$160 million on news and public affairs in 1975, compared to \$150 million the year before. No comparable figures were made available for radio networks.

### TV networks and their O & O's

	Total		Networks		15 owned-and-operated TV stations	
	Amount	% change from 1974	Amount	% change from 1974	Amount	% change from 1974
Network advertising revenues			\$2,154.7	7.7		
Deductions:						
Paid to owned-and-operated stations			38.9	4.0		
Paid to affiliated stations			217.4	5.9		
Total participation by stations			256.3	5.2		
Retentions from network advertising revenues	\$1,937.4	8.0	1,898.4	8.0	\$39.0 <sup>a</sup>	4.0
Nonnetwork time sales	435.8	5.9			435.8	5.9
Other broadcast revenues	105.9	10.3	99.7	10.5	6.2	6.9
Total broadcast revenues	2,479.1	5.4	1,998.1	8.2	481.0	5.7
Deduct commissions to agencies and representatives and cash discounts	409.8	7.5	324.4	7.7	85.4	7.0
Net broadcast revenues	2,069.4	7.7	1,673.8	8.3	395.6	5.4
Broadcast expenses	1,755.3	10.4	1,465.3	10.9	290.0	7.6
Broadcast income (before federal income tax)	314.2	(5.0)	208.5	(7.4)	105.7	0

NOTES: Amounts are in thousands of dollars. Last digits of figures may not add because of rounding.

( ) Indicates decrease.

<sup>a</sup> Includes payments from networks other than ABC, CBS, or NBC.

### Radio networks and their O & O's

	Total		Networks <sup>a</sup>		17 owned-and-operated AM stations <sup>b</sup>	
	Amount	% change from 1974	Amount	% change from 1974	Amount	% change from 1974
Network advertising revenues			\$70,916	22.5		
Deductions:						
Paid to owned and operated stations			1,075	22.4		
Paid to affiliated stations			12,120	24.2		
Total participation by stations			13,195	24.0		
Retentions from network advertising revenues	\$58,796	22.1	57,721	22.1	\$1,075	22.4
Nonnetwork time sales	81,625	7.8			81,625	7.8
Other broadcast revenues	3,028	23.9	2,260	38.6	768	(5.5)
Total broadcast revenues	143,450	13.5	59,981	22.7	83,469	7.8
Deduct commissions to agencies and representatives and cash discounts	25,000	13.8	10,473	22.6	14,527	8.2
Net broadcast revenues	118,449	13.5	49,508	22.7	68,941	7.7
Broadcast expenses	109,532	7.3	52,050	11.9	57,482	3.4
Broadcast income (before federal income tax)	8,917	290.0	(2,542)	<sup>c</sup>	11,459	35.7

NOTES: Amounts are in thousands of dollars. Percent change is calculated from 1974 data that included 14 AM and four-AM-FM combinations.

( ) indicates decrease. Last digits of figures may not add because of rounding.

<sup>a</sup> CBS, Mutual, NBC and ABC's three AM networks and one FM network.

<sup>b</sup> Includes 17 AM stations. Four AM-FM combinations that previously submitted combined reports reported separately this year. Seventeen of the owned-and-operated FM stations are excluded. The 1975 revenues of these stations totaled \$15.4 million and their expenses totaled \$18.1 million compared to \$11.8 million and \$13.9 million, respectively, for 14 stations in 1974.

<sup>c</sup> Loss of \$6,160,000 in 1974.

## Media Briefs

**Old Hoosier hands.** Indiana chapter of Broadcast Pioneers was formed at spring meeting of Indiana Broadcasters Association. Robert B. McConnell, WISH-TV Indianapolis general manager, was elected president of chapter; W. Thomas Hamilton, WNDU-TV South Bend general manager, was named vice president.

**Help available.** Broadcast Personnel Mart has been established by The Profit Center Inc., Dallas, to offer management consultant and personnel placement services to broadcasters. New division prescreens and tests personnel with final evaluations made by Ralph Stachon, president, and Jim Collins, executive vice president, of organization. Parent company continues in broadcast, selling customized musical productions and special promotions. *P.O. Box 35169, Dallas 75235; (214) 639-6231.*

**Pay days.** Noncommercial WETA-FM Washington raised \$130,425 in 4,442 pledges in four-day "marathon" commemorating station's sixth birthday. Total was more than \$5,000 above WETA-FM's goal and is believed to be highest amount ever brought in by public radio station for four-day period.

**New in town.** Scheduled to go on air in Fort Wayne, Ind., last Saturday (May 1) was WXKE(FM), authorized to operate on 103.9 mhz with 3 kw and antenna 250 feet

above average terrain. Station is licensed to Templar Broadcasting Co.

**No more.** FCC Review Board denied Community Telecasters of Cleveland's request for extension of time to construct WCTF-TV on channel 19 in Cleveland, canceled construction permit and deleted call letters. Community was granted CP in 1968 and received extensions in 1969 and 1971 and had not shown, board said, in latest request that failure to finish construction was due to factors beyond its control.

**Correction.** WVOJ(AM) Jacksonville, Fla., has become affiliate of NBC Radio. Station operates full time on 1320 khz with 5 kw. BROADCASTING April 19 incorrectly identified station as WVOZ.

**Fewer readers.** Decreasing readership was problem cited most often in poll of 441 newspaper editors taken in connection with Washington meeting of American Society of Newspaper Editors last month. Of those responding to mail survey, 49% named that problem; 35% listed task of finding and maintaining competent news staff and 28% mentioned production costs.

**On the air.** To help clear up delays caused by backlog of applications for Citizens Band licenses, FCC has set up instant temporary licenses, allowing applicants to go on air immediately after mailing application forms (with \$4 fee). FCC gets more than 500,000 CB license requests each month.

## Changing Hands

### Announced

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

■ **WKDA-AM-FM Nashville:** Sold by WKDA Broadcasting Co. to Dick Broadcasting Co. for \$1.2 million. Seller is subsidiary of Chatham Corp. which also owns KNOK-AM-FM Fort Worth and whose principals are Garry Brainin, Albert Greene, Charles E. Harris and Robert J. Bond Jr. Buyer is owned by James A. Dick family. Mr. Dick and his wife Marilyn, own 28.56% each of WIVK-AM-FM Knoxville, Tenn. WKDA is on 1240 khz with 1 kw day, 250 w night. WKDA-FM is on 103.3 mhz with 100 kw and antenna 390 feet above average terrain.

■ **WBOY-TV Clarksburg, W. Va.:** Sold by Northern West Virginia Television Broadcasting Co. to WBOY-TV Inc. for \$750,000. Seller is owned by Max and Marion Ascoli and Nathan W. Levin who also own WBOY(AM) Clarksburg. Principal in buyer is Birney Imes Jr., who also has interests in WCBI-AM-FM Columbus, WELO(AM) Tupelo, WNAG(AM) Granada, WONA(AM) Winona, and WROX(AM) Clarksdale, all Mississippi. WBOY-TV is NBC affiliate on channel 12 with 129 kw visual, 24 kw aural and antenna 860 feet above average terrain. Broker: Chapman Associates.

■ **WZIX(AM) York, Pa.:** Sold by Music Fair Enterprises Inc. to Greenco Communications Inc. for \$450,000. Seller is owned by Shelly Gross who has no other broadcast interests. Buyer principals are Jeffery Greenhawt, general sales manager of WMAL-FM Washington, and Dan Cohen, WMAL-FM local sales manager. WZIX is on 1350 khz with 5 kw day, 1 kw night. Broker: Blackburn & Co.

■ **KIDO(AM) Boise, Idaho:** Sold by Mesabi Western Corp. to New Executive Motel Inc. for \$384,000 plus \$100,000 noncompetition covenant. Seller is owned by publicly held Western Bancorporation. Buyer is owned by Dale G. Moore who also owns KSEI(AM) Pocatello and KMVT(TV) Twin Falls, both Idaho; KTVM(TV) Butte, KCAP-AM-FM Helena, KCFW-TV Kalispell and KGVO-AM-TV Missoula, all Montana. KIDO is on 630 khz with 5 kw full time

■ **WANR(AM) Toledo, Ohio:** Sold by Raystay Co. to Gore Broadcasting Inc. for \$300,000. Seller, owned by George F. and Marian B. Gardner, also owns WEEQ(AM) Waynesboro, Pa., and CATV systems in Waynesboro and Carlisle, Pa. Buyer is owned by Harold W. Gore who owns WTOW(AM) Towson, Md., and WZIP(AM) Cincinnati and has 5% interest in Sudbrink Broadcasting's WLYF(FM) Miami, WLIF(FM) Baltimore, WVEZ(FM) Cincinnati, WLAK(FM) Chicago and WEZW(FM) Wauwatosa, Wis. WANR is on 1520 khz with 1 kw full time.

■ **KBPO(FM) Beaumont, Tex.:** Sold by Radio Beaumont Inc. to Air Waves Inc. for \$295,000. John H. Hicks is principal in seller and also has interests in KLV(AM)



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Beaumont, WTAW-AM-FM College Station, KLAR(AM) Laredo and KLUF(AM) Lufkin, all Texas. Principals in buyer, Herman E. Nelson Jr. and Jesse B. Chapman, also own WLCS(AM)-WQXY(FM) Baton Rouge. KBPO is on 94.1 mhz with 100 kw and antenna 240 feet above average terrain. George Moore & Associates was consultant to buyer.

■ KDKD-AM-FM Clinton, Mo.: Sold by Osage Broadcasting Co. to A.E. Dahl, Nelson Dahl, Larry Boesen and Randel Boesen for \$250,000. Seller is owned by William R. Tedrick, Eva G. Tedrick and estate of William J. Allen, none of whom has other broadcast interests. A.E. and Nelson Dahl (father and son) and Larry Boesen also own KAHL(AM) North Platte, Neb., and Randel Boesen is banker there. KDKD is 1 kw daytimer on 1280 khz. KDKD-FM is on 95.3 mhz with 3 kw and antenna 177 feet above average terrain. Broker: Ralph E. Meador.

■ WMNS(AM) Olean, N.Y.: Sold by Radio Olean Inc. to Great Dane Broadcasting Corp. for \$200,000 plus \$50,000 noncompetition covenant. Seller is owned by James C. Gleason who has no other broadcast interests. Buyer principals are Robert Burns and Kenneth Pederson. Mr. Burns is general manager and has interest in WFLR-AM-FM Dundee and WSFE-AM-FM Seneca Falls, both New York. Mr. Pederson is Penn Yan, N.Y., contractor. WMNS is 1 kw daytimer on 1360 khz. Broker: Keith W. Horton Co.

■ WKYE(AM) Bristol, Tenn.: Sold by Highland Development Corp. to J. Ardell Sink for \$250,000. Seller is owned by William J. Tilley Jr. and James K. Daniel who have no other broadcast interests. Buyer also owns WKYK(AM) Burnsville and WCSL(AM) Cherryville, both North Carolina; WKKR(AM) Pickens and WKHJ(AM) Holly Hill, both South Carolina, and owns with his wife, Remelle, Mark Broadcast Consultants, Burnsville-based accounting and computer services firm. WKYE is 1 kw daytimer on 1550 khz. Broker: Business Broker Associates.

■ KCLM(AM) Redding, Calif.: Sold by California Northwest Broadcasting Co. to Colgan Communications Corp. for \$200,000. Principals in seller are Carl and Leah McConnell who also own KVIQ-TV Eureka, Calif. Buyer is owned by John A. Colgan who is an advertising executive in New York with *U.S. News & World Report*. KCLM is 5 kw daytimer on 1330 khz. Broker: William A. Exline Inc.

■ WBUK(AM) Portage, Mich.: Sold by Robert B. Taylor to Radio Michigan Ltd. for \$200,000. Seller is also applicant for new FM in Plainwell, Mich. Principals in buyer are Robert D. MacVay, Keith P. Gensheimer, Harry M. Jennings and Gary L. Ballard. Mr. MacVay owns 23% of KLIK(AM)-KJFF(FM) Jefferson City, Mo., and 25% of *Crawford City Avalanche*, Grayling, Mich., weekly newspaper. Mr. Gensheimer is announcer at WCN(AM)-WWCK(FM) Flint, Mich. Mr. Ballard is Michigan concert promoter and part-time announcer at WHNN(FM) Bay City, Mich.

Mr. Jennings is local farmer. WBUK is 1 kw daytimer on 1560 khz. Broker: J.T. Maloney & Associates.

■ WDOH(FM) Delphos, Ohio: Sold by Tri-County Broadcasting Inc. to Vogel/Roach Corp. for \$95,000. Seller is owned by Vernon P. Hopkins, David Roach and Raymond Tanner. Mr. Roach has 25% interest in buyer. Other principals in buyer, William R. Vogel (51%), Alwyn Traylor (12%), Neil Lancaster (6%), and Hugh Ellington (6%) also own WGNS(AM) Murfreesboro, Tenn.; WNOI(FM) Flora, Ill.; WIFN(FM) Franklin and WMPI(FM) Scottsburg, both Indiana, and WAMA(AM) Selma, WHOD-AM-FM Jackson, WBLO(AM) Evergreen, WTCB(AM) Flomaton and WULA-AM-FM Eufaula, all Alabama. WDOH is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Chapman Associates.

■ WWML(AM) Portage, Pa.: Sold by Mainline Broadcasting Co. to William E. Powley for \$85,000. Seller is owned by George Wasko who has no other broadcast interests. Buyer is on sales staff of WGVA(AM) Geneva, N.Y. WWML is 500 w daytimer on 1470 khz. Broker: W.B. Grimes & Co.

■ Other sales reported at the FCC last week include: KLP(AM)-KBED(FM) Lake Providence, La.; WAJR-AM-FM Morgantown, W.Va. (see page 58).

#### Approved

The following transfers of station owner-

ship were approved last week by the FCC:

■ WNLC(AM)-WTYD(FM) New London, Conn.: Sold by Thames Broadcasting Corp. to Mercury Broadcasting Corp. for \$1 million. Seller is owned by Gerald J. Morey who has no other broadcast interests. Principals in buyer are Joseph B. Somerset, radio consultant; David T. Workman, New York stock broker, and David A. Swiger, partner in New York underwear manufacturing firm. WNLC is on 1510 khz with 10 kw day, 5 kw night. WTYD is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ WHOS(AM)-WDRM(FM) Decatur, Ala.: Sold by Dixie Broadcasting Inc. to Martin Broadcasting of Alabama Inc. for \$500,000. Seller is owned by John H. Jones and Louis C. Blizzard who have no other broadcast interests. Principals in buyer are Donald G. Martin, William G. Evans and John Hughes who also have interests in WYUR(TV) Huntsville-Decatur, Ala., WEZF-FM-TV Burlington, Vt., and have bought, subject to FCC approval, WSWB-TV Orlando, Fla., for \$537,500 (BROADCASTING, Jan. 12). WHOS is 1 kw daytimer on 800 khz. WDRM is on 102.1 mhz with 100 kw and antenna 165 feet above average terrain.

■ Other sales approved by the FCC last week include: WPRN(AM) Butler, Ala.; WTOT-AM-FM Marianna, Fla.; KIKI(AM) Honolulu; WTON(AM) Staunton, Va. (see page 58).

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## Citizen group fumbled ball, court says in upholding FCC renewal action

Judge says Chicano group should have raised program points in earlier proceedings at FCC

The FCC's renewal of the license of KOB-TV Albuquerque, N.M., was affirmed by the U.S. Court of Appeals in Washington last week. But it was nearly a setback for the station. If the citizen group opposing renewal had raised before the commission a public-interest programing issue it argued in court, the court indicated, it might have remanded the case to the commission for further consideration.

The commission on Aug. 28, 1974, had rejected the petition to deny that was filed against KOB-TV by the Alianza Federal de Mercedes, a Mexican-American group whose avowed purpose is to combat discrimination against Mexican Americans, and renewed the station's license for the 1971-1974 period.

On appeal, the group said that the six hours and 55 minutes of minority-issue programing that the commission said KOB-TV provided in a year is a prima facie failure to serve the public interest when the minority comprises 40% of the public being served.

The unanimous court, in the opinion written by Judge Harold Leventhal, noted that in previous cases it had held that programing is a matter best left to the licensee and is "not to be measured by a simple percentage test." Nevertheless, he added, the court is "troubled by the applicants' contentions and by the issue whether the minimal amount of public interest programing serving the needs of 40% minority does not create a disparity so significant as to amount to a difference in kind rather than degree." That finding, he said, could support denial of renewal "as a

matter of law," or establish "a prima facie case that the broadcaster was not acting in the public interest and that a hearing was required."

But, Judge Leventhal noted, Alianza's petition did not specifically argue the disparity in allocation of public interest programing time devoted to the Mexican American community as a ground for denial. The petition focused on KOB-TV's failure to deal with two issues of principal concern to the group—racial discrimination and the claim of Mexican Americans that large areas of New Mexico had been deeded to their ancestors by Spain when it ruled the territory.

And "raising the explicitly quantitative argument for the first time before this court," Judge Leventhal said, "does violence . . . to the scheme of an agency-court partnership contemplated by the Communications Act." The commission, (which had found that the station's total public interest programing served the public interest) must be given an opportunity to pass on a novel legal or factual argument before it can be brought before a reviewing court, Judge Leventhal said. Otherwise, he added, the court would be exercising "primary jurisdiction" over any issue not raised before the commission.

Another issue raised on appeal involved the fight Alianza had begun before the commission to gain access to KOB-TV's financial information. Alianza asked the court to require the commission to use quantitative standards or evaluations in measuring past programing adequacy.

The court rejected that plea. Judge Leventhal said the court is not "insensitive to the weaknesses" in the commission's method of requiring licensees to ascertain community problems and then explore them in "undefined types of public interest and news programing." But, he said, although disclosure of financial information might help gauge public interest programing, "we cannot say that the commission is required as a matter of law to make such information available." Joining Judge Leventhal in the opinion were Judge Roger Robb and Judge Gus Solomon, senior district judge for the district of Oregon.

## AWRT seasons convention with women's issues

American Women in Radio and Television will take a cue from the Bicentennial for its theme, "Independence Through Communication," at its 25th annual convention this week at the Marriott hotel in Philadelphia. Attendance, from the ranks of 2,500 AWRT members plus industry and government representatives, is projected at more than 800.

Workshops will focus on industry issues with some emphasis on women's angles. Assertiveness training, the Equal Rights Amendment and career clinics have places on the agenda.

Saidie Adwon, account executive, KTUL-TV Tulsa, Okla., will be installed as president, succeeding Jane E. Cohen, director of programs, WRC-TV Washington, and other officers will be elected at business meetings.

Included on the agenda:

Thursday, May 6—Opening luncheon with keynote speaker Philadelphia Mayor Frank Rizzo. Afternoon workshops: broadcast research, moderated by Lewis Greist, general sales manager, WWSH-FM Philadelphia; with Frank Quillinan, director of research, CBS Spot Radio Sales, New York, and Pete Megroz, vice president, sales and marketing, Arbitron Television, New York. Cable television, moderated by Henry Harris, president, Cox Cable Corp., Atlanta, with William H. Johnson, chief of policy review and development division, FCC, and Reva Melniker, vice president, Home Box Office, New York. Advertising, moderated by Joan Z. Bernstein, acting director, Bureau of Consumer Protection, Federal Trade Commission, with Stockton Helffrich, director, National Association of Broadcasters code authority, and Howard Bell, president, American Advertising Federation. Assertiveness clinic, moderated by Mary Jean Parson, director, planning, development, administration, ABC Scenic Attractions.

Helen Thomas, UPI White House correspondent, is the keynote speaker Thursday evening at the 25th annual industry reception, hosted by the three networks. The ninth annual Silver Satellite award will be presented for outstanding accomplishment in the field of broadcast communications and a special Bicentennial award will be given to Virginia Kassel, creator and producer of *The Adams Chronicles* ("Closed Circuit," April 19).

Friday, May 7—Morning business meeting followed by a general session, "An Insight into Political Advertising," moderated by Roger E. Ailes, political communications consultant, Roger Ailes and Associates, New York, with Daniel Payne, Marttila, Payne, Kiley & Thorne, Boston; Ruth Jones, Ruth Jones Ltd., New York; Ralph Murphine, campaign consultant, Matt Reese and Associates, Washington; Joan Aikens, commissioner,

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Afternoon workshops: radio programing, moderated by Dean Tyler, program director, WIP(AM) Philadelphia, with Himan Brown, *CBS Radio Mystery Theater*; Helen Hall, Fred A. Niles Communications Center, New York, and Diane Blumenthal, NBC News and Information Service. Public and Community Affairs Programing, moderated by Gloria Penn Easton, WPVI-TV Philadelphia, with Frank Hall, KYW-TV Philadelphia; Jon Miller, WPVI-TV; Dorie Lenz, WPHL-TV Philadelphia; Jeri Warrick, NBC, and Nobel Blackwell, CBS Television Stations. News, moderated by Joseph Flaherty. CBS-TV, with Barbara Donahay, KMOX-TV St. Louis. Publicity and Promotion, moderated by Diantha Moran, freelance public relations, Philadelphia, with Irish Bahan, WSM(AM) Nashville and Lynne Grasz, KOLN-TV Lincoln, Neb.

Saturday, May 8—General session, "Broadcasting ... from the other end," offering a "chance to ask broadcasters to defend the way they do things." Moderator will be Gene Barnes, Barnes Associates, New York, with Kenneth MacDonald, WKBS-TV Philadelphia; Catherine Clymer, Clymer Public Relations, Los Angeles; Kay Fisher, WMAL-TV Washington; Paul Brock, Mutual Black Network, and Jacqui Mullen, WOWK-TV Charleston, W.Va.

## WAPI-TV gets its renewal with one EEO asterisk

A 1973 application for the renewal of Newhouse Broadcasting's WAPI-TV Birmingham, Ala., has been granted by the FCC.

Magic City Communications Coalition had asked the commission to deny the renewal. It said Newhouse didn't adequately ascertain area needs, discriminated and held an unlawful concentration of control of Birmingham area media.

The FCC found no basis for the charges except for those of discrimination. It noted the renewal was subject to any action the commission deemed necessary when the Equal Employment Opportunity Commission reached a decision in a case before it involving WAPI-TV.

## His wish is grants

FCC Chairman Richard E. Wiley plans to recommend that the commission seek legal authority to issue "modest research grants." Speaking at the Telecommunications Policy Research Conference, at Airlie, Va., the chairman said the contract method of funding research is often "too cumbersome and bureaucratic."

Grant programs would reduce that burden, he said, give the commission a larger pool of expert researchers to draw upon and, possibly, lead to closer ties between the commission and researchers "while preserving academic freedom."

## Equipment & Engineering

# More UHF space ripe for plucking by other users?

**That's implication of Rand study ordered by FCC but now criticized by some staffers who see flaws**

A Rand Corp. report ordered by the FCC in June 1973 and released by the agency last week fingers the UHF portion of the spectrum as a logical place to look for frequencies to accommodate other communications services—Citizens Band radio, for instance. The report indicates that UHF is a healthy, growing service, but says that even under the most favorable growth conditions, UHF stations will occupy no more than 290 of the 435 channels available in the top 100 markets by 1990. There were 124 UHF's in those markets in 1974.

The report itself—"Projecting the Growth of Television Broadcasting: Implications for Spectrum Use"—notes that additional studies are needed, including technical ones to determine whether frequencies now used by UHF stations could be cleared on a regional or nationwide basis for reallocation to other competing services. Studies now are underway to find ways of reducing UHF taboos, thus making it possible to locate more stations in less spectrum space.

What's more, the report, for which the commission paid \$220,000, is something of a disappointment. Even after an initial draft was returned to Rand with substantial criticisms from the commission staff on Oct. 29, 1975, the 308-page final report, in the opinion of some staff members, is not all they hoped it would be.

One major complaint is the narrowness of the data base used in the report—a single year generally. "A five-to-10-year base" should have been used, one official said. There was also disappointment at Rand's failure to use financial data in predicting UHF spectrum requirements.

As for the first point, Rand's response is that some multi-year analyses were done as a check, and that "no significant differences" were found. As for the failure to use financial data, Rand said the fault lies with the financial data that licensees supply the commission. The authors of the report—Rolla Edward Park, Leland L. Johnson and Barry Fishman—say that there is considerable variation among net income figures of stations that apparently are equally situated and add that some of the data may simply be "unreliable." The commission's own dissatisfaction with the financial information it receives has resulted in a separate study that could lead to rules requiring broadcasters to change their bookkeeping methods (BROADCASTING, Dec. 15, 1975).

After trying, and rejecting, three separ-

ate methods of predicting station profits, the report's authors settled on a "viable stations model." To build the model, they used 1974 data involving the relationship in 197 markets between the number of existing UHF stations and such variables as the size of the market, the number of VHF stations it includes, the fraction of homes with sets capable of receiving UHF signals and the fraction of them that subscribe to cable television service.

A further clarification of Rand's statement regarding the "unreliability" of the FCC financial data was one request of the Oct. 29 letter. "This would be helpful in explaining why Rand was not able to predict spectrum requirements for UHF television using a more direct, and presumably more reliable approach," the letter said.

The letter, over the signature of contracting officer Kenneth A. Gordon, did not stop there. It noted that "staff comments were so adverse and voluminous that this office could not begin to collapse the statements into a consensus of opinion [sic] on such an important subject." The commission attached the comments to the letter but declined last week to make them public.

One other problem with the report cited in the letter was the authors' failure to deal with the UHF "handicap problem"—more precisely, the rules changes being made by the commission to reduce the handicap. The authors subsequently dealt with that—but by assuming complete

IN MADISON,  
WISCONSIN  
WISC-TV (M-F 4:00-5:00 PM)

**MERV  
GRIFFIN  
SHOW**

IS #

**1**

METRO RATING AND SHARE  
DMA RATING AND SHARE  
TOTAL ADULTS  
TOTAL ADULTS 25-54  
TOTAL WOMEN

METRO RATING 15 SHARE 40  
DMA RATING 15 SHARE 39

**MP METROMEDIA  
PRODUCERS  
CORPORATION**

485 LEXINGTON AVE., NEW YORK, N.Y. 10017  
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Source: NSI, Feb., 1976

removal of the handicap by 1990. They were unable to predict effects of changes in the handicap as they occur; they said it was difficult to quantify trends in the handicap because changes in it "cannot be distinguished from changes in economic factors that vary from year to year."

One commission official dissatisfied with the report offered additional complaints last week. He noted that the report does not provide a basis for predicting when a particular UHF assignment would become viable—when, that is, it could be expected to be taken up by an applicant. (The report forecasts use of UHF channels market by market in 1980, 1985 and 1990.) And he pointed out that the report deals only with the top 100 markets and excludes consideration of noncommercial stations and translators. This, he said, affects the conclusions.

For instance, the report says that cable television will have "only a slight negative impact on the number of UHF stations." But, the official said, "we find cable causing trouble in markets below the top 100." To get a more complete picture, he said, "we'll have to crank in data on noncommercial stations and translators and markets below the top 100."

However, if the report is lacking in the respects he cited, that is the commission's responsibility. Robert Blau, of the Office of Plans and Policy, the contracting officer's technical representative on the project, said the commission did not ask Rand to

include those features in the report.

The report's prediction of 290 UHF stations in operation in the top 100 markets by 1990 is based on the most optimistic set of assumptions—complete UHF-VHF technical parity and improvements in economic conditions.

In a so-called "base case," in which the only changes assumed are population and income growth and the attainment of 100% UHF set penetration, the number of UHF stations is projected to increase from 124 in 1974 to 194 in 1990, with growth slowing down after 1980. Cable television penetration, at most, would reduce the 1990 number to 160, according to the report.

Indeed, the report indicates that UHF would be difficult to suppress completely. It says loss of audience to new video services such as pay television and video disks would have a relatively small impact on the projected number of stations; even a 30% audience loss, it says, would cut the 1990 projection by only 14%. And the projected effect of the VHF drop-ins proposed by the Office of Telecommunications Policy would be to reduce the 1990 total by from 14% to 21%. (This aspect of the report produced additional criticism. The authors examined 76 of 83 proposed drop-ins, and found 57 of them viable. Commission staff members say the assumption ignores technical problems that would reduce that figure considerably.)

Furthermore, the report says that such negative impacts "may easily be offset by improvements in economic climate reductions in UHF reception and tuning handicaps."

To the FCC's Mr. Blau and his chief, Dale Hatfield, director of the Office of Plans and Policy, the report, despite its failings, is useful. "It will give us a place to start looking for spectrum space that might be allocated to some other service," said Mr. Blau. And Mr. Hatfield said: "We're looking for a new home for Citizens Band radio; its present location [27 mhz band] is inadequate for technical reasons, and we're looking at all alternatives."

Commissioner Robert E. Lee, who throughout his 22 years on the commission has been its most vigorous advocate of UHF, has been qualifying his defense of UHF in recent years. And last week he said he could not say UHF frequencies will "never" be surrendered to another service. But neither could he say that the time for such surrender had yet occurred. He thinks UHF still deserves time to demonstrate it is entitled to the spectrum space assigned to it.

But if some see in the report ammunition for those eager to raid UHF for spectrum space, some Broadcast Bureau officials see in it vindication of those who have argued that UHF is a growing medium. "They're saying UHF is going to grow; this gives an optimistic picture," said one official.

But what of the bottom-line conclusion that the demand for UHF frequencies will not be so great that some could be turned over to a competing service?

"We have a long way to go before we can say we can give up any number of channels," the official said.

## WE GET LETTERS . . .

Mr. Ralph Stachon, President  
The Profit Center, Inc.  
P. O. Box 35169  
Dallas, Texas 75235

Dear Ralph:

As you know, I have been in the Broadcast business for the past 25 years and we have seen many changes and breakthroughs. But, today as never before, our biggest problem is in finding people. People capable and willing to do a professional job for good compensation.

I have worked with you and your Executive V.P., Jim Collins over the past 15 years. Your representatives have worked successfully with us in all our markets on sales and promotion campaigns. Well, since you are in daily contact with Broadcasters at all levels, across the United States, I asked myself, "Who could possibly be better equipped to find me a G.M. for my fm side, a Sales Manager for my C&W AM, and a PD for MOR than you guys?" So, why don't you give me a call and

'been getting  
them then for Years

But, Lately,  
they've all  
been asking  
the same  
question.

so we did something about it.

Announcing—  
**BROADCAST PERSONNEL MART**

"THE MATCHMAKERS"

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positions in all broadcast job descriptions

— in confidence call collect —

Ralph Stachon or Jim Collins

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## Up-and-down earth station sought by Kansas City TV

Wormington's KBMA-TV applies  
for terminal; it will be bought,  
leased back by Button firm

The first application by a television station for a receive-transmit satellite earth station has been filed by Westport TV Inc., licensee of KBMA-TV Kansas City, Mo., and Transcommunications Inc., a satellite consultant firm, which will buy and lease back the facility to KBMA-TV.

KBMA-TV hopes to have the earth station completed in time for this summer's Republican national convention in Kansas City, as a "springboard" to attracting customers. Currently, there is no satellite ground station in Kansas City.

NBC is looking to see if there are any cost advantages in using a satellite feed to take the convention coverage from Kansas City to Chicago where it could be patched into the national land-line network.

The Independent Television News Association, a cooperative formed after

the demise of Television News Inc. (BROADCASTING, Nov. 3, 1975), is also looking toward satellites to transmit its own convention coverage. ITNA hopes to use KBMA-TV's production facilities to provide both live and taped convention coverage, said Reese Schonfeld, ITNA manager and director, since the costs for subscribing to the network pool's coverage are presently prohibitive to ITNA. Whether ITNA will use KBMA-TV's satellite facilities or go with Western Union, which is studying the possibility of taking a portable transmit-receive earth station to Kansas City for the convention, has not yet been decided.

KBMA-TV's earth station venture is also seen as a means to decreasing the costs of bringing in sports events from cities that are served by RCA satellite uplinks, said Bob Wormington, Westport TV president.

On a longer term the earth station facility could provide multiple transmissions from Kansas City, said Robert Button of Transcommunications. Other users might include KBMA-TV's cable-TV program service subsidiary, Target Network Television, the Home Box Office pay cable network and industrial traffic customers.

## Technical Briefs

**Available space?** National Association of Broadcasters asked FCC to start rulemaking proceeding to assign 942-947 mhz band to auxiliary radio broadcast service for use of studio-to-transmitter interconnecting radio links (STL) and intercity relay stations. NAB said both services (previously allocated to this band) have greatly expanded since 1968 when commission reassigned band to "reserve" status for future land mobile use. Land mobile doesn't need frequencies, NAB continued, while "phenomenal growth" of STL, intercity relays and equipment such as portable color TV control transmitters and wireless microphones warrants reassignment of band.

**Company closing.** Paul Godley Co., Little Falls, N.J., consulting communications engineers, is discontinuing operations in early June. Principals are Paul F. Godley Jr. and Carson Kauffman. Joseph S. Sherman, former company associate, has acquired all technical and engineering records.

**Two to one.** Portable switcher/fader offered by MP Video, Newton, Mass., combines two black and white porta-pac cameras into one portable videotape recorder. Designated SF-3, unit weighs one pound and clips to belt or strap and plugs directly into camera input of VTR. Features include vertical interval switching, fading, supers, intercom circuit, monitoring and preview of off-air camera.

**Radio programmer.** IGM, Bellingham, Wash., has introduced its Marc VII manual assist remote control unit. System connects and controls random access cartridge devices to allow disk jockey to preschedule air show free of cartridge han-

dling. Unit has TV display and control keyboard for previewing program schedule and allowing late corrections.

**Planning ahead.** Office of Telecommunications Policy has commissioned study to assess impact of optical fiber technology on television and other communications areas. Scheduled for completion is study by Commerce Department's Office of Telecommunications policy research division. It will focus on fiber optic's role in urban telecommunications systems and evaluate options for system designs that are feasible during next 20 years. "We are not likely to see widespread use of fiber optics for many years to come," said OTP Acting Director John Eger, "but government has a responsibility to do its homework now."

**Foreign sounds.** Continental Electronics Manufacturing Co., Dallas, in joint venture with Greek civil construction firms, has been awarded \$150 million contract by Ministry of Information of Kingdom of Saudi Arabia for construction of AM broadcasting facilities. Project involves two two-million-watt AM transmitters to be built on Red Sea coast and one two-million and one one-million-watt AM transmitter built near Jordan border. Continental will provide electronic equipment valued at about 20% of total project effort, or \$28 million.

**How it's done.** FCC has received report entitled "System Coverage by the FM Broadcast Stations" by Dr. George A. Hufford of Commerce Department's Office of Telecommunications. Report describes preparation of computer-generated maps showing FM coverage of continental U.S. and is included with maps in commission's docket on clear channel proceeding (Docket 20642).

**New product, new heights.** New transmitting tower of WKBN-TV Youngstown, Ohio, is being hailed by station as first such structure to be built with Cor-Ten, weathering-grade of steel requiring no painting and with maintenance-free capabilities. Because of area's elevation above sea level, station says, top of 1,432-foot tower marks highest point in Ohio. Tower will also be used by WKBN-FM.

**Consultant service.** New management consulting firm, Tech-Lit Services Inc, has opened to provide technical literature and industrial advertising preparation services, program management and consulting services to manufacturers of electronic, electro-mechanical and scientific equipment. Firm will assist manufacturers who generally have difficulty with conventional advertising agencies that do not have technical knowledge and understanding of product or marketplace. 1519 Highwood Drive, Arlington, Va. 22207; (703) 241-1152.

**One to three.** Kay Industries, South Bend, Ind., is offering Phasemaster—converter for single-phase 220 or 440 volt power lines to 220 or 440 volt three-phase power. Three-phase operations, according to Kay, result in lower power bills and higher

operating efficiency. Unit can be used by radio and TV stations, equipment manufacturers and recording studios.

**Video colorizer.** BJA Systems, Willow Grove, Pa., has introduced model 135 colorizer for coloring monochrome video signals from selection of 20 pre-set colors. Unit provides ability to interweave parts of one picture with another and accepts two video signals, composite sync, composite blanking and color subcarrier.

**Pirates, beware.** Sony Corp., Tokyo, reports it has developed system to prevent illegal copying of duplicates of tapes recorded on Betamax videotape cassettes. System is incorporated in printer at copy-producing center. Print produced through this system will provide same playback image from one obtained from ordinary Betamax videocassette. When it is recorded through some other system, however, image will not be normal.

**Ireland microwave.** GTE International, subsidiary of General Telephone and Electronics Corp., has been awarded \$3.5 million contract to provide Republic of Ireland with microwave communications system to replace country's existing TV distribution network and to provide additional coverage to new areas. System will utilize 22 repeater stations over approximately 750-mile route and is expected to become operational in early 1977. Microwave system will utilize pulse code modulation techniques to transmit program channels above video band.

IN SYRACUSE,  
NEW YORK  
WNYS-TV (M-F 9:00-10:30 AM)

# MERV GRIFFIN SHOW

IS # **1**

METRO RATING AND SHARE  
DMA RATING AND SHARE  
TOTAL HOUSEHOLDS  
TOTAL ADULTS  
TOTAL ADULTS 18-49  
TOTAL ADULTS 25-54  
TOTAL WOMEN

METRO RATING 7 SHARE 34  
DMA RATING 5 SHARE 27

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Source: NSI, Feb., 1976

# The Broadcasting Playlist May 3

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	This week	Title (length)	Artist-label	Rank by day parts			
					6-10a	10a-3p	3-7p	7-12p
1	1	1	<b>Disco Lady</b> (3:50)	Johnny Taylor—Columbia	1	1	1	1
2	2	2	<b>Right Back Where We Started From</b> (3:16)	Maxine Nightingale—United Artists	2	2	2	4
4	3	3	<b>Boogie Fever</b> (3:25)	Sylvers—Capitol	3	3	4	3
9	4	4	<b>Welcome Back, Kotter</b> (2:48)	John Sebastian—Reprise	4	4	3	2
6	5	5	<b>December 1963</b> (3:21)	Four Seasons—Warner Bros.	6	5	5	5
7	6	6	<b>Let Your Love Flow</b> (3:16)	Bellamy Bros.—Warner Bros.	5	6	6	8
3	7	7	<b>Bohemian Rhapsody</b> (5:55)	Queen—Elektra	8	8	7	6
8	8	8	<b>Show Me the Way</b> (3:25)	Peter Frampton—A&M	7	7	9	7
5	9	9	<b>Lonely Night (Angel Face)</b> (3:17)	Captain & Tennille—A&M	9	9	8	9
10	10	10	<b>Only 16</b> (2:44)	Dr. Hook—Capitol	10	10	10	10
12	11	11	<b>Foiled Around and Fell in Love</b> (2:58)	Elvin Bishop—Capricorn	11	14	12	11
13	12	12	<b>Silly Love Songs</b> (5:54)	Paul McCartney—Capitol	13	12	11	12
11	13	13	<b>Dream Weaver</b> (3:15)	Gary Wright—Warner Bros.	12	11	14	14
28	14	14	<b>Love Hangover</b> (3:40)	Diana Ross—Motown	14	15	13	13
15	15	15	<b>Trying to Get the Feeling Again</b> (3:45)	Barry Manilow—Arista	16	13	15	15
19	16	16	<b>Get Up and Boogie</b> (4:05)	Silver Convention—Midland Int'l.	17	16	17	16
21	17	17	<b>Theme from "Happy Days"</b> (2:40)	Pratt & McLean—Reprise	15	17	18	19
17	18	18	<b>Rhiannon</b> (3:45)	Fleetwood Mac—Reprise	18	18	19	17
18	19	19	<b>Shannon</b> (3:50)	Henry Gross—Lifesong	20	23	16	18
20	20	20	<b>Sara Smile</b> (3:07)	Hall & Oates—RCA	19	20	20	21
14	21	21	<b>Sweet Thing</b> (3:18)	Rufus featuring Chaka Khan—ABC	21	19	21	20
16	22	22	<b>Dream On</b> (3:25)	Aerosmith—Columbia	23	21	23	22
25	23	23	<b>Love in the Shadows</b> (3:18)	Neil Sedaka—MCA	22	26	24	26
42	24	24	<b>Misty Blue</b> (3:38)	Dorothy Moore—Malaco	24	28	22	28
27	25	25	<b>Love Really Hurts without You</b> (2:58)	Billy Ocean—Ariola America	25	27	27	30
29	26	26	<b>I Do, I Do, I Do, I Do, I Do</b> (3:15)	Abba—Atlantic	26	25	26	29
23	27	27	<b>Deep Purple</b> (2:47)	Donny & Marie Osmond—MCA	29	24	30	24
28	28	28	<b>Shop Around</b> (3:23)	Captain & Tennille—A&M	27	29	25	32
22	29	29	<b>Theme from "S.W.A.T."</b> (4:07)	Rhythm Heritage—ABC	33	22	31	25
32	30	30	<b>Shout It Out Loud</b> (2:38)	Kiss—Casablanca	30	31	28	31
26	31	31	<b>Strange Magic</b> (3:22)	Electric Light Orchestra—United Artists	28	33	29	33
24	32	32	<b>Sweet Love</b> (3:20)	Commodores—Motown	31	34	33	23
35	33	33	<b>Lorelei</b> (3:21)	Styx—A&M	46	30	37	27
37	34	34	<b>There's a Kind of Hush (All over the World)</b> (2:53)	Carpenters—A&M	32	36	32	35
50	35	35	<b>A Fool to Cry</b> (3:59)	Rolling Stones—Rolling Stone	35	38	35	37
30	36	36	<b>Love Hurts</b> (3:03)	Nazareth—A&M	34	40	34	42
41	37	37	<b>Happy Music</b> (3:04)	Blackbirds—Fantasy	39	37	39	39

Over-all-rank	Last This week	This week	Title (length)	Artist-label	Rank by day parts			
					6-10a	10a-3p	3-7p	7-12p
43	38	38	<b>Hurt</b> (2:05)	Elvis Presley—RCA	37	42	38	40
33	39	39	<b>50 Ways to Leave Your Lover</b> (3:29)	Paul Simon—Columbia	49	32	48	34
38	40	40	<b>Take It to the Limit</b> (3:48)	Eagles—Asylum	38	41	40	38
36	41	41	<b>Money Money</b> (3:17)	Bay City Rollers—Arista	48	35	45	36
34	42	42	<b>Slow Ride</b> (3:45)	Foghat—Bearsville	40	39	41	41
31	43	43	<b>All by Myself</b> (4:22)	Eric Carmen—Arista	36	*	36	49
44	44	44	<b>Come on Over</b> (3:38)	Olivia Newton-John—MCA	41	44	42	43
39	45	45	<b>Union Man</b> (3:20)	Cate Brothers—Asylum	42	45	43	45
—	46	46	<b>One Piece at a Time</b> (3:10)	Johnny Cash & Tennessee III—Columbia	47	43	47	44
—	47	47	<b>Never Gonna Fall in Love Again</b> (3:45)	Eric Carmen—Arista	45	48	44	47
—	48	48	<b>Takin' It to the Streets</b> (3:20)	Doobie Bros.—Warner Bros.	44	*	46	48
—	49	49	<b>I've Got a Feeling</b> (3:17)	Al Wilson—Playboy	43	49	49	*
—	50	50	<b>Crazy on You</b> (4:06)	Heart—Mushroom Records	*	46	*	46

## Country

1	1	1	<b>Come on Over</b> (3:38)	Olivia Newton-John—MCA	1	3	1	1
21	2	2	<b>After All the Good Is Gone</b> (2:56)	Conway Twitty—MCA	3	2	3	3
18	3	3	<b>One Piece at a Time</b> (3:10)	Johnny Cash & Tennessee III—Columbia	4	1	4	4
2	4	4	<b>Together Again</b> (3:56)	Emmylou Harris—Reprise	5	4	2	2
—	5	5	<b>I'll Get Over You</b> (3:12)	Crystal Gayle—United Artists	2	6	5	5
9	6	6	<b>Till I Can Make it on My Own</b> (3:00)	Tammy Wynette—Epic	8	5	7	6
13	7	7	<b>Let Your Love Flow</b> (3:16)	Bellamy Bros.—Warner Bros.	6	11	8	11
7	8	8	<b>That's What Made Me Love You</b> (2:48)	Bill Anderson & Mary Lou Turner—MCA	7	8	13	8
5	9	9	<b>Don't the Girls All Get Prettier at Closing Time</b> (2:56)	Mickey Gilley—Playboy	9	12	6	10
3	10	10	<b>My Eyes Can Only See as Far as You</b> (2:36)	Charley Pride—RCA	12	7	11	15
8	11	11	<b>What I've Got in Mind</b> (2:39)	Billie Jo Spears—United Artists	13	10	9	14
10	12	12	<b>What Goes on When the Sun Goes Down</b> (2:51)	Ronnie Milsap—RCA	10	15	12	7
6	13	13	<b>I Couldn't Be Me Without You</b> (2:40)	Johnny Rodriguez—Mercury	14	13	16	9
4	14	14	<b>If I Had to Do It All Over</b> (2:33)	Roy Clark—ABC/Dot	19	9	15	12
15	15	15	<b>Mental Revenge</b> (2:40)	Mel Tillis & Statesiders—MGM	11	14	14	19
14	16	16	<b>Till the Rivers All Run Dry</b> (3:27)	Don Williams—ABC/Dot	18	17	10	13
—	17	17	<b>Walk Softly</b> (3:02)	Billy "Crash" Craddock—ABC/Dot	15	18	18	16
12	18	18	<b>Lone Star Beer &amp; Bob Wills Music</b> (2:06)	Rod Steagall—ABC/Dot	16	16	20	20
11	19	19	<b>You'll Lose a Good Thing</b> (2:50)	Freddy Fender—ABC/Dot	17	21	17	17
19	20	20	<b>Broken Lady</b> (2:37)	Larry Gallin—Monument	21	19	22	23
17	21	21	<b>Paloma Blanca</b> (3:27)	George Baker Selection—Warner Bros.	20	22	21	18
23	22	22	<b>Drinking My Baby Off My Mind</b> (2:23)	Eddie Rabbitt—Elektra	22	20	19	*
20	23	23	<b>Without Your Love (Mr. Jordan)</b> (2:00)	Charlie Ross—Big Tree	24	24	25	24
—	24	24	<b>Let Me Be Your Friend</b> (2:22)	Mack White—Commercial	*	23	23	*
24	25	25	<b>Sun Coming' Up</b> (3:01)	Nat Stuckey—MCA	*	*	*	22

# Fates & Fortunes

## Media



Dickey



Irwin

**Robert W. Dickey**, general manager, WINS(AM) New York, named to same position, Taft Broadcasting's KQV(AM)-WDVE(FM) Pittsburgh, succeeding **William W. Irwin**, named general manager of Taft's WGR(AM)-WGRO(FM) Buffalo, N.Y., position he left in 1974 to oversee restructuring of Pittsburgh stations. **Harold Calvin**, general manager of Buffalo stations, named to same post at Taft's WKRC(AM)-WKRR(FM) Cincinnati.

**S. William Scott**, VP of radio news operations, Group W's radio station group, named to additional post of general manager, Group W's WINS(AM) New York, succeeding Robert W. Dickey, new general manager, KQV(AM)-WDVE(FM) Pittsburgh (see above).

**Alva H. Chapman Jr.**, president, Knight-Ridder Newspapers, Miami, 45% owner of KLZ-AM-FM Denver; WAKR-AM-TV-WAEZ(FM) Akron, Ohio; WONE(AM)-WTUE(FM) Dayton, Ohio, and KBOX(AM)-KTLC(FM) Dallas, named to additional post of chief executive officer, succeeding **Lee Hills**, who continues as chairman and becomes editorial chairman, succeeding **John S. Knight**, retired. **Bernard H. Ridder**, vice chairman of board and operating committee chairman, given additional duties as executive committee chairman, succeeding **James L. Knight**, resigned. Knight brothers remain as directors.

**Glenn K. Bell**, executive VP/general manager, KSO(AM) Des Moines, Iowa, named president of owner, Stoner Broadcasting System there, and its subsidiary, Stoner Broadcasting of New York. He succeeds **Thomas H. Stoner**, who continues as board chairman. SBS owns WGNT(AM) Huntington, W.Va.; WVEZ(FM) Louisville, Ky.; WNB(AM)-WQYT(FM) Binghamton, N.Y., and KSO-KGGO(FM) Des Moines.

**George E. Keck**, president/chief executive officer, Columbia Corp., Portland, Ore., named to board of directors of Liberty Communications, broadcast group owner and cable TV firm, Eugene, Ore. **Carolyn S. Chambers**, Liberty corporate treasurer/board member, named VP. **David L. Kuhns**, assistant to FCC general counsel, named administrative assistant at Liberty.

**Aaron German**, budgets manager, CBS Television Stations financial planning, New York, named assistant controller of CBS Television Stations Division there. **Peter M. Crowell**, manager of software, CBS Data Center, New

York, named director of management systems and operations research, Television Stations Division.

**John Rohrbeck**, general sales manager, KNBC(TV) Los Angeles, named station manager, succeeding **Tom Straszewski**, named VP/general manager (BROADCASTING, April 26).

**Lois Gredell**, Midwest manager, CBS/FM Sales, Chicago, named general manager, CBS-owned WBBM-FM there.

**Phillip E. MacDonald**, general sales manager, KULF(AM) Houston-KYND-FM Pasadena, Tex., named general manager, WKCY(AM) Cincinnati.

**Linda Redman**, policy editor for KNBC(TV) Los Angeles for four years, has joined National Association of Broadcasters as assistant manager of Hollywood code office. She replaces **Roger Field** who moved up to manager.

**Thomas J. Durney**, general sales manager, WHEN(AM) Syracuse, N.Y., named general manager.

**Jim Carter**, salesman, WOW(AM) Omaha, named station manager, co-owned KEZO(FM) there.

**Roger A. Parmelee**, program director, WNB(AM) Newburyport, Mass., named to additional post of station manager.

**Andrew F. Hofmann**, radio VP, Rust Craft Broadcasting, Pittsburgh, and VP/general manager of Rust Craft's WPIT-AM-FM there, retires after 28 years in broadcasting. He joined Rust Craft 14 years ago after an equally long association with Storer Broadcasting, Miami Beach.

**Julie Osler**, with public information department, Public Broadcasting Service, New York, named manager of national publicity and promotion.

**Jill H. Krasner**, art director, WTTG(TV) Washington, named to additional post of promotion manager.

**Stuart F. Sucherman**, program officer, office of communications, Ford Foundation, New York, named to newly created position of VP/planning director, noncommercial WNET(TV) there. **George J. Marketos**, controller/treasurer of WNET licensee, Educational Broadcasting Corp., named WNET finance VP. **Gerard Appy**, field services director, named administration VP.

## Broadcast Advertising

**James Joyella**, general sales manager, CBS-owned WCAU-TV Philadelphia, named general manager, retail sales, CBS Television Stations Division, New York.

**Roy Polevoy**, research/sales promotion director, ABC Television Spot Sales, New York, named director of planning and administration.

**William H. Oberholtzer**, VP, media services division, Leo Burnett, Chicago, named senior VP, administration, succeeded by **Kenneth E. Lane**, VP/media department manager. **Willard G. Hadlock**, VP/associate media director, replaces Mr. Lane as VP/media department

manager, succeeded as associate media director by **Ronald Geskey**, of client services department.

**Larry Anas** and **John Welsh**, associate creative directors, Leo Burnett, Chicago, named to same positions, Needham, Harper & Steers there. **Frank Bachochin**, account executive, Burke Market Research, Chicago, named NH&S research supervisor.

**George B. Hatch**, financial/administrative officer, McCann-Erickson, New York; **John A. Adams**, manager, Chicago office, and **John L. Tormey**, manager, San Francisco office, named executive VP's.

**Thomas C. Hall**, senior VP/creative director, J. Walter Thompson, Detroit, named executive creative director for San Francisco, Los Angeles and Honolulu offices. **Ronald A. Kovas**, VP/management supervisor, JWT, Chicago, named senior VP/general manager, San Francisco Office.

**Peter C. Hanley**, account supervisor, Dancer-Fitzgerald-Sample, New York, named senior VP.

**J. Barry Weed**, VP/sales manager, East sales team, Peters, Griffin, Woodward, Chicago, named to same position, PGW's new national sales team there. He is succeeded by **Ray J. Johns**, East team salesman. Assigned to

IN CLEVELAND,  
OHIO  
WJW-TV (M-F 4:30-6:00 PM)

# MERV GRIFFIN SHOW

IS # 1

METRO RATING AND SHARE  
DMA RATING AND SHARE  
TOTAL HOUSEHOLDS  
TOTAL ADULTS  
TOTAL ADULTS 18-49  
TOTAL WOMEN  
TOTAL WOMEN 18-49

BEATS COMPETING TALK-VARIETY  
SHOW IN METRO RATING AND SHARE,  
DMA RATING AND SHARE, TOTAL  
HOUSEHOLDS, TOTAL ADULTS,  
TOTAL WOMEN, TOTAL WOMEN 18-49

 **METROMEDIA  
PRODUCERS  
CORPORATION**

485 LEXINGTON AVE., NEW YORK, N.Y. 10017  
TEL. (212) 682-9100 CABLE METPROEAST

Source: NSI, Feb., 1976

Chicago sales staff (specific unit to be decided): **Bill Olendorf**, from Avco TV sales there, **Dave Hinterscheid**, from WUAD(TV) Lorain, Ohio, and **Mary Falls**, from PGW San Francisco. **Kathy Baske**, account executive, PGW, Chicago, transferred to Minneapolis office.

**Alan B. Picozzi**, research analyst, sales strategy division, Blair Television, New York, named to newly created post of assistant research manager, market division.

**Kurt Olson**, media planner, Foote, Cone & Belding/Honig, San Francisco, named media supervisor, Ted Thompson & Partners there.

**Sandra Kennedy**, research assistant, CBS Spot Radio Sales, New York, named assistant research/promotion director, Buckley Radio Sales there.

**Judy Murphy**, with Kenyon & Eckhardt, Chicago, named media planner/negotiator, Lee King & Partners there.

**Charles A. Lutz**, VP, Ketchum, MacLeod & Grove, Houston, named senior VP/general manager. **Max Schroeder**, VP, named senior VP/management supervisor there.

**Dorothy Parisi Runkel**, senior VP, secretary, general manager and board member of Doyle Dane Bernbach, New York, has resigned after 25 years to take on "new challenge." Mrs. Runkel will leave May 14.

**Nancy M. Boehmcke**, national account executive, RKO Radio Representatives, New York, named advertising director, travel division, American Express Co. there.

**Jack Meyers**, account executive, WPLJ(FM) New York, named retail sales manager.

## Programming



Ogiens

**Michael Ogiens**, daytime programs director, CBS-TV, Hollywood, named VP daytime programs, New York, filling spot vacated by **B. Donald (Bud) Grant**, VP, programs (BROADCASTING, April 26).

**Lee Schulman**, VP/general manager, NBC-owned WMAQ-TV Chicago, named program development VP, NBC television stations division, New York.

**Samuel T. Johnston**, executive VP, Taft Broadcasting's, Hanna-Barbera Productions, Hollywood, and former VP/general manager of Taft's WTVN(AM) Columbus, Ohio, and WKRC-TV Cincinnati, named Taft executive VP, West Coast Group.



Johnston



Lafferty

**Perry Lafferty**, former VP, programs, CBS-TV, Hollywood, named creator/developer/producer of TV series and specials, Filmways Television Los Angeles. **Victor Berbara**, independent distributor, named representative of Filmways International's new Rio De Janeiro office, 10th worldwide distribution center of company.

**Gary Nardino**, senior VP, New York television department, International Creative Management, named VP, New York television department, William Morris Agency.

**Dennis Sherer**, director, WDOH-TV Toledo, Ohio, named producer/director, WBBH-TV Fort Myers, Fla.

**Edward P. Rich**, treasurer/controller, ABC Record and Tape Sales Corp., subsidiary of ABC, New York, named VP-finance and administration.

**Alan Smith**, NBC director of technical projects with NBC News elections unit, named director, special projects, Broadcast Music Inc., New York.

**Ken Broo**, Cincinnati sportscaster, named sports reporter/anchor, KWTW(TV) Oklahoma City.

**Vin Scelsa**, air personality, WNEW-FM New York, named to additional post of music director.

## Broadcast Journalism

**Perry Wolff**, writer and producer of documentaries for CBS News and executive producer of *CBS Reports*, named executive producer of CBS News specials, New York.

**Larry Delarose**, from national broadcast department, AP, New York, named broadcast executive for Iowa and Nebraska, based in Des Moines.

**Bettina Gregory**, ABC News correspondent, named reporter, ABC News radio and television, New York.



Shannon

**Ed Shannon**, producer/narrator, KPRC-TV Houston, named to additional post of news director, KPRC(AM) there.

**Terry Connelly**, news director, WAST(TV) Albany, N.Y., named to same post, WDAF-TV Kansas City, Mo.

**Mark Aldren**, sports director, WJKS-TV Jacksonville, Fla., named news director.

**Anne Lawrence**, educational specialist, U.S. Office of Education, Washington, named editorial director, KMOX-TV St. Louis.

**Shirley Wershba**, senior editor, *The Robert MacNeil Report*, WNET(TV) New York, named producer.

**Rick Stueber**, news director, WSPD-TV Toledo, Ohio, named executive news producer, WISH-TV Indianapolis.

**Thomas Claycomb**, news producer, WCIX-TV Miami, named to same position, WTVJ(TV) there.

**Mike Mason**, reporter, WPTV(TV) West Palm Beach, Fla., named assistant news administrator, WBBH-TV Fort Myers, Fla.

**John Getter**, general assignment reporter, WLWT(TV) Cincinnati, named co-anchor. **Patricia Ratterman**, press information writer, named WLWT news writer.

**Rod Wood**, news director, WHEN(AM) Syracuse, N.Y., named anchor, WNYS-TV there.

**Henry Kavett**, news producer, WROC(AM) Rochester, N.Y., named news anchor/reporter, WBBF(AM)-WBBF(FM) there.

**Linda Wright-Avery**, reporter, KING-TV Seattle, named to same position, WXYZ-TV Detroit.

## Cable

**Richard Raymond**, systems designer, Magnavox CATV, Mantius, N.Y., named internal sales engineer.

**George Duffy**, Colonial Cablevision, Revere, Mass., named president, New England Cable Television Association. **S. Kent MacNown**, Cape Cod Cablevision, South Yarmouth, Mass., named VP. **Justin Mueller**, Emco CATV, Manchester, Vt., and **Harmon White**, Community TV Corp., Laconia, N.H., re-elected secretary and treasurer, respectively.

Newly elected officers, Alabama Cable Television Association: **R. Calvin Sultiff**, Pinebelt Cablevision, Brewton, president; **Wayne Lee**, Cablevision of Anniston, VP; **T.W. (Skip) Meadows**, Decatur TeleCable, secretary-treasurer.

IN SPOKANE,  
WASHINGTON  
KHQ-TV (M-F 4:00-5:30 PM)

# MERV GRIFFIN SHOW

IS # **1**

METRO RATING AND SHARE  
ADI RATING AND SHARE  
TOTAL HOUSEHOLDS  
TOTAL ADULTS  
TOTAL WOMEN  
TOTAL WOMEN 25-54

METRO RATING 17 SHARE 43

**MP** METROMEDIA  
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485 LEXINGTON AVE., NEW YORK, N.Y. 10017  
TEL. (212) 682-9100 CABLE METPROEAST

Source: ARB, Feb., 1976

## Equipment & Engineering

**Albert Chismark**, engineering director, Meredith Broadcasting, Des Moines, Iowa, and at Meredith's WHEN-TV Syracuse, N.Y., named manager of technical services, Broadcasting Group, in addition to duties at WHEN-TV. **Steven Smith**, engineering director of Meredith's KCMO-TV Kansas City, Mo., named director of television engineering for Meredith Broadcasting Group in addition to his duties at KCMO-TV.

**Ralph L. Miaska**, chief engineer, WTOP-TV Washington, named engineering director, Spartan Radiocasting, Spartanburg, S.C., operator of WSPA-AM-FM-TV there.

**J. Fred Riley**, field service supervisor, Harris Corp., Quincy, Ill., named chief engineer, WNOE-AM-FM New Orleans.

**Richard Swank**, maintenance engineer, WVEC-TV Norfolk, Va., named chief engineer, WILX-TV Onondaga, Mich.

**Thomas W. Aldridge**, broadcast engineer, WJKS-TV Jacksonville, Fla., named assistant chief engineer.

**Dan Brodow**, Western regional sales manager, Merrimac Industries, West Caldwell, N.J., manufacturer of RF and microwave signal processing components, named marketing manager.

## Allied Fields



Jacobs

**George Jacobs**, frequency division chief, Voice of America, Washington, selected as first engineering recipient of U.S. Information Agency's Superior Honor Award for "outstanding achievement in protecting interests of vital concern."

**Brian T. Byrne**, account executive, WJZ-TV Baltimore, named to same position, Midwest Arbitron Television Sales, Chicago.

**Gene Nichols**, with 3M Co.'s corporate advertising and public relations department, New York, has resigned to form own public relations consultancy at 130 West 50th Street, New York 10020. Telephone: (212) 245-0460.

**Jules Bergman**, ABC News science editor, New York, will receive top honor in Aviation/Space Writers Association awards competition for ABC News documentary, *Union in Space*, which was telecast July 13, 1975. Awards will be presented May 19 at association's Denver conference.

**Ralph Renick**, VP/news director, WTVJ(TV) Miami, named by President Gerald Ford to 14-member National Commission on Libraries and Information Science.

## Deaths

**Allan Jackson**, 60, former CBS News correspondent, died April 26 in Bloomington, Ill., of complications following gall bladder surgery. He retired in 1975 after 32 years with CBS News, to be part owner of WAKC(AM) Normal, Ill. He is survived by his wife, Alta, and three sons.

**Roger S. Davison**, 58, station manager, WJBO(AM)-WFMP(FM) Baton Rouge, died of heart attack at his home there April 17. He joined stations as sales manager in 1957 and was named station manager in 1961. He is survived by his wife, Ila, two sons and two daughters.

**Henry Carpenter**, 42, account executive, Blair Television, Philadelphia, died in his office April 21 after apparent heart attack. He had been with Blair since August 1973. Survivors include his wife, Heddy, three daughters and one son.

**Bud Norval**, 55, sales executive, WDAM-TV Hattiesburg, Miss., died after heart attack April 12. He had been with station 13 years. Survivors include his wife and five children.

# Where Things Stand

Status report on major issues in electronic communications

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■ 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 made another effort to have suits thrown out by filing motions for summary judgment and dismissal with prejudice, but they were turned down (see story, this issue).

■ **Broadcasting in Congress.** Resolution to permit daily live broadcasts of House chamber proceedings failed in crucial vote before House Rules Committee, panel that serves as gatekeeper for legislation ready for consideration of full House (BROADCASTING, March 29). Committee voted 9 to 6 to send H. Res. 875 back to its Ad Hoc Subcommittee on Broadcasting, headed by B.F. Sisk (D-Calif.) for further study. Subcommittee is scheduled to meet next on June 1 and decide on course of action (see story, this issue). There is second broadcast resolution pending in House by

Representative Jack Brooks (D-Tex.), chairman of Joint Committee on Congressional Operations, committee whose recommendation of broadcast coverage sparked recent activity. Mr. Brooks, opposed to Sisk plan because it provides that networks would administer coverage, designed plan that would have Congress run cameras. Resolution providing for broadcast coverage of Senate, pending in Senate Rules Committee since last year, has received no attention.

■ **Cable rebuild deadline.** FCC has relaxed rebuild requirements it would have imposed on systems by 1977 (BROADCASTING, April 5, 12). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed cancellation of 1977 deadline in U.S. Court of Appeals in Washington.

■ **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. Stations involved have met with Canadian Radio Television Commission and advanced plan involving Canadian subsidiaries, but reaction from CRTS was cool (BROADCASTING, March 22) and indications are that government will proceed with proposal law on tax deduction ("Closed Circuit," April 12).

■ **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).

■ **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 was at work last week on markup on its copyright bill, H.R. 2223 (see story, this issue).

**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. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8). National Citizens Committee for Broadcasting is seeking appeals court review as are two of system owners involved (BROADCASTING, April 26).

**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 (BROADCAST-

ING, 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.

■ **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. Trial has begun in Writers Guild case (BROADCASTING, April 26; also see story, this issue).

**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. Comments have been filed (BROADCASTING, April 26).

**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. Oral arguments have been held (BROADCASTING, April 5). 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 WXPN(FM) Philadelphia \$2,000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility.

**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.). Radio-only proposal by National Radio Broadcasters Association has no sponsor yet, but it is counted among proposals being considered in preparation for renewal bill hearings, promised this year by House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.). 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.

**Network exclusivity on cable.** FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals 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. Oral arguments have been held (BROADCASTING, April 26). 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 (BROADCASTING, Dec. 15, 1975). Meanwhile, cable systems, New York Cable Television Association and National Cable Television Association are taking state of New York to court, challenging its assumption of jurisdiction over pay cable rates (BROADCASTING, April 12).

**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).

**Prime-time reruns.** FCC's Office of Network Study is considering comments submitted in response to October 1974 notice of inquiry concerning proposal to limit amount of network re-runs shown during prime-time.

**Public broadcasting funding.** House Appropriations Committee has voted \$78.5 million for CPB for 1976. Long-range appropriation will come out of committee sometime in May. 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

IN HARRISBURG - LANCASTER  
LEBANON - YORK, PA.  
WGAL-TV (M-F 4:30-6:00 PM)

# MERV GRIFFIN SHOW

IS # **1**

METRO RATING AND SHARE  
DMA RATING AND SHARE  
TOTAL HOUSEHOLDS\*  
TOTAL ADULTS\*  
TOTAL WOMEN\*  
TOTAL WOMEN 18-49\*

METRO RATING 16 SHARE 39  
DMA RATING 16 SHARE 38

\*MORE THAN OTHER 4 STATIONS  
COMBINED

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Source: NSI, Feb., 1976



for 1978 and \$140 million for 1979. Senate Communications Subcommittee held hearings on separate educational broadcasting facilities funding measure (BROADCASTING, April 5).

■ **Ratings.** Nielsen prime-time averages season-to-date (33 weeks): CBS 19.4, ABC 18.9, NBC 17.7. Thirty-third week alone: ABC 18.3, CBS 16.4, NBC 16.3

■ **Section 315.** U.S. Court of Appeals in Washington has upheld FCC's change of its administration of equal-time law. Democratic National Committee has asked for full-court rehearing of decision (BROADCASTING, April 26). Commission said political debates and press conferences by presidential and other candidates will be treated as on-spot coverage of bona fide news events exempt from equal-time requirements (BROADCASTING, Sept. 29, 1975). FCC has also ruled that if station gives candidate time within 72 hours before election day, opponents must be notified by station promptly (BROADCASTING, April 5). There are also equal-time-revision bills, introduced by Senate Communications Subcommittee Chairman John Pastore (D-R.I.) and his House counter-

part, Torbert Macdonald (D-Mass.). Hearings have been held on Senator Pastore's bill and more are to come; no hearings have been scheduled yet on the Macdonald measure.

■ **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) and is likely to stay that way for some time ("Closed Circuit," April 19). 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). Both petitions are under study by chief engineer's office.

■ **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). Case is moving toward oral argument stage.

## For the Record

As compiled by BROADCASTING, April 19 through April 23 and based on filings, authorizations and other FCC actions.

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

### New stations

#### TV actions

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: WCFE-TV Plattsburgh, N.Y., to Oct. 15 (BMPET-857); KSYS Medford, Ore., to Oct. 13 (BMPCT-7592).

#### AM license

Broadcast Bureau granted following license covering new stations:

■ WVFC McConnellsburg, Pa. (BL-14088). Action March 19.

#### FM application

■ Morehead City-Beaufort, N.C.—Grace Missionary Baptist Church seeks 103.3 mhz, 100 kw. P.O. address: c/o Rev. Clyde I. Eborn, Box 391. Morehead City 28557. Estimated construction cost \$120,694; first-year operating cost \$42,000; revenue \$72,000. Format: religious. Principal: Applicant is non-stock, nonprofit corporation. Ann. April 5.

#### FM actions

■ \*Rock Hill, S.C.—South Carolina Educational Television Commission. Broadcast Bureau granted 88.9 mhz, 100 kw., HAAT 595 ft. P.O. address: Drawer L. Columbia, S.C. 29205. Estimated construction cost

\$205,300; first-year operating cost \$50,670. Principal: Henry J. Cauthen, president and general manager (BPED-1985). Action April 15.

■ Palestine, Tex.—Trinity Broadcasting Co. Broadcast Bureau granted 98.3 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 789, Palestine 75801. Estimated construction cost \$75,283; first-year operating cost \$49,405; revenue \$50,000. Format: Gospel, contemp. Principal: Applicant is non-stock, nonprofit corporation (BPH-9478). Action April 13.

■ Appomattox, Va.—WTTX Radio Inc. Broadcast Bureau granted 107.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 512, Altavista, Va. 24517. Estimated construction cost \$6,850; first-year operating cost \$4,150; revenue \$6,000. Format: C&W, easy listening. Principal: Theodore J. Gray (100%) owns WKDE-AM-FM Altavista, WCRE(AM) Cheraw, S.C., WTTX(AM) Appomattox and WRNB(AM) New Bern, N.C. (BPH-9534). Action April 12.

#### FM starts

■ KBFE Casa Grande, Ariz.—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 70 ft. Ac-

tion April 6.

■ WHRZ Providence, Ky.—Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 300 ft. Action April 7.

■ \*WSDH Sandwich, Mass.—Authorized program operation on 91.7 mhz, TPO 10 w. Action March 31.

■ \*WZLY Wellesley, Mass.—Authorized program operation on 91.5 mhz, TPO 10 w. Action April 6.

■ KMSR Sauk Centre, Minn.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 300 ft. Action April 9.

■ \*WVPH Piscataway, N.J.—Authorized program operation on 90.3 mhz, TPO 10 w. Action April 7.

■ \*WJVS Cincinnati—Authorized program operation on 88.3 mhz, ERP 175 w, HAAT 100 ft. Action April 7.

■ WURD Georgetown, Ohio—Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 300 ft. Action April 9.

■ KCWM Victoria, Tex.—Authorized program operation on 95.1 mhz, ERP 57 kw, HAAT 450 ft. Action April 8.

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## Ownership changes

### Applications

- **KCLM(AM)** Redding, Calif. (1330 khz, 5 kw-D)—Seeks assignment of license from California Northwest Broadcasting to Colgan Communications for \$200,000. Seller: Also owns KVIQ-TV Eureka, Calif. Buyer is John A. Colgan (100%), who works for news magazine. Ann. April 21.
- **KWIZ-AM-FM** Santa Ana, Calif. (AM: 1480 khz, 5 kw-D, 1 kw-N; FM: 96.7 mhz, 3 kw)—Seeks transfer of control of Voice of the Orange Empire from trustees of Tom Davis Trust, et al (42.5% before; none after), to Philip C. and Carolyn Davis, trustees (42.5% before; 85% after). Consideration: \$750,000. Principals: Davis's are buying stock from trustees of deceased uncle's (Tom Davis) estate. In similar action last year, Davis's (children of M. Phillip Davis, also deceased, who was in partnership with Tom Davis, his brother) bought KLOK(AM) San Jose, Calif. Philip Davis is already president of Santa Ana stations. Consideration is amount for all three stations. Ann. April 21.
- **KORL(AM)** Honolulu (650 khz, 10 kw-U)—Seeks assignment of license from Radio Hawaii to O'Day Broadcasting for \$210,000 and \$150,000 noncompetition covenant. Radio Hawaii is subsidiary of Founders Corp., principal of which is John M. Shaheen (55%). Company also is licensee of WFBL(AM) Syracuse, N.Y. and percentages of various stations, including: WNYT(TV) Syracuse and WSMB(AM) New Orleans. Buyers are Pat O'Day (45%), H. Rand Ginn (45%) and C.C.N. Co. (10%). No other broadcast interests. Ann. April 21.
- **KIDO(AM)** Boise, Idaho (630 khz, 5 kw-U)—Seeks assignment of license from Mesabi Western Corp. to New Executive Motel for \$284,000 and \$100,000 noncompetition covenant. Buyer is Dale G. Moore, who has interests in KCAP(AM) Helena, KGVO-AM-TV Missoula, KCFW-TV Kalispell and KTYM-TV Butte, all Montana. Ann. April 21.
- **WMIK-AM-FM** Middlesboro, Ky. (AM: 560 khz,

## Summary of broadcasting

### FCC tabulations as of March 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,439	3	23	4,465	54	4,519
Commercial FM	2,735	0	58	2,793	130	2,923
Educational FM	788	0	35	823	67	890
<b>Total Radio</b>	<b>7,962</b>	<b>3</b>	<b>116</b>	<b>8,081</b>	<b>251</b>	<b>8,332</b>
Commercial TV	700	1	9	710	55	765
VHF	508	1	4	513	10	523
UHF	192	0	5	197	45	242
Educational TV	231	9	12	252	16	268
VHF	90	3	4	97	8	105
UHF	141	6	8	155	8	163
<b>Total TV</b>	<b>931</b>	<b>10</b>	<b>21</b>	<b>962</b>	<b>71</b>	<b>1,033</b>

\*Special temporary authorization

\*\*Includes off-air licenses

500 w-D; FM: 92.7 mhz, 3 kw)—Seeks transfer of control of Cumberland Gap Broadcasting from Maurice and Helen Henry (96% before; none after) to James and Mary Ballard (4% before; 100% after). Consideration: \$240,000. Principals: Sellers have no other broadcast interests. Buyers are son-in-law and daughter of sellers and are general manager and program director respectively. Ann. April 19.

■ **KPEL-AM-FM** Lafayette, La. (AM: 1420 khz, 1 kw-D, 500 w-N; FM: 99.9 mhz, 38 kw)—Seeks assignment of license from Radio Lafayette to Lafayette Broadcasting for \$1,025,000. Seller: First National Bank in Dallas as trustee under estate of Edward L. Francis. Principal in buyer is Ronald J. Gomez, present vice president and station manager. Ann. April 19.

■ **KPLP(AM)-KBED(FM)** Lake Providence, La. (AM: 1050 khz, 250 w-D; FM: 92.7 mhz, 3 kw)—Seeks transfer of control of Lake Providence Broadcasting Service from Bendell L. Enoch (66% before; none after) to Ashley Norman Davis Jr. (9% before; 66% after). Consideration: \$15,000. Principals: Sellers wish to sell due to distance from home. Buyer is manager of station; his mother owns remaining percentage. Ann. April 19.

■ **WAAB(AM)-WAAF(FM)** Worcester, Mass. (AM: 1440 khz, 5 kw-U; FM: 107.3 mhz, 16.5 kw)—Seeks assignment of license from Southern Massachusetts Broadcasters to Robert Williams Broadcasting for \$1,465,000. Seller: Mr. Gray has sold, subject to FCC approval, WAAL(FM) Binghamton, N.Y., to Alastair B. Martin for \$231,039 and WGCY(FM) New Bedford, Mass., to Edmund Dinis for \$418,000. Principals in buyer are Robert L. Williams and Richard A. Ferguson who also own WEZN(FM) Bridgeport, Conn. Ann. April 23.

■ **KLOH-AM-FM** Pipestone, Minn. (AM: 1050 khz, 1 kw-D; FM: 98.7 mhz, 100 kw)—Seeks assignment of license from KLOH Inc. to Wallace Christensen for \$330,000. Seller: Mary Jean, Robert and Thomas Ingstad, principals, own KKXL(AM) Grand Forks, KOVC(AM) Valley City and KBMW(AM) Wahpeton, all North Dakota; KGFX(AM) Pierre and KKLS-AM-FM Rapid City, both South Dakota; KKWB(FM) Breckenridge, and KWAD(AM)-KKWS(FM) Wadena, all Minnesota. Group is selling KLOH-AM-FM so it may purchase KLPM(AM) Minot, N.D., (see below) and keep portfolio of AM's within FCC seven-station limit. Buyer is general manager of KLOH-AM-FM and has no other broadcast interests. Ann. April 21.

■ **KLPM(AM)** Minot, N.D. (1390 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Minot Broadcasting to KLOH Inc. for \$240,000. Seller: Principals in seller are Dorothy Masse, Madeline Sutherland (43.09% each) and Leslie E. Maupin (13.81%). They have no other broadcast interests. Buyer is group owner also selling KLOH-AM-FM Pipestone, Minn. (see above). Ann. April 21.

■ **WANR(AM)** Toledo, Ohio (1520 khz, 1 kw-U)—Seeks assignment of license from Raystay Co. to Gore Broadcasting for \$300,000. Seller: Licensee also of WEEO(AM) Waynesboro, Pa. and cable companies, is having financial difficulties with WANR and is asking waiver of three-year holding rule. Buyer is Harold W. Gore (100%). Mr. Gore also owns WTOW(AM) Towson, Md. and WZIP(AM) Cincinnati. He has five percent interests in six other stations owned by Sudbrink broadcasting group. Ann. April 21.

■ **WKDA-AM-FM** Nashville (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 103.3 mhz, 100 kw)—Seeks assignment of license from WKDA Broadcasting and Hickory Broadcasting to Dick Broadcasting Co. for \$1.2

million. Seller: Principals are Stuart Hepburn and James Ragan. Licensees are subsidiary of Chatham Corp., licensee of KNOK-AM-FM Ft. Worth, Tex. Buyers are Jeannette Dick Hundley, James Jr., Emily and C. Arthur Dick (25% each), all siblings. All are college students and/or employees of WIVK-AM-FM Knoxville, Tenn., owned by parents. Ann. April 21.

■ **WAJR-AM-FM** Morgantown, W.Va. (AM: 1440 khz, 5 kw-D, 500 w-N; FM: 101.9 mhz, 50 kw)—Seeks transfer of control of West Virginia Radio Corp. from estate of Agnes Greer (100% before; none after) to Richard, John and David Raese (none before; 100% [but for two shares] after). Consideration: \$174,000. Principals: Transferees are grandchildren of Agnes Greer, deceased, and are combining inheritance and purchase of stock from estate to consolidate ownership. Ann. April 21.

### Actions

■ **WPRN(AM)** Butler, Ala. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Julian A. Watters and Debra W. Jackson to Debra W. Jackson for \$63,750. Seller: Mr. Watters is Ms. Jackson's father. Buyer: Ms. Jackson, doing business as Butler Broadcasting Co., is applicant for FM in Butler (BAL-8421). Action April 12.

■ **WUNI(AM)** Mobile, Ala. (1410 khz, 5 kw-U)—Broadcast Bureau granted 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)-WSBI(FM) Brunswick, Ga., WGA Gainesville, Ga., WTJS(AM)-WKIR(FM) Jackson, Tenn. (BAL-8610). Action April 13.

■ **WNLC(AM)-WTYD(FM)** New London, Conn. (AM: 1510 khz, 10 kw-D, 5 kw-N; FM: 100.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Thames Broadcasting Corp. to Mercury Broadcasting Corp. for \$1 million. Buyer: Joseph B. Somerset, David T. Workman and David A. Swiger (each 1/3). Mr. Somerset is radio consultant. Mr. Workman is stockbroker. Mr. Swiger is partner in women's underwear manufacturing company (BAPL-471, BALH-2227, BALRE-2957). Action April 16.

■ **WTOT-AM-FM** Marianna, Fla. (AM: 980 khz, 1 kw-D; FM: 100.9 mhz, 2.5 kw)—Broadcast Bureau granted assignment of license from Chipola Corp. to Marianna Broadcasting Corp. for \$162,500. Seller: Six Marianna businessmen with no other broadcast interests, except C.C. Harrison Jr. has minority interest in WCWB-TV Macon, Ga. Buyer: Wholly owned subsidiary of Brewer Broadcasting Co.: James R. (51%), Martha (24%), and James L. (25%) Brewer owners. Brewer is licensee of WHON(AM) Centerville, WQLK(FM) Richmond and WTCJ(AM) Tell City, all Indiana (BAL-8568). Action April 13.

■ **KIKI(AM)** Honolulu (830 khz, 10 kw-U)—Broadcast Bureau granted assignment of license from Yee Hee, receiver to Pacific FM Inc. for \$350,000. Buyer: James J. Gabbert (67.9%) and William S. Grover, trustee in bankruptcy for John S. Wickett (32.5%). Mr. Gabbert is 50% owner of broadcast equipment manufacturing firm, boat charter operation and majority owner of KIOI(AM)-KIQI(FM) San Francisco (BAL-8602). Action April 13.

■ **KUZN(AM)-KYEA(FM)** West Monroe, La.—Broadcast Bureau granted assignment of licenses to Margie Mae West Griffith and David Turrentine, co-administrators of estate of Howard Elmer Griffith

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(BAL-8634, BALH-2259, BASCA-733, BALRE-2990). Action April 13.

■ **WDME(AM) Dover-Foxcroft, Me.**—Broadcast Bureau granted assignment of license to Frank Alvin Delle Jr. and Armand J. Gosselin, executor of estate of Eugene Joseph Gosselin d/b/a The Radio Voice of Dover-Foxcroft (BAL-8631). Action April 15.

■ **WAYE(AM) Baltimore (860 khz; 1 kw-D)**—Broadcast Bureau granted assignment of license from Adler Broadcasting Corp. to Coastal Telecommunications Corp. for \$650,000. Seller: Warren Adler, licensee of WHAG(AM)-WQCM(FM) Halfway, Md. Buyer is equally owned by Stuart Frankel, retail sales director at WJZ-TV Baltimore and Howard Cohen, Baltimore investor-developer (BAL-8613). Action April 15.

■ **WIDD-AM-FM Elizabethton, Tenn.**—Broadcast Bureau granted assignment of license from Walter A. Curtis, receiver, to Walter A. Curtis, Trustee in Bankruptcy (BAL-8632, BALH-2258). Action April 13.

■ **KLUB-AM-FM Salt Lake City**—Broadcast Bureau granted transfer of control of licensee corporation from Frank C. Carman and Katherine G. Carman as trustees of revocable trust No. 1 of Frank C. Carman, to Frank C. Carman (BTC-7990). Action April 12.

■ **WTON(AM) Staunton, Va. (1240 khz; 1 kw-D, 250 w-N)**—Broadcast Bureau granted acquisition of positive control of Augusta County Broadcasting Corp. by Albert C. Schmick (44.2% before; 51.9% after) from William A. Diehl (18.8% before; 7.8% after) for \$40,000. Florence Howanitz (none before; 3.3% after) also bought stock from Mr. Diehl. Seller wishes to devote more time to other business interests (BTC-7989). Action April 12.

## Facilities changes

### TV actions

■ **\*WMVS Milwaukee**—Broadcast Bureau granted CP to change ERP to vis. 214 kw, aur. 33.1 kw; change type trans. and ant.; ant. height 960 ft.; condition (BPET-475). Action April 16.

■ **\*WMVT Milwaukee**—Broadcast Bureau granted CP to change ERP to vis. 525 kw, aur. 79.4 kw; change type ant.; change ant. structure; ant. height 950 ft.; condition (BPET-485). Action April 16.

### AM applications

■ **WKSK West Jefferson, N.C.**—Seeks CP to increase power to 1 kw. Ann. April 21.

■ **WAAN Waynesboro, Tenn.**—Seeks CP to change frequency to 1400 khz; add nighttime power with 250 w; change hours of operation to unlimited. Ann. April 21.

### AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KGGF Shawnee, Okla. (BP-19,879), April 9; WOUB Athens, Ohio (BP-19,911), April 9.

### FM actions

■ **WVOK-FM Birmingham, Ala.**—Broadcast Bureau granted modification of CP to change trans.; change ant.; ERP 100 kw (H), 50 kw (V); ant. height 810 ft. (BMPH-14,784). Action April 15.

■ **WINZ-FM Miami Beach, Fla.**—Broadcast Bureau granted CP to change trans. location to 1 Biscayne Blvd., Miami; install new trans.; install new ant.; make change in ant. system; ERP 100 kw (H&V); ant. height 600 ft.; remote control permitted (BPH-9680). Action April 14.

■ **KLOH-FM Pipestone, Minn.**—Broadcast Bureau dismissed application for construction permit to change antenna site and make other changes (BPH-9585). Action April 18.

■ **WMRQ Brookhaven, Miss.**—Broadcast Bureau granted modification of CP to change studio and trans. location to U.S. Highway 51, 2.5 miles north of Brookhaven; change trans. and ant.; make changes in ant. system; ERP 3 kw (H&V); ant. height 286 ft. (BMPH-14783). Action April 15.

■ **WHOT-FM Youngstown, Ohio**—Broadcast Bureau granted CP to make changes in ant. system; ant. height 125 ft. (BPH-9837). Action April 15.

■ **KYFM Bartlesville, Okla.**—Broadcast Bureau granted CP to install new ant.; ERP 3 kw (H&V); ant.

height 300 ft. (BPH-9850). Action April 15.

■ **WOYE-FM Mayaguez, P.R.**—Broadcast Bureau granted CP to change trans. location to Post and Bosque Sts., Mayaguez; make changes in ant. system; ant. height —151 ft. (BPH-9854). Action April 15.

■ **\*WLTR Columbia, S.C.**—Broadcast Bureau granted modification of CP to change studio location to 2901 Millwood Ave., Columbia; change ant.; ant. height 760 ft. (BMPED-1383). Action April 15.

■ **WCRS-FM Greenwood, S.C.**—Broadcast Bureau granted CP to change trans. location to 637 East Durst Ave., Greenwood; install new trans. and ant.; ERP 1.6 kw (H&V); ant. height 390 ft.; remote control permitted (BPH-9813). Action April 14.

■ **KGRI-FM Henderson, Tex.**—Broadcast Bureau granted CP to install new trans. and circular polarized ant.; ERP 3 kw (H&V); ant. height 200 ft. (H&V); condition (BPH-9848). Action April 15.

■ **KLUF-FM Lufkin, Tex.**—Broadcast Bureau granted modification of CP to change trans. location to Farm

Road 202A, 6.5 miles northwest of Lufkin; change trans. and ant.; make change in ant. system; ERP 57 kw (H&V); ant. height 660 ft. (BMPH-14767). Action April 12.

■ **WIBS Charlotte Amalie, St. Thomas, V.I.**—Broadcast Bureau granted modification of CP to change trans. and ant.; make change in ant. system; change modulation of frequency monitors; ERP 50 kw (H&V); ant. height 1,440 ft. (BMPH-14248). Action April 12.

■ **WAJR-FM Morgantown, W.Va.**—Broadcast Bureau granted CP to install new ant.; ERP 50 kw (H&V); ant. height 260 ft. (H&V); remote control permitted; condition (BPH-9829). Action April 15.

### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WDIZ Orlando, Fla. (BPH-9802), April 9; WQEN Gadsden, Ala. (BPH-9304), April 7; WRLM Taunton, Mass. (BPH-9238), April 9.

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## In contest

### Designated for hearing

■ **\*Birmingham, Demopolis and Montgomery, Ala., TV proceeding:** Alabama Citizens for Responsive Public Television and Alabama Educational Television Commission (AETC), competing for ch. \*10 in Birmingham, ch. \*41 in Demopolis and ch. \*26 in Montgomery (Doc. 20675-6)—Commission designated for hearing mutually exclusive applications. Commission noted that last January 8 it concluded proceeding by denying applications of AETC for renewal of licenses for its eight educational television stations and for license to cover construction permit for ninth. (Channels and locations involved were \*10, Birmingham; \*41, Demopolis; \*26, Montgomery; \*2, Dozier; \*25, Huntsville; \*36, Florence; \*3, Louisville; \*42, Mobile, and \*7, Cheaha State Park.) Commission found AETC followed racially discriminatory policy in its overall programing practices, and through "pervasive neglect" of Alabama's black population, failed to adequately meet needs of public. However, in light of fact that AETC is agency of state of Alabama and has undertaken improvements to increase responsiveness to needs of Alabama's black citizens since 1970, commission held that AETC should not be ruled ineligible to file for construction permits for nine stations. AETC filed applications for all nine channels on April 1, 1975. On August 29, 1975, Citizens filed applications competing with those of AETC for channels at Birmingham, Demopolis and Montgomery. Since AETC was unopposed in its applications for six remaining channels, commission granted those applications on October 21, 1975. Action April 21.

■ **WBCW(AM) Jeanette, Pa., renewal proceeding:** Central Westmoreland Broadcasting Co. (Doc. 20789)—Commission designated for hearing application of Central Westmoreland renewal. Central Westmoreland is owned by Verna M. Calisti and John K. Seremet. Commission said it possessed information which raised serious questions as to whether Central Westmoreland possesses qualifications to be or remain licensee of WBCW. Action April 20.

■ **WTRA(AM) Latrobe, Pa., renewal proceeding:** WTRA Broadcasting Co. (Doc. 20788)—Commission designated for hearing application for renewal of license. Commission said it had information which raises serious questions as to whether WTRA Broadcasting possesses qualifications to be or remain licensee of WTRA. Action April 20.

### Procedural ruling.

■ **WRSC(AM)-WQWK(FM) State College, Pa., renewal proceeding:** State College Communications Corporation (SCCC) (Doc. 20720)—ALJ Walter C. Miller set certain procedural dates; set hearing for July 12 at State College; by separate action granted motion by Broadcast Bureau for production of documents. Action April 20.

### Initial decisions

■ **Pensacola, Fla., FM proceeding:** Perdido Broadcasting Co. and Barba Broadcasting Co., competing for 107.3 mhz (Docs. 20469-70)—ALJ Frederick W. Denniston granted application of Barba Broadcasting. On December 8, in response to joint agreement between

applicants, Judge Denniston dismissed Perdido application and authorized reimbursement of portion of its expenses. Action April 23.

■ **Bloomington, Ind., FM proceeding:** Bloomington Media Corp. and Indiana Communications, competing for 96.7 mhz (Docs. 19813-5)—ALJ Lenore G. Ehrig granted application of Indiana Communications. Judge Ehrig denied competing application of Henderson Broadcasting and Bloomington Media Corp. for same facilities. Action April 20.

■ **Lakewood, Wash., AM proceeding:** Dale A. Owens and Clay Frank Huntington, competing for 1480 khz (Doc. 20454-5)—ALJ Frederick W. Denniston granted application of Clay Frank Huntington. December 17, Judge Denniston approved agreement between applicants and dismissed Owens application. Action April 23.

### Review board decision.

■ **WCTF-TV Cleveland—FCC Review Board denied application by Community Telecasters of Cleveland for further extension of time to complete construction, canceled station's construction permit and deleted WCTF-TV call letters. Community has held construction permit for WCTF-TV since May 22, 1968. Both in 1969 and 1971, Community was granted extensions of time within which to complete construction (Doc. 20585). Action April 14.**

## Fines

■ **KBUR(AM) Burlington, Iowa—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for making incorrect meter readings. Licensee has 30 days to pay or contest forfeiture. Action April 13.**

■ **WJPR(AM) Greenville, Miss.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$400 for failing to log calibrations of remote antenna ammeter against base antenna. Licensee has 30 days to pay or contest forfeiture. Action April 12.**

■ **WLAS(AM) Jacksonville, N.C.—Commission notified Seaboard Broadcasting Corp., licensee, it is apparently liable for a \$4,000 forfeiture for operating with excessive power during presunrise hours. Action April 14.**

■ **WLAC(AM) Nashville—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$2,000 for failing to log commercials correctly. Licensee has 30 days to pay or contest forfeiture. Action April 15.**

## Other actions

■ **WPRN(AM) Butler, Ala.—Broadcast Bureau granted renewal of license to Butler Broadcasting Co. subject to condition that assignment of license (see ownership change actions) be consummated within 60 days of grant. Action April 12.**

■ **Washington—Commission denied Bicentennial Broadcasting Corp., special temporary authority to operate radio broadcast station on 160 khz with power of 10 kw. Proposed station would have been in Washington area and used to provide information to**

visitors and others about bicentennial activities in area. It would have been supported by sale of special receivers to visitors and others and by commercial sponsorship of programs. Action April 14.

■ **KIKI(AM) Honolulu—Broadcast Bureau granted license renewal to Yee Hee, receiver, subject to condition that assignment of license (see ownership change actions) be consummated within 60 days. Action April 13.**

■ **WSTM(FM) St. Matthews, Ky.—Broadcast Bureau granted renewal of license to Scott Broadcasting Co. subject to condition that assignment of license be consummated within 60 days of grant. Action April 9.**

## Allocations

### Petitions

■ **Monterey, Calif.—Broadcast Bureau proposed assigning 92.7 mhz (ch. 224A) as second FM assignment to Monterey, Calif. Action was in response to petition by Kent Tegtmeyer (Doc. 20783). Action April 19.**

■ **Augusta, Me.—Broadcast Bureau proposed assigning 92.1 mhz (ch. 221A) to Augusta as community's third FM assignment. Action was in response to petition by Ocean Coast Properties (Doc. 20782). Action April 19.**

■ **Andrews, Bryson City and Waynesville-Canton, all North Carolina—Broadcast Bureau proposed assignment of reserved noncommercial educational channels to three communities. Action was in response to petition by University of North Carolina (UNC). UNC requested ch. \*27 be assigned jointly to communities of Waynesville and Canton, that now unoccupied and unapplied for Waynesville ch. 59 assignment be deleted and reassigned on reserved basis to Andrews, and ch. \*67 be assigned to Bryson City (Doc. 20784). Action April 19.**

■ **Galen David Castlebury Jr., South Williamsport, Pa.—Seeks assignment of ch. 261A to Canton, Pa. Ann. April 19.**

■ **Bryan, Tex.—Broadcast Bureau proposed assigning 104.9 mhz (ch. 285A) as second FM assignment to Bryan. Proposal was result of petition by Scott and Davis Enterprises (S&D) (Doc. 20785). Action April 23.**

## Rulemaking

### Actions

■ **Commission clarified rules to state precisely date on which period of time begins to run after action taken by commission, an ALJ or members of commission or its staff. Commission specified: for rulemaking documents, date of public notice is date of publication in Federal Register; for other documents "released" by commission (and made available to public), date of public notice is date on which full text of document is released; if full text of action document is not released but "public notice" describing action is released, date of public notice is date on which descriptive "public notice" is released; and if document is neither published in Federal Register nor released, and if descriptive "public notice" is not released, date of public notice is date on which document is sent to persons affected by action. Changes become effective May 5. Action April 20.**

■ **Commission has made further rulings in process of reeregulation. Among actions were: provision for test transmitters for FM and TV field strength measurements; prohibition of noncommercial stations from editorializing or supporting or opposing candidates for public office; specification that translator stations must operate with output within a specified tolerance as well as making station identification requirements every thirty minutes. Action April 14.**

■ **Commission ruled that tax certificates will be issued in connection with proposed sale of television station in market where seller is also licensee of FM station. Sale does not have to occur within one renewal period from adoption of the FCC's one-to-a-market policy and is not involuntary in sense it was prompted by economic hardship. Action was in response to request by William S. Green, member of Washington law firm of Pierson, Ball & Dowd. Action April 14.**

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### Applications

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	<b>New AM's</b>
KRWT	Winters Radio, Winters, Tex.
KVLI	John W. Ridenour & Janet C. Ridenour, Lake Isabella, Calif.
WJTP	J.T. Parker Jr., Newland, N.C.
	<b>New FM's</b>
KXOX-FM	Stein Broadcasting Co., Sweetwater, Tex.
*WVKR-FM	Vassar College, Poughkeepsie, N.Y.
KMXX	Dynamic Communications of Austin, Austin, Tex.
*WAMF	Bd. of Regents acting for and on behalf of Florida A&M University, Tallahassee, Fla.
*KAZI	Austin Community Radio, Austin, Tex.
KFRN	Jimmy Swaggart Evangelistic Assoc., Amarillo, Tex.
WRJC-FM	George S. Blum, Mauston, Wis.
*WXDR	University of Delaware, Newark, Del.
*WLHI	Fort Wayne Lutheran Assoc. for Secondary Education, Fort Wayne, Ind.
KQHJ	Harold A. Jahnke, Hampton, Iowa
KBCT	Carousel Broadcasting Corp., Fairfield, Iowa
KCNW	Radio Kilgore, Inc., Kilgore, Tex.
	<b>Existing TV's</b>
WCFC	WCFL-TV Chicago
WTVZ	WHEN-TV Syracuse, N.Y.
	<b>Existing AM</b>
KWJS	KAMC Arlington, Tex.
	<b>Existing FM's</b>
WQIV	WRKT-FM Cocoa Beach, Fla.
KDWB-FM	WYOO-FM Richfield, Minn.
WJQX-FM	WKHM-FM Jackson, Mich.
WXRO	WBEV-FM Beaver Dam, Wis.
KJSN	KLAD-FM Klamath Falls, Ore.
WNED-FM	WREZ Buffalo, N.Y.

### Grants

Call	Assigned to
	<b>New TV's</b>
WSED	Northern Entertainment, Sault Sainte Marie, Mich.
	<b>New FM's</b>
*WVPH	Bd. of Ed. Piscataway township, N.J., Piscataway, N.J.
WOLC	Meranatha Inc., Princess Anne, Md.
KOSW	Media West, Rock Springs, Wyo.
KWTC-FM	Mojave Valley Broadcasting, Barstow, Calif.
*WCRH	Cedar Ridge Children's Home & School, Williamsport, Md.
KHIO	Rice Capital Broadcasting Co., Crowley, La.
	<b>Existing TV's</b>
KGME-TV	KMAU-TV Maui, Hawaii
KVIA-TV	KELP-TV El Paso, Tex.
	<b>Existing AM's</b>
KNIX	KTUF Tempe, Ariz.
WCMD	WCUM Cumberland, Md.
WCBC	WUOK Cumberland, Md.
WKKY	WCIS Moss Point, Miss.
	<b>Existing FM's</b>
WBZF	WCBR-FM Richmond, Ky.
WRRK	WMTE-FM Manistee, Mich.
KESS	KBUY-FM Fort Worth, Tex.

## Translators

### Applications

■ Bill Williams TV Association, Williams, Grand Canyon and Ash Fork, Ariz.—Seeks ch. 64 rebroadcasting KAET Tempe, Ariz. Ann. April 19.

■ XYZ Television, Debeque and Parachute Creek, rural areas, Colo.—Seeks ch. 68 rebroadcasting KREX-TV Grand Junction, Colo. Ann. April 22.

■ Kid Broadcasting Corp., Burley and Rupert, Idaho—Seeks ch. 65 rebroadcasting KID-TV Idaho Falls, Idaho. Ann. April 21.

■ K10AS Big Timber, Boulder Creek area, Otter Creek, Big Timber Creek area and Melville, all Montana—Seeks CP to change frequency from ch. 10 (192-198 mhz) to ch. 11 (198-204 mhz); increase output power to 10 w. Ann. April 23.

■ Nevada Radio-Television, Crystal Bay and Zephyr Cove, Nev.—Seeks ch. 58 rebroadcasting KOLO-TV Reno. Ann. April 21.

■ K11GV Sheep Springs, Maschitti Schools, Coyote Canyon School, Tohatchi, Mexican Springs and area west of Dezza Bluff, N.M.—Seeks CP to change frequency from ch. 11 to ch. 9 and make changes in ant. system. Ann. April 21.

■ K09GU Tohatchi area, N.M.—Seeks CP to change frequency from ch. 9 to ch. 2 and make changes in ant. system. Ann. April 21.

■ Scranton Broadcasters, Mount Pocono area, Pa.—Seeks ch. 56 rebroadcasting WDAU-TV Scranton, Pa. Ann. April 20.

### Actions

■ K04AX Rifle and surrounding areas, Colo.—VHF translator license authorization forfeited and call letters deleted. Ann. April 20.

■ K07CF Rifle, Colo.—Broadcast Bureau ordered license authorization forfeited and call letters deleted. Ann. April 21.

■ K11EK Volbort, Mont.—VHF translator license authorization canceled and call letters deleted at request of licensee. Ann. April 20.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ People's Cable Co., 800 Linden Ave., Box 9210, Rochester, N.Y., for (village of) Pittsford, N.Y. (CAC-06448): WHEC-TV, WOKR, WROC-TV, WXXI, Rochester, N.Y.; WPIX, WOR-TV, New York; WGR-TV, WKBW-TV, WBNV-TV, Buffalo, N.Y.; WSYR-TV Syracuse, N.Y.

■ Daniels Properties, for Nolanville, Tex. (CAC-06449): KXTX-TV Dallas.

■ Putnam All-Channel Cablevision, for Greencastle, Ind. (CAC-06450): WHMB-TV Indianapolis.

■ Northeastern Pennsylvania TV Cable Company, for Exeter borough, Nicholson borough, and Dunmore borough, Pa. (CAC-06451-3): WNJU-TV Linden, N.J.

■ Hawkeye Communications, for Red Oak, Iowa (CAC-06454): WTCN-TV Minneapolis.

■ Hawkeye Communications, Corning, Iowa (CAC-06455): WTCN-TV Minneapolis.

■ Creston Cablevision, for Creston, Iowa (CAC-06456): WTCN-TV Minneapolis.

■ Longview Cable Television, for Longview, Tex. (CAC-06457): KXTX-TV Dallas.

■ Martinsville Cable Vision, for Martinsville, Henry county, Fieldale, Collinsville, all Va. (CAC-06458-61): requests certification of existing operations and to add WTTG, WDCA-TV, Washington.

■ Bye Cables TV, 10 W. Main St., Crosby, Minn. 56441, for Crosby, and Ironton, Minn. (CAC-06462-3): KTCA-TV, KSTP-TV, St. Paul, Minn.; KDAL-TV, KBJR-TV, WDIO-TV, Duluth, Minn.; WCCO-TV, KMSP-TV, WTCN-TV, Minneapolis; KNMT Walker, Minn.; WIRT Hibbing, Minn.

■ Williamson Road Television Co., Box 45, Blossburg, Pa. 16912 for (borough of) Blossburg, Pa. (CAC-06436): WOR-TV New York.

■ Cable TV Puget Sound, for South King county, Wash. (CAC-06437): CHAN-TV Vancouver, B.C.; CHEK-TV Victoria, B.C.

■ Viacom Cablevision of Dayton, 345 Park Ave., New York 10022, for Mad River township, Ohio (CAC-06438): WHIO-TV, WKEF, WLWD, Dayton, Ohio; WOET Kettering, Ohio; WCPO-TV, WKRC-TV, WCET, Cincinnati; WXIX-TV Newport, Ky.; WUAB

Lorain, Ohio; WTTV Bloomington, Ind.; WOSU-TV Columbus, Ohio.

■ Clear-View Cable TV, for Radford and Christianburg, Va. (CAC-06439-40): WTTG, WDCA-TV, Washington.

■ Sammons Communications, for Johnstown and Gloversville, N.Y. (CAC-06441-2): WSBK-TV Boston; delete WNJU-TV Linden, N.J.

■ United Cable Television Corp. of Connecticut, for Bristol, Farmington, Plainville, New Britain, and Berlin, all Conn. (CAC-06443-7): WSBK-TV Boston.

### Certification action

■ Antenna Systems Engineering Co., Mecca, Calif.—CATV Bureau dismissed application for certificate of compliance for new service for failure to prosecute (CAC-05621). Ann. April 19.

### Other actions

■ Century Cable of Southern California, for Brea and La Habra, Calif.—Seeks special relief to carry KOCE-TV Huntington Beach, Calif., filed by Coast Community College District Board of Trustees. Ann. April 22.

■ KKTV(TV) and KRDO-TV Colorado Springs, Colo.—Commission denied petitions by two television licensees—Capitol of Colorado Corporation (KKTV) and Pikes Peak Broadcasting Co. (KRDO-TV)—requesting continuance of same-day network non-duplication protection provided by cable television systems operated at Colorado Springs and Pueblo, Colo.

■ Better Cable TV, for Waterville, Me.—Seeks special relief requesting waiver of rules so it may refrain from providing non-duplication protection to WEMT Bangor, Maine. Ann. April 22.

■ Hugo Cablevision, for Hugo, Okla.—Seeks special temporary authority to operate cable system in Hugo with TV signals already authorized pending outcome of application for certificate of compliance. Ann. April 22.

■ Lower Bucks Cablevision, Levittown, Pa.—Commission granted petition by Lower Bucks seeking authorization to continue service until March 31, 1977, without obtaining certificate of compliance. Action April 20.

IN RENO,  
NEVADA  
KTVN-TV (M-F 3:30-5:00 PM)

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GRIFFIN  
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TEL. (212) 662-9100 CABLE METPROEAST

Source: NSI, Feb., 1976

# Professional Cards

<p><b>ATLANTIC RESEARCH CORP.</b> Jansky &amp; Bailey Telecommunications Consulting Member AFCCE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p><b>EDWARD F. LORENTZ &amp; ASSOCIATES</b> Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCCE</p>	<p><b>A. D. Ring &amp; Associates</b> CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFCEM</p>	<p><b>COHEN and DIPPELL, P.C.</b> CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 Member AFCCE</p>
<p><b>GAUTNEY &amp; JONES</b> CONSULTING RADIO ENGINEERS 2922 Telestar Ct. (703) 560-6800 Falls Church, Va. 22042 Member AFCEM</p>	<p><b>LOHNES &amp; CULVER</b> Consulting Engineers 1186 15th St., N.W., Suite 406 Washington, D.C. 20005 (202) 296-2722 Member AFCCE</p>	<p><b>A. EARL CULLUM, JR.</b> CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCCE</p>	<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b> 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member AFCEM</p>
<p><b>STEEL, ANDRUS &amp; ADAIR</b> 2029 K Street, N.W. Washington, D.C. 20006 (301) 627-8725 (301) 384-5374 (202) 223-4864 Member AFCCE</p>	<p><b>HAMMETT &amp; EDISON, INC.</b> CONSULTING ENGINEERS Radio &amp; Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCEM</p>	<p><b>JOHN B. HEFFELFINGER</b> 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p><b>JULES COHEN &amp; ASSOCIATES</b> Suite 400 1730 M St., N.W., 659-3707 Washington, D. C. 20036 Member AFCCE</p>
<p><b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCEM</p>	<p><b>VIR JAMES</b> CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 <b>DENVER, COLORADO</b> Member AFCCE</p>	<p><b>E. Harold Munn, Jr., &amp; Associates, Inc.</b> Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p><b>ROSNER TELEVISION SYSTEMS</b> CONSULTING &amp; ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>
<p><b>JOHN H. MULLANEY</b> CONSULTING RADIO ENGINEERS 9616 Pinkney Court Potomac, Maryland 20854 301-299-3900 Member AFCCE</p>	<p><b>MERL SAXON</b> CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 (AC 713) 632-2821</p>	<p><b>HATFIELD &amp; DAWSON</b> Consulting Engineers Broadcast and Communications 906 - 36th Ave. Seattle, Washington 98122 (206) 324-7860</p>	<p><b>MIDWEST ENGINEERING ASSOCIATES</b> Consulting Engineers 6834 A N UNIVERSITY PEORIA, ILLINOIS 61614 (309) 692-4233</p>
<p><b>DAWKINS ESPY</b> Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 <b>BEVERLY HILLS, CALIF.</b> (213) 272-3344</p>	<p><b>MATTHEW J. VLISSIDES, P.E.</b> STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications. Inspections, Supervision of Erection 7601 BURFORD DRIVE McLEAN, VA 22101 Tel (703) 356-9504 Member AFCCE</p>	<p><b>JOHN F. X. BROWNE &amp; ASSOCIATES, INC.</b> TELECOMMUNICATIONS CONSULTANTS/ENGINEERS 25 West Long Lake Road BLOOMFIELD HILLS, MICH. 48013 Tel (313) 642-6226 TWX (810) 232-1663 Member AFCCE</p>	<p><b>RALPH E. EVANS ASSOCS.</b> Consulting Telecommunications Engineers AM-FM-TV-CATV-ITFS 3500 North Sherman Blvd. MILWAUKEE, WISCONSIN 53216 Phone: (414) 442-4210 Member AFCCE</p>

# Service Directory

## SPOT YOUR FIRM'S NAME HERE

To Be Seen by 120,000\* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities.  
\*1970 Readership Survey showing 3.2 readers per copy.

<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired &amp; Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p><b>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE</b> SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p><b>SWAGER TOWER CORPORATION</b> TALL TOWER SPECIALISTS Box 656, Fremont, Indiana 46737 219-495-5165</p>	<p><i>contact</i> <b>BROADCASTING MAGAZINE</b> 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>
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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**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.

**Top-rated, medium market** Midwest beautiful music FM seeks sales manager who can sell and lead sales staff. Send complete resume, earning expectations and goals to Box Q-220, BROADCASTING.

**Major Eastern suburban** market seeks general manager. Excellent opportunity for person who has personnel sales ability and is able to motivate and lead sales force. Send resume and sales track record to Box R-136, BROADCASTING.

**Experienced manager** wanted for New England radio station (5 KW). State experience, salary needs, confidential. Box R-147, BROADCASTING.

**North Carolina's** dominant stereo station needs sales manager capable of earning \$30,000 plus. Detail experience and earnings confidentially in first letter. Equal Employment Opportunity Employer. Box R-204, BROADCASTING.

**Opportunity** for a greater Boston salesperson to salesmanager a greater Boston FM powerhouse, make excellent money, build a track record, join a growing group with room for you to move. Talk to us, we'll keep it to ourselves. EOE, M/F. Reply Box S-9, BROADCASTING.

**One of the leading** radio groups in America is looking for two persons who can perform as sales managers today and general managers tomorrow. If you think you qualify, send complete resume and salary history today. An excellent opportunity, an Equal Opportunity Employer. Write Box S-30, BROADCASTING.

**Experienced radio manager** wanted by Top 50 market multiple owner. You must have proven record of administration, sales, programming and promotion. Full details and salary requirements first letter. Box S-51, BROADCASTING.

**Northern California** established FM Stereo in single station market of 150,000. Immediate opening for qualified manager. Permanent. Group owned. 916-967-0606.

### HELP WANTED SALES

**Excellent opportunity** for experienced salesperson with a proven sales record for station located in suburban New York City area. Liberal salary and incentive. Reply Box R-207, BROADCASTING.

**Wanted: Radio sales person** to canvass greater South Jersey area. Aggressive self-starter with plenty of room for advancement. Send complete resume c/o Box R-216, BROADCASTING.

**Sales.** Success is assured to a self-disciplined sales person with personal initiative and enthusiasm. Good Rocky Mountain market. Draw and commission. Box R-238, BROADCASTING.

**Midwest major market** suburban daytime grossing very little at present needs take charge sales manager who has good background at planning and selling promotional ideas, contests, gimmicks, etc. and motivating sales staff to do same. Big percentage of station gross offered to right person. Must have successful track record. Box S-24, BROADCASTING.

**High volume,** medium market AM and FM is looking for aggressive individual to handle a good active account list and build on it. Live in one of the fastest growing SMSA areas. Must have proven sales record. Good compensation, excellent opportunity to advance with growing Texas Radio Chain. Send complete resume to: Sales Manager, KTEM, Box 1230, Temple, TX.

### HELP WANTED SALES CONTINUED

**Commission guarantee.** One of America's most successful small market radio stations always has the door open for an aggressive salesperson with a proven track record. Let's hear what you've done. Paul Sidney, VP/General Mgr, WLNG AM/FM, an Equal Opportunity Employer. Radio Eastern Long Island. Sag Harbor, Long Island, NY 11968.

**New AM needs** several sales professionals. Must be dependable self-starter. Experience preferred. Send resume to WRNJ, Box 1000, Hackettstown, NJ 07840.

**Salespeople:** Experienced to sell survey rated radio time. Send reply to: T. Gray, WSOK, Box 1288, Savannah, GA 31402. No calls.

**Hot jingle house,** several heavyweights under our belt, seeks station AE's to rep us in unique selling capacity. Good for you, your station and us. Fat commission. No trade/barter. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

**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 Riggle 301-724-5400.

**Client Service Rep.** We have an immediate need for an individual who has a good knowledge of broadcasting preferably with about one year sales experience. This position involves selling a computer system to radio stations. Travel involved. If you feel you have these qualifications and would like the opportunity to pursue this entry level sales position, send a resume with salary history to CompuNet, 1350 Avenue of the Americas, New York, NY 10019.

**Experienced salesperson** wanted for aggressive upstate New York AM-FM station. Send resume to: PO Box 288, Horseheads, NY 14845.

### HELP WANTED ANNOUNCERS

**Tired of the city?** New England medium market needs PM drive MOR personality. Experience a must. Write Box R-210, BROADCASTING.

**Two good opportunities** for morning personality-sales people and announcer-production person for contemporary daytime in Eastern North Carolina. Box S-40, BROADCASTING.

**KSSS, Colorado Springs,** Colorado, is taking applications for a person experienced in sports with play by play experience. Will also be required to work 7-12 PM shift, should have country music experience. Send complete resume with tape and salary requirements. KSSS Radio, Programming Dept., PO Box 740, Colorado Springs, CO. KSSS is an Equal Opportunity Employer.

**Country station** needs believable jock. Number one AM and Number one FM with 45% A.R.B. shares in eleven-station market. Facilities brand new and finest in the state of Missouri. Five lakes within 70 miles. Great station, great city, great opportunity! Write Don Paul, PD, KTTS AM/FM, PO Box 1806 SSS, Springfield, MO 65805.

**Announcer** with first ticket. Phone 301-272-4400. Evenings call 301-676-6040. WAMD, Aberdeen, MD 21001.

**Expanding group** needs contemporary jocks. Tight format experience a must. Air/sales combos possible. Send tape, resume, salary requirements and references to WMUS FM/AM, POB 5260, Muskegon, MI 49445. No calls!

**Small market** needs rock oriented jock, experience a must. Send tape and resume to WOTT Watertown.

### HELP WANTED ANNOUNCERS CONTINUED

**Immediate opening** for announcer with first, some experience required, sports interest beneficial. Small-Medium market 5 KW contemporary neat major market. WPRW, Manassas, VA. Randy Swiggle 703-368-3108, no collect calls.

**Full and part time.** Experience preferred; stability, ambition, dependability and a third endorsed a must. First even better. Send tape, resume and letter to WRNJ, Box 1000, Hackettstown, NJ 07840.

**Announcers:** Announcer/Production people, M/F, for survey rated number one WSOK. Format: R&B, Pop and Jazz. Send resumes, salary requirements air checks, commercials to: General Manager, WSOK, Box 1288, Sav., GA 31402. No calls.

**Experienced talk show** host-announcer for Kentucky station. Send complete resume and salary requirements to: 2013 Alexandria Drive, Lexington, KY 40504.

**Mellow personality,** male or female needed for major market opening. Send tape and resume to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

### HELP WANTED TECHNICAL

**Chief Engineer.** Central Indiana, AM/FM Stereo. Heavy in automation, Must be experienced. Excellent working conditions. New equipment. An Equal Opportunity Employer. Box R-186, BROADCASTING.

**Chief Engineer.** Knowledgeable with directional antenna system. Strong on maintenance, directional skeleton, partial and audio proofs. FM experience. Contact Box S-7, BROADCASTING.

**Broadcast engineer** with first class license. Need experience in AM & FM transmitters and studio equipment. Good salary, benefits and career for someone with ability to take charge. Apply WBLG/WKQQ, PO Box 1300, Lexington, KY 40501. Phone: 606-233-1515.

**Chief Engineer** wanted for major market AM/FM. Must have automation experience. Send resumes to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

**Chief wanted** 5 KW-AM directional (live) 50 KWs FM automated. Southeast, \$1,000.00 a month. Write Post Office Box 505, Mauldin, SC 29662.

**Radio chief engineer** needed immediately for AM and FM stereo in Southeast. This system demands knowledge of directional systems and automation. Call Mr. Fowler 919-758-1070.

### HELP WANTED NEWS

**Eastern major market** MOR seeks experienced newscaster with mature, conversational delivery and good news-gathering/writing abilities. EOE. M/F. Box R-175, BROADCASTING.

**New Newsradio** format coming to fulltime AM in New England. We're looking for a take-charge news director to help us design the format, build a seven-person news team, and lead it to market dominance. All replies confidential. EOE, M/F. Reply quickly, Box S-10, BROADCASTING.

**Experienced programmer** with news gathering, writing, broadcasting ability. Play by play helpful. 3rd endorsed required, Great opportunity for serious person. Group station, near major Texas market, EOE. Send resume. Box S-61, BROADCASTING.

**Experienced News Director** for MOR/Contemporary formatted leading station in Central Florida, Send complete resume, references and tape to Manager, WDBO, PO Box 158, Orlando, FL 32802.

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**HELP WANTED NEWS  
CONTINUED**

**News personality** wanted by leading station in market. Experienced only. Send tape and complete resume to Jim Martin, News Director, WDBO Radio, Orlando, FL 32802.

**Intelligent**, ambitious reporter for expansion of Maine's best radio news department. Station owned, operated by national award winning newsmen. Send resume, audition, writing. WKXA-AM-FM, Brunswick, ME.

**Non-stop newperson:** Want aggressive reporter-writer with flair. Good production a must, strong news department, our people move to major markets. Market size 80 thousand. An EOE. Send tape, resume, writing sample. WOMI, PO Box 1330, Owensboro, KY 42301.

**1976 Headline Award** winner needs experienced news professional who can maintain high journalistic standards, produce exclusive stories. June opening. Affirmative Action Employer. Tapes, resumes to Mark Fryburg, News Director, WROV, PO Box 4005, Roanoke, VA 24015.

**Looking for qualified** News Director. 5 stations in chain. Also opening for good announcer. Send tape, resume WTCJ, Box 25, Tell City, IN 47586. Phone 812-547-2345.

**News Director.** Cover a dozen towns, two counties. One person department, heavy community involvement station. Tape, resume to Gary Arnold, WWBK, Box 337, Brockport, NY 14420. 716-637-3930.

**Strong news personality** wanted for major market station. Send tape and resume to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Sports Director** needed at Medium Market station, Northern Illinois. Must be ready to settle down. 5 years play by play experience. Good pay, fringe benefits. Box R-203, BROADCASTING.

**Experienced production pro** needed. Some air work in top growth area of Mississippi. Good equipment, Top 40, daytimer. Resumes and tapes to: Glen James, PD, WKOR, 201 Lampkin, Starkville, MS 39759.

**Production Manager**, min. 3 yrs. experience. Individual must excel in creativity, be a "detail" person & a self-starter. Excellent benefits, salary open. Established station in the heart of the Illinois Valley. Send tapes & resumes to: J.D. Hogan, WLPO AM/FM, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer M/F.

**Copywriters:** Experienced in copywriting, production, some air experience. Send resume, salary requirements to: General Manager, Box 1288, Savannah, GA 31402. No calls.

**Asst. Prof. of Communications** to teach radio courses and to manage university FM station in Northern Idaho. Masters Degree required, PhD desirable. Other requirements include at least two years of experience in radio at professional level. Salary \$13,000 minimum. Deadline for applications June 30, 1976. More information from School of Communication, University of Idaho, Moscow, ID 83843 (An EEO/AA Employer).

**Creative production genius**, needed for top 20 market. 50 kw AM. Good pipes. Pros only. Send tape and resume to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

**Traveling auditor.** Park Broadcasting seeks a traveling auditor to implement formal audit program at broadcast stations. CPA and/or broadcast experience desirable. Travel about 2/3. Send resume to: W.M. Thomas, PO Box 550, Ithaca, NY 14850.

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**SITUATIONS WANTED MANAGEMENT**

**Sales oriented GM** looking for medium, small market station management. Currently GM major group fulltime 5000 watt AM midwest top 75 market. Strong, documentable sales background. Programming, engineering expertise. RAB, CRMC. First ticket. University graduate. 33, married, family. Box R-222, BROADCASTING.

**Operations Manager** outstanding programing, production, engineering, traffic, etc. considering change after ten years with present employer. Seeking stable medium market in western states. Box S-1, BROADCASTING.

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**SITUATIONS WANTED SALES**

**White, large** enthusiastic American-Polish veteran, age 42, University graduate seeks sales or management. Box S-18, BROADCASTING.

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**SITUATIONS WANTED ANNOUNCERS**

**DJ, 3rd phone**, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**Major market jock** seeks programing on air position in medium market. 12 years experience. Box R-142, BROADCASTING.

**Highly marketable** with proven success, rock or progressive, endorsed third; fill in ok for immediate opening. Box R-191, BROADCASTING.

**Ambitious pro** looking for medium or major market where advancement is guaranteed. Married. Box R-205, BROADCASTING.

**Broadcast school grad** looking for first job. 3rd phone endorsed, Northeast preferred. Box R-218, BROADCASTING.

**Somewhere there** has to be a station that is willing to program an exciting new dimensional sound! My series of programs would feature reviews of movies, plays and TV shows. The twice daily shows, which would be 3 to 5 minutes in length, would also spotlight in depth interviews with the biggest names in Hollywood. The shows would not deal in gossip. Box R-239, BROADCASTING.

**Movin up**, experienced in all aspects of radio broadcasting, news/production/announcing. Well rounded MOR jock. Looking for position in competitive market. Morning show personality/assistant operations director. 20 day notice required. Box R-241, BROADCASTING.

**Communicator!** Young, stable, beautiful/MOR announcer/newscaster ready full time your market, anywhere, any size. Years of experience. Tight board. Relaxed, conversational show. Non-smoker. Resonant, Mid-western voice. Creative writer. Automation experienced. Request resume, tape. Box S-4, BROADCASTING.

**Music is my business** and I hope my business is your pleasure. My shows feature music information and personality radio. Somewhere there must be a station that can use the services of an experienced talented jock. Box S-15, BROADCASTING.

**First Class Engineer** announcer 10 years experience. Will relocate. Baltimore, Washington area. Please indicate starting salary. Box S-17, BROADCASTING.

**Combo-man** 1st phone announcer, DJ, newscaster. Recent professional training in NYC. Tapes, resume. Available now. All offers welcome. Box S-19, BROADCASTING.

**Small market**, looking for home in tri-state area. Will work 7 day week. Any format. 6 mo experience. Box S-48, BROADCASTING.

**T40 personality** plus strong sales, copy, BA journalism, 3rd. Box S-55, BROADCASTING.

**Country deejay**, news plus sales. Good voice, personality. Family man. Hard worker willing to relocate. Looking for solid opportunity with medium market station. Dan Moyers, 4548 Felton St., San Diego, CA 92116.

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**SITUATIONS WANTED ANNOUNCERS  
CONTINUED**

**Bring back** those doo-wops. The right way. With one of America's foremost authorities on solid gold. 8 yrs. experience. Third endorsed. Ready to move up. Write Sal Tee, 1509 Scenic Dr., Trenton, NJ 08628 or call 609-882-5025.

**Production oriented MOR jock.** Fine friendly voice. News. Sales. Ready now. West. John Anderson 714-582-5020.

**Young professional DJ** seeking work will relocate for right opportunity. Good at production. Greg Smith, 213-693-7632.

**Play by play professional**, 13 yrs. broadcast experience includes play by play for 3 major colleges in all sports, from baseball to horse racing. Have successfully handled all types of announcing positions, including program director. Father of 3 wants to find stable employment. Available immediately. 812-234-0979.

**PBP Sports** (4 sports) with demonstrated newsgathering ability and 4 years experience in major metro educational station. BA May 1976 with 3rd phone. Will relocate. Call or write for tape. Kevin Reinart, 516-354-5688, 1043 Atlantic Street, Franklin Square, NY 11010.

**Buddy Carr**, MOR, Top 40, programing production. 9 years first ticket. (1-419-248-4486 mornings). WLQR, Toledo.

**Talented.** Experienced in news, sports, announcing, without ever working with professional people. I need that opportunity. Call Mike Ward for demo. 912-228-0537.

**First phone.** DJ. limited experience, looking for small market contemporary or oldies station. Rollin 312-788-1272.

**Experienced announcer**, 3rd endorsed, wants full time work in MOR, good music or C and W format. Pleasant voice, personality, tight board, good news. Production, single, 26, will relocate. Call Frank Cordell, Shafter, CA. 805-746-2145 between 8:00 AM and 1:00 PM.

**MOR DJ**, and PBP desires small station. Have 3rd phone. No experience. Contact Ray DeLuna at 219-884-2981.

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**SITUATIONS WANTED TECHNICAL**

**Frequency management** spectrum analysis. 10 years experience major gov't. agency. BA telecommunications and first phone. Box S-13, BROADCASTING.

**Young, eager** willing to learn technical graduate 3rd endorsed tight board. News, sports, sales. Close to Nebraska but will relocate. Box S-57, BROADCASTING.

**Former Chief Engineer** and Program Director (seven years experience, including DA's and high power transmitters) now building and installing equipment for major broadcast manufacturer, desires Chief Engineer with some air work. Philadelphia vicinity, but all areas considered. 609-589-0303 evenings.

**1st phone**, former programer, seeks apprentice position leading to chief engineer with reliable company. PO Box 5, New Port Richey, FL. Phone 813-848-0293.

**Superb Engineer Plus.** Since 1942. Voice of America, consultant, administrator, sales. Seeking small market position, competent associates. 206-424-3637.

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**SITUATIONS WANTED NEWS**

**Hard working newscaster**, M.A., seeks work. Will relocate. Currently doing news at metro noncommercial FM station. Box R-161, BROADCASTING.

**Professional, experienced newsmen** with excellent news judgement. Strong in writing, delivery, interpretation. Looking for larger market, good city for family. Box R-189, BROADCASTING.



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**SITUATIONS WANTED NEWS  
CONTINUED**

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**Sportscasting**, PBP and news are my specialties. Can also hold board shift. Currently working outside of radio, but eager to return to my chose profession. One year experience. Dedicated individual with vast knowledge of sports who can be an asset to your station. Midwest preferred, but all offers considered. Box R-233, BROADCASTING.

**News is my business.** I am experience in street work, writing, interviews and air work. I have served as editor and board man on extended news blocks. I want a position that I get my teeth into! Box S-16, BROADCASTING.

**Television sports reporter** seeks return to radio. Law degree. News, talk, PBP. Good writer. Management potential. Box S-20, BROADCASTING.

**Young, gutsy female** wants reporting spot at small-medium market station. Now P.A. for major network in big city. Good reporting/writing/production. M.S. Columbia. Prefer south Florida but will go anywhere for right job. Box S-26, BROADCASTING.

**Current news director** in small market needs growth opportunity Midwest preferred, all considered. Box S-33, BROADCASTING.

**Experienced, hardworking, news director** seeks advancement to medium-large Midwest market. Box S-41, BROADCASTING.

**Three years experience** AM-FM and CATV. Writing, reporting, delivery. Young, married and seeking advancement. 3rd phone. Prefer Ohio or Midwest but will relocate. Box S-43, BROADCASTING.

**Take charge professional.** Seeking news director challenge in major-medium market operation. 1st phone, 20 years experience. Will relocate. Box S-52, BROADCASTING.

**Experienced, reliable newsmen/prog. jock,** graduating in June. Contact Doug Clark 419-352-9153.

**Young newsmen** with some experience writing and reporting. Am looking for a reporting/writing position. Call Gregory Bresiger 212-441-1454 or write 85-04 89th, Queens, NY 11421.

**Reporter** aggressive, ambitious female, with news director and state network experience, seeks position with news team that hustles. Sarah Toppins, 904-386-7491; 2711 Allen Road, A-7, Tallahassee, FL 32303.

**Woman**, experienced in news writing, reporting and dj, good worker, graduating in June. Contact Nancy 419-352-9153.

**Convention coverage.** Capitol Hill radio correspondent will do localized convention coverage for your station. Write Larry Pintak, Washington Broadcast News, 1905 Belfield Rd., Alexandria, VA 22307.

**Challenge needed.** Young, experienced. Seeking news-sports, Midwest-East. Eric Elstro, 313-837-2832.

**Aggressive, young, mature, pro** seeks return to newswork. Was small market news director. Now medium market operations manager. Prefers east. Call Rick 912-922-2222 days.

**Responsible, thinking journalist, B.A., M.S.,** broadcast journalism, third endorsed, one year experience, seeks small to medium market. Rich Peacock, 33 Cogswell Avenue, Cambridge, MA 02140. 617-547-2788.

**Newsmen/editor.** 4 years experience. Attention: NIS stations. No small markets. Doug Nagy, 313-534-0251.

**Mature, well educated** sports and news announcer over 4 years experience. Twelve years general sales. Seeking opportunity. Mel Schwab, 146 East 35th Street, NY 10016.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**6 years, PD now.** Prefer medium Northeast contemporary. Consider all. Box R-133, BROADCASTING.

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**SITUATIONS WANTED PROGRAMING  
PRODUCTION OTHERS CONTINUED**

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**Program Director** with major market Top 40 experience looking to program medium market rocker. Box S-29, BROADCASTING.

**NPR stations,** College grad radio-TV desires entry position production. news. Rich 714-461-4364.

**Christian Program Director,** yet professional! Experienced, conscientious, married. A personnel motivator, plus continuity and production whiz. 312-877-5147.

**Does your Top 40** small to medium market station have that run down sound? No matter what your program director says, Geritol won't help. Can I? Write me. Dean Mionske, 590 SW 27 Ave., No. 12, Ft. Lauderdale, FL 33312.

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

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**Promotion mgr,** major market VHF. Must have extensive background & be particularly strong in sales & on-air promotion. Excellent salary & benefits. An Equal Opportunity Employer Box S-59, BROADCASTING.

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**HELP WANTED SALES**

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**Sales Management-TV.** Station in top 100 Southeastern market seeks sales manager who can motivate, sell and plan a solid course. Salary plus incentive for producing growth. Resume and financial requirements to Box R-228, BROADCASTING.

**TV Sales A.E.** The person we need may now be a broadcast A.E., agency buyer or national rep. who has the desire to sell for a top 100 market VHF affiliate in a sensational midwestern environment. The open list delivered \$2200 last year and was underworked. Send resume to: Box R-249, BROADCASTING.

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**HELP WANTED TECHNICAL**

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**Midwest Top-40** market needs a meteorologist. We have the tools for a person with knowledge of weather and the talent and ability to communicate. Reply to Box S-39, BROADCASTING.

**Chief Engineer** wanted for KYUK-AM-TV in Bethel, Alaska. General maintenance and studio engineer for a 5 KW non-directional radio and 5 KW color TV Channel 4. Requires a person adaptable to harsh climate in remote bush village. Salary open. An EOE Employer. Send inquiries and salary requirement to James G. Croll, AEBC, 308 G Street, Anchorage, AK 99501.

**Master control** room operator for television station. First class radio telephone required. Prefer experience with RCA equipment. No phone calls. Write Richard A. Swank, Chief Engineer, WILX-TV, PO Box 380, Jackson, MI 49204. Equal Opportunity Employer.

**Broadcast engineer,** 1st phone experienced in remote, studio and xmtr operations and maintenance. Send resume to Director of Engineering, WNED-TV, PO Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

**Video tape** technician mostly operational with minor routine maintenance, salary commensurate with experience. First class license required. An Equal Opportunity Employer. Call or write T. Arthur Bone, WPRI TV, East Providence, RI 02914. Phone 401-438-7200.

**Chief Engineer.** WROC-TV, Group owned network VHF in Rochester, New York, looking for strong management, strong technical, experience with organized labor facility. Send resume and salary requirements to Thomas B. Sheally, Rust Craft Broadcasting Company, 320 Market Street, Steubenville, OH 43952.

**Operating engineer,** with 1st class FCC license to work television control room. Phone operations manager 315-782-3142. Excellent benefits. An Equal Opportunity Employer.

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**HELP WANTED TECHNICAL  
CONTINUED**

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**Instructor and Program Head,** Broadcast Engineering. Job requires thorough knowledge and ability to actively teach theory, maintenance and operation of both TV and radio broadcast equipment, instruments and measurements, and preparation of students for FCC 1st class radio telephone license. Students will have taken five core electronics courses before starting the broadcast courses and will take a number of electronics courses in the communication line concurrently with the broadcast courses. This position is to teach broadcast engineering courses only; electronics courses are taught by other faculty. Master's Degree preferred, minimum of Bachelor's or equivalent. Two years related occupational experience required. Closing date June 30, 1976. Applications from qualified minorities are earnestly solicited. Send application to: Personnel Office, Northern Virginia Community College, 8333 Little River Turnpike, Annadale, VA 22003. EOE.

**Supertec.** Heavy VTR maintenance background. Superstrong on theory/logic. Proven record of self motivation. Heffel Broadcasting, Box 581, Honolulu, HI 96809.

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**HELP WANTED NEWS**

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**Central Florida VHF** network affiliated station has opening for reporter/anchorman. Must be good writer. ENG and documentary experience helpful. Send resume to Box S-32, BROADCASTING.

**Top ten market VHF** looking for weatherperson. We need someone who combines personality and flair to deliver an interesting, yet understandable and enjoyable weathercast. AMS Seal preferred, but not required. Send resume to Box S-35, BROADCASTING.

**Fifties market** Deep South wants action news assignment editor. Must be a self-starter, a task master who is a fine writer, editor, producer who knows what a good film story is and can upgrade his or her staff. Management is your track. Equal Opportunity Employer. You start at \$9,000. Box S-49, BROADCASTING.

**Personality weatherperson.** Meteorologist preferred, for top rated Eyewitness format in 45th market. Must be able to interact positively with news and sportscasters. Two years experience. Send tape to Bob Rogers, KENS TV, Box TV 5, San Antonio, TX 78299.

**Sports anchor** needed for WOWT, Omaha. Experience preferred in on-air work, commentary, in depth analysis, photography and interviewing. Salary open. Send resume, VTR or cassette (no calls please) to News Director, WOWT, 3501 Farnam, Omaha, NE 68131. An Equal Opportunity M/F Employer.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Promotion Director** for medium market VHF network television station. Person hired will have solid background in advertising, television and research. Creative and organizational abilities a must for this highly successful group-owned midwestern station. Excellent starting salary and fringe benefits. An Equal Opportunity Employer. Send resume, salary requirements and samples of work (no tapes) to Box R-248, BROADCASTING.

**Television producer/director** must have at least 4 years experience as producer/director and be capable of creating instructional television courses for both on-campus utilization and public television broadcasting. Must have extensive background in color broadcast production standards as well as thorough understanding of learning theory as applied to television. Salary range \$10,000 to \$14,000. Application deadline June 1, 1976. Position available July 1. Box S-45, BROADCASTING.

**Television producer/director** (part-time) an experienced producer/director to concentrate on the creation and production of on-campus instructional television courses and instructional units. Must have knowledge of color television production and sufficient educational learning theory necessary to work with academic departments in instructional development. Position immediate. Salary \$5000 to \$6000. Application deadline June 1, 1976. Box S-46, BROADCASTING.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS, CONTINUED**

**Producer/director/editor** for small format video tape for outside productions. Must have knowledge of commercial production. Major market independent. Equal Opportunity Employer. Box S-60, BROADCASTING.

**TV producer** for advertising dept. San Francisco's NBC-TV affiliate needs a producer who knows film VTR and radio spot production. Writing skills are essential. The producer will create promos as well as full-scale sales presentations, and will participate in other creative and administrative functions of the dept. William Row, Advertising Director, KRON-TV, PO Box 3412, San Francisco, CA 94119. An Equal Opportunity Employer.

**Public Affairs Producer.** Producing experience in Public Affairs, documentary and news is required. Applicants should have experience in all aspects of production including administrative, writing, video tape, film and post production. Will be responsible for producing a weekly public affairs program, as well as planning short-range and long range PA efforts. Send resumes to WCVB-TV, 5 TV Place, Needham, MA 02192. Att. Personnel Manager.

**Associate Producer/talent coordinator.** Aggressive, organized, staff associate producer with at least three years experience in a major market to book national celebrity and entertainment guests. Should be able to conceive, develop and produce guest segments and brief on-air talent and programing staff on the requirements of each segment; following through with the director and studio producer. Send resumes to WCVB-TV, 5 TV Place, Needham, MA 02192. Att Personnel Manager.

**Staff Producer.** Creative, aggressive staff producer with extensive experience in video and cine in studio and on location. Should have a minimum of 3 years as a full time producer in a top market station and some experience in public affairs programing. Must be able to conceive, develop and manage a program. Experience in syndication and network production desirable. Send resume to WCVB-TV, 5 TV Place, Needham, MA 02192. Attn. Personnel Manager.

**Producer/Director** for WGVC-TV, Ch. 35 in Grand Rapids, Michigan (public TV). Candidates should have B.A. degree and previous experience. Contact Chuck Furman, Program Director, at 616-895-6891 or write WGVC, Channel 35, Allendale, MI 49401. An Equal Opportunity Employer. Position to be filled May 31.

**TV Producer Director** for active public TV station. 4 year degree and 3 years of television production experience or 7 years of television experience. Salary \$10,899. Send resumes to University of South Florida, Personnel Services, 4202 Fowler Avenue, Tampa, FL 33620. Minorities and females are encouraged to apply. The University of South Florida is an Affirmative Action/Equal Opportunity Employer.

**Wanted: Public Television** programing assistant for television community service (grant) for upper Midwest university. Responsible for station promotion and on camera television duties related to the production of public television programing. Bachelor's degree in broadcasting, speech or related fields minimum; experience necessary. Experience in production, performance, announcing, advertising, fund raising and development desired. Available immediately. Refer applications to Employment Supervisor, Personnel and Staff Benefits Office, Northern Michigan University, Marquette, MI 49855. Telephone 906-227-2330. Excellent fringe benefits. An Equal Opportunity Employer.

**Instructor/assistant professor** to teach in some combination of the following areas: continuity writing and/or announcing and/or social and historical aspects of broadcast media and/or TV production including set design and construction, lighting, graphics, etc. Masters degree required. Ph.D. desirable. Teaching and/or professional experience required. \$11-15,000. An Affirmative Action/Equal Opportunity Employer. Reply: Dr. E.F. Andrews, Search Chairman, TV-Radio Department, Syracuse University, Syracuse, NY 13210.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS, CONTINUED**

**Television/audio script** writer. The University of Mid-America (UMA) seeks a person to work with the Senior Historian, Instructional Developer, and Producer to develop scripts which accomplish the instructional purposes of a multi-media course in Great Plains History. Must have extensive experience in writing documentary and instructional films and television for adults, and an appreciation of the principles of instructional design. Desirable is a background in western history and essential is willingness to work as a member of a team. Knowledge of the Great Plains area and resources is helpful. Position begins September 1, 1976, contingent upon funding arrangements. Applications must include curriculum vitae and must be received before June 15, 1976. Forward materials to: Penny Richardson, Instructional Designer, University of Mid-America, PO Box 82006, Lincoln, NE 68501, 402-467-3671. UMA is an Affirmative Action/Equal Opportunity Employer.

**TV Producer Director** for active public TV station. 4 year degree and 3 years of television production experience or 7 years television experience. Salary \$10,899.00. Send resumes to USF, Personnel Service, 4202 Fowler Ave., Tampa, FL 33620. Minorities and females are encouraged to apply. The University of South Florida is an Affirmative Action/Equal Opportunity Employer.

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**SITUATIONS WANTED MANAGEMENT**

**TV is changing.** Young executive type desires to move up in TV industry, I could provide the new blood you require. Box S-2, BROADCASTING.

**General Manager.** Also sales manager. Programing, etc. Thoroughly experienced and successful all phases, including station-ownership; group administration. Special expertise in: Management, sales management, sales (local, regional, national), programing, film-buying, production, news, promotion; community involvement. Outstanding credentials! Television, 21 years; radio, 8. Total broadcasting experience, 29 years. Age, 46. Degreed. Aggressive, innovative, quality compeltor. Accustomed to formidable challenges and much responsibility. Specialist in programing and sales! Can increase, substantially, your profits and prestige. Box S-5, BROADCASTING.

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**SITUATIONS WANTED SALES**

**Radio account rep** looking for action in television sales. Over two years experience in radio and TV sales. B.S. Communications Management. Excellent salesman, management potential. Box R-240, BROADCASTING.

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**SITUATIONS WANTED TECHNICAL**

**Cameraperson** has just finished a complete course in camera operations by a leading broadcasting school. Can operate and register both color and black and white cameras. Will work anywhere in the United States. Box S-12, BROADCASTING.

**Broadcasting technician.** First class license. Major market operations. Some digital experience. Desires career position maintenance/operations. Single, will relocate, preferably West or Northwest. Box S-38, BROADCASTING.

**Video/VTR/Maint.** Multi-talented engineer with over 9 years solid background in color television engineering is seeking to expand on creative level. Experienced on latest color equipment in video, vtrs, computer videotape editing, maint. and remote work. Box S-56, BROADCASTING.

**Interested** in learning video, see ad under Situations Wanted Radio, PO Box 5, New Port Richey, FL. Phone 813-848-0293.

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**SITUATIONS WANTED NEWS**

**Latino female** with ten years varied on camera television experience seeks entry level position as reporter/anchor. Contact Box R-190, BROADCASTING.

**I'm a producer-director** who wants to get out of the control room and into the news room. I have previous experience in radio news, so I'm no novice. Would prefer TV, but will consider radio. Box R-194, BROADCASTING.

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**SITUATIONS WANTED NEWS  
CONTINUED**

**Hardworking SOF** cameraman/editor, seeking career position, experienced in news film & commercials, BS degree. Will relocate, all offers considered. Films & resume, Box R-209, BROADCASTING.

**Reporter** with 2 yrs assignment, production & film experience. Excellent references. Seeks N.D. to learn and grow with. 24 hour man. Box R-214, BROADCASTING.

**Anchorman-Reporter:** Young, bright, handsome. Wants to move from large medium market to large market. Presently produce and anchor news and host half hour talk-public affairs show. All-American Boy look with the style of a pro. Box S-6, BROADCASTING.

**Female,** employed, experienced reporter/producer, Top 50 market. Looking for larger market with progressive news/public affairs department. Box S-14, BROADCASTING.

**Anchorman.** Excellent voice, appearance. Early thirties. Presently morning news anchorman with top rated radio station in large southwestern market. Some TV experience. Will reply to all offers. Box S-27, BROADCASTING.

**Are you ready** to make your move to No. 1? Experienced reporter/anchorman/producer, solid track record with No. 1 chain, wants to take charge or news department intent on dominating the market. Widely recognized for hard-hitting film and tape reporting, with a reputation for molding news people into a winning team. Married, children, mid-30's. Box S-28, BROADCASTING.

**Creative, stable** sports producer looking for same qualities in larger market news department. Box S-42, BROADCASTING.

**Reporter/Cameraman.** Feature stories a cut above. Solid year and one half experience all phases. Presently doing TV news feature segment but want to concentrate more. If you have ever thought about a feature reporter, or just the expense, then you may be pleasantly surprised! Tape, resume. Box S-53, BROADCASTING.

**Meteorologist,** 6 years major market experience. Young with personable delivery. High on visuals. Seeking new position with weather serious station. Carl Nichols 312-392-3476.

**Reporter-Anchor.** Top 20 market experience. 5 years in TV news. Statehouse reporter, features, documentary. People-oriented stories. Strong writer. 217-352-4560.

**Reporter,** aggressive ambitious female, extensive radio experience with state networks and as news director, seeks TV reporter position; VTR and double system 16mm training. Sarah Toppins, 2711 Allen Rd, A-7, Tallahassee, FL 32303. 904-386-7491.

**Small market** news director, currently doubling as weatherman, sports man, sports anchor and production assistant, looking for medium market. Midwest, now. Will consider anywhere. 24 years old, with three years of anchor. Ready to learn. Basic film-shooting, news and commercial writing, and interviewing is everyday activity currently. Ready to specialize. Single, good health, good knowledge of news, weather and sports, and commercial accounts treatment. Dan Corporan, Dodge City, KS. 316-227-7270, mornings.

**Mature anchorman.** Available immediately. Permanent or vacation fill. News, weather, sports, commercials. Howard Davis, 3429C Cheshire Lane, Sarasota, FL 33580. 813-366-5842.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Presently employed** five member money making production crew seeks free-lance or permanent employment. Studio or remote van. Fully versed in all phases of live or videotape production. 25 years cumulative experience. We can satisfy the most discriminating client or agency. Will relocate. Box R-206, BROADCASTING.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Now in TV news** production job, I want to return to reporting. 3½ years major and medium market broadcast journalism experience. Box R-223, BROADCAST-ING.

**Will work my \*\*\*** off for you. I'm brilliant, wonderful, creative. Will operate any video or film equipment. FCC 1st license, film production, still photography experience. Box S-34, BROADCASTING.

**Minority** five years television production experience. From stage manager to producer director. Willing to relocate. Reply to D.G., 61 Arnold St., Buffalo, NY 14213.

**May grad** with MS in R-TV from University of Illinois. Two years as educational CCTV producer-director, 1½ as TA in filmmaking classes. Hard worker. Desires position as director, producer, or cinematographer. Steve Adler, 704 East Main, No. 3, Urbana, IL 61801.

## BUY—SELL—TRADE

**Bare Copper.** Lowest prices on electrical wire. Call collect. King Wire & Cable 602-279-0568.

## WANTED TO BUY EQUIPMENT

**Needed:** Used ten thousand watt CCA FM transmitter in good condition. Contact Box S-8, BROADCASTING.

**TV camera boom dolly.** Interested in any type model. Box S-58, BROADCASTING.

**Wanted to buy:** Complete equipment for a new AM radio station, 250 watts on 1190. Contact R.A. Rieck, Vice President Engineering, Box 377, Preston, MN 55965. 505-765-3856.

**We need used** 250, 500 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Largo, TX 78040.

**Want to buy** Dropout Compensator Accessory for RCA TR 3/22/50 series VTR. Will also consider DOC other than RCA. Contact Charles Harper, WTVQ-TV, Box 5590, Lexington, KY 40505. 606-200-6262.

## FOR SALE EQUIPMENT

**Gates FM-5H FM** transmitter, Gates FMA-10A FM antenna, Andrew FH-7 Coax line 260'. Excellent station package \$12,000. Box S-50, BROADCASTING.

**Ampex high speed 2"** video tape duplicator/ADR150-3. Ampex slo-mo recorder and computer editor/HS-100, HS-200 equipment almost new, expertly maintained. Make offer, Byron Motion Pictures, 65 K Street, N.E., Washington- D.C. Phone 202-783-2700.

**Plate transformer:** Tubes, parts. Used 3 phase dry plate transformer 50/60 Hz, 230 V. Primary, Delta or Wye, to secondary of 6,000 V, Delta, 117 KVA. Other used parts for GE 20 KW TV xmtr, list on request. Copertone Communications Inc., 602-384-4244, Box 1117, Willcox, AZ.

**10 KW FM Transmitter (REL)** \$2500, or 1 KW FM Transmitter \$1250, RCA 8 Bay Antenna, \$575. 185 ft. 1 5/8 in. Cable with end fittings, \$450. Directional Coupler and station guardian, \$100. All in good condition, in use now. Available June. Call Larry before noon. KVMV, 512-787-5947.

**340' guyed Dura** galvanized (1969) painted 6/75. Complete \$6,500. Garron STE-100 phase enhancer \$450. Sansui Quad Encoder \$350. WFMK 517-349-4000.

**Complete AM Radio station** package for sale. \$10,000.00. Everything needed to go on the air (except a tower). 12'x55' studio/transmitter/office trailer, custom built for use as a radio station. Equipment includes Collins 20-V-1, 1000 watt/500 watt transmitter, Gates console and turntables, S.M.C. record center and two playbacks, Ampex reel to reel, Raytheon limiter, G.R. mod. mon. Electrovoice microphones, four air conditioners. All equipment is now on the air at KFWJ, Lake Havasu City, Arizona. A neat appearing and very efficient unit. It has served us well for five years, but we finally outgrew it! For more information, call Lee Shoblom, 602-855-4098.

## FOR SALE EQUIPMENT CONTINUED

**Attention RCA BTF owners:** Complete 10-B rig, less exciter, removed from service in 1974. A goldmine of hard-to-find RCA motors, caps, gear drives, etc. You must remove entire transmitter immediately. WFMK, Milwaukee 414-372-3000. Terry Baun.

**Ampex VR-1200** Hi band with auto chroma 1 & 2, dropout comp., colortec, amtec, pro amp, one good headwheel panel, presently on air. \$37,500.00. 205-591-4800.

**Complete color film** island, including base, Norelco PCF-701 camera; Norelco Multiplexer PCM800; Two Eastman Kodak model 285 projectors with kits; Spindler and Sauppe Spectrum 32 slide projector. Make an offer. Write Will-TV, Box 719, Terre Haute, IN 47808.

**Test equipment Sale:** HP-332-A Distortion Analyzer \$595.00; GR-916-AL Bridge, complete with book & cables like new \$495.00; Singer-Empire NF-105 field strength meter 150 khz to 1000mhz with all plugins, antennas and book \$1595.00; Stoddart NM-20-B field strength meter with antennas \$495.00; National HRO-500 receiver \$495.00; HP-140-A Oscilloscope \$595.00; Motorola S-1330-B frequency synthesizer half price \$1595.00. Communication Radio Service, Charlotte, NC 704-568-4054.

**Hellax-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.

**365 days** of laughs, page a day. \$5 per month. Box 183, Prospect Heights, IL 60070.

**Latest gags** \$2. Back issues (17) \$1 each. Gagwriting lesson \$1. Robert Makinson, 417 State, Brooklyn, NY 11217. 212-855-5057.

**Fresh 1 to 4 lines** humor, bi-weekly, 3 month trial \$20. Samples \$2. Farquhar, S. 2315 Tekoa, Spokane, WA 99203.

**Fruitbowl!** Perfect for on-the-air p.d.'s and managers. If you can't do all the prep you know you should, let Fruitbowl help! Much more than a gag-sheet! Free month's trial subscription: Fruitbowl, Dept. "C", PO Box 382, Fair Oaks, CA 95628.

## 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.

**We're selling** ourselves! Custom voice-overs, your copy, our talent. Try one! 60 seconds, \$8.00! Oncue Productions, Box 10203, Pittsburgh, PA 15232.

**Free nationwide exposure** of your station's opening in the newest and fastest growing radio-TV employment listing—"Hot Tips!" Phone 904-761-6920, 904-253-1150 or write "Hot Tips," Box 1115, Daytona Beach, FL 32019.

## EMPLOYMENT SERVICE

**The best jobs** are in the best radio-TV employment listing around. Period. Compare! Subscribe! Latest issue \$1. 12 weekly issues \$10. \$20 per year. "Hot Tips!" Box 1115, Daytona Beach, FL 32019.

## PROGRAMING

**Nationally known** management consultant is now available to pump up ratings and billings for under developed radio stations. Protect your investment. Bill Elliott & Associates. 305-967-8838.

## INSTRUCTION

**First Class FCC** license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

**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.

**FCC License** study guide. 377 pages. Covers third, second, first radiotelegraph examinations. \$9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

**No: tuition, rent!** Memorize, study—Command's "Test-Answers" for FCC first class license—plus "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

**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. Class begin May 10, June 21 and August 2.

**REI,** 61 N. Pineapple Ave. Sarasota, FL 33577. 813-955-6922.

**REI.** 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

**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.

**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.

**1st Class FCC,** 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St. N. Hollywood, CA 91606.

**Job opportunities** and announcer-dj-1st class FCC license training at Announcer Training studios, 152 W. 42nd St., 3rd floor, NYC. Licensed and V.A. benefits.

**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.

**Cassette recorded** first phone preparation at home plus one week personal instruction in Boston, Atlanta, Detroit, Philadelphia, 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.

## RADIO Miscellaneous

# Turning Point

New 30-minute telecast for  
prime-time viewing



Probing true-life  
experiences of  
people in search  
of happiness

Presented by  
The Assemblies of God,  
PO. Box 70, Springfield,  
Mo. 65801 (417) 862-2781

### Help Wanted Management

#### **PRESIDENT \$40 K+ . . . .**

Diversified AMEX Company with revenues in excess of \$100 million seeks individual to assume presidency of a \$5 million electronic manufacturing subsidiary. Complete P & L responsibility. Prior C E O or senior management experience and familiarity with radio broadcasting industry preferred.

Desirable East Coast location - not N.Y.C.

Send resume to

Box S-36, BROADCASTING.

### Help Wanted Sales

#### **SALES POSITIONS**

An opportunity to join a young expanding broadcasting company. We are looking for aggressive creative salespeople for our stations.

Our group consists of WBNY, Buffalo; WEZE, Boston and WLKW AM/FM, Providence. In three years of operation all three General Managers have been promoted from within our company.

Tremendous opportunity for financial and career growth. Send resume to:

*William M. McCormick  
President  
McCormick Communications, Inc.  
One Beacon Street  
Boston, Mass. 02108  
An Equal Opportunity Employer*

### Help Wanted Announcers

WLIP is seeking an experienced-air personality. We are a medium market, professional, contemporary-MOR station. The person we hire will be a cut above average. Please send air-check and brief history to Dex Card, WLIP, Box 659, Kenosha, Wisconsin, 53140. Tapes will be returned. No calls.

### Audience Research

**INCREASE SALES**  
with a customized PRS audience survey  
... from \$329.<sup>00</sup>

Professional Research Services



6806 S. Terrace Rd. Tempe, Az. 85283 (602) 839-4003

### Help Wanted Announcers Continued

#### **We're Good ... Very Good We're Also Religious**

If you think that combination isn't possible in radio, then you haven't heard our stations (count'em, nine of them). If YOU'RE good ... very good on the air and in the production studio, if you expect good money for your efforts, if you'd be comfortable in a top 10 market, maybe its time we talked. Send us your resume and air check. Crawford Broadcasting Company, P.O. Box 34219, Dallas, TX 75234.

But only if you're good ... very good.  
Because we are.

### Help Wanted Programing, Production, Others

#### **MAJOR MARKET FM PROGRAM DIRECTOR**

If you have a flair for creative on-the-air promotional activity, and the ability to integrate news and informational elements into an upscale-adult syndicated music format, there's an unequalled opportunity waiting for you!

Great benefits with an industry-leading group-owned full-power FM in a dynamic major market ... for the right person!

Send enough info with your resume to convince us the right person is YOU!

**Box S-54, BROADCASTING.**  
*An Equal Opportunity Employer*

#### **RADIO NEWS DIRECTOR MOR PERSONALITY DEE-JAY**

Both positions require two to three years experience. Resumes and air checks to Bob Holben, WTTS, 535 S. Walnut St., Bloomington, Indiana, 47401.

#### **Placement Service**

#### **RADIO-TELEVISION CATV Looking For A Job?**

**Mail Us Your Resume Now!**  
William J. Elliott, Jr.  
& Company, Inc.  
6198 Forest Hill Blvd.  
Suite 104  
West Palm Beach, Florida 33406  
305-967-8838

#### **YOU BELONG IN BROADCASTING!**

1735 DeSales Street, N.W.  
Washington, D.C. 20036

### Situations Wanted Management

Strong, experienced, radio GM with great record of achievement in major markets seeking position. Have managed top-flight stations in major markets. Reply in utmost confidence. Will answer all replies.

**Box R-69, BROADCASTING.**

### Situations Wanted Management Continued

#### **EXEC VP -- GEN MGR**

**Goals-oriented Management Pro—50 kw  
MOR Powerhouse**

**Built Sales, Audience to Market Dominance and Ntl Recognition**

**Believe Broadcast Philosophy essential for long-range community support**

**Admit to continuing ambition. Same suit—bigger size. Strictest confidence.**

Box S-25, BROADCASTING.

### Situations Wanted Sales

**Young Central Penna. announcer wants to move into the administration end of broadcasting. Looking for Radio or TV station to train me in sales, programing, managing, etc. and then give me a job. Write to Rob at Box S-31, BROADCASTING.**

### Situations Wanted Announcers

#### **CHALLENGE WANTED TOP RATED MAJOR MARKET DRIVE TIME TALK SHOW-HOST LOOKING FOR A NEW CHALLENGE.**

I am a young, ambitious and aggressive radio personality I have a winning and unique format. A talk show with the emphasis on entertainment, rather than controversy. The current ARB shows us No.1 in men, No.3 in women 24-49. My formula for success is a combination of community involvement and creativity along with research and a lot of hard work. I feel I'm ready for a move to the Top 10. Let's talk. For info and references write:

**Box R-224, BROADCASTING.**

#### **DIFFERENT, CONTROVERSIAL**

**New York sports director who tells it like it is. I'll give you much more than scores. Telephone/talk, play-by-play, drive time sportscasts. Available now.**

**Box R-226, BROADCASTING.**

#### **HELP! BEING HELD CAPTIVE IN ...**

Total Concept - AM Drive. No. 1 All Oemos. Sincere, warm personality. Characters, humor, phones, interviews, community involvement. Believability. Proven track record. Larger and major markets only. Race to your phone. Call for Ray Tings. 314-727-8721.

#### **SYRACUSE & CENTRAL N.Y.**

Desire Return to Broadcasting or Agency. Full experience all phases Air, News, Production (tape or film) Account Exec. etc. Mature voice, no rock. Consider part-time within commuting distance. N. Sanchez, RD No.2, Box 80T, Phoenix, N.Y. 13135.

**TELEVISION**  
Help Wanted Announcers

**STATION  
MANAGER**

**KUED Television  
Station 7**

The University of Utah is seeking applications for the position of station manager of KUED Channel 7, an affiliate of the Public Broadcasting Service. KUED Channel 7 serves the State of Utah as well as parts of Idaho, Wyoming, Montana and The Dakotas. The station is licensed by the Federal Communications Commission and is part of state-wide television with a staff of 36 full time employees. Applicants should have extensive television experience or evidence of exceptional promise, including success in personnel, program and financial management. A knowledge of public broadcasting and higher education is desired, and an appropriate, earned academic degree is required. Salary will be commensurate with background and experience. Resumes, applications, nominations and correspondence should be directed to Dr. R.J. Snow, Chairman, Search Committee, KUED, University of Utah, 206 Park Bldg., Salt Lake City, Ut. 84112. The closing date for receipt of applications is June 1, 1978. Affirmative action/equal opportunity employer.

**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

**Help Wanted News**

**NEWS ASSIGNMENT EDITOR** to work with top rated staff at CBS affiliate in the west. Must have TV News experience with print journalism background an asset. Salary open. An Equal Opportunity Employer. Contact: Jim Drennan, News Director, KXTV 916/441-2345.

We will accept applications until May 4th, or perhaps longer at station option.

**NEWS REPORTER**

Bright, aggressive TV reporter with at least two years experience needed to work with top rated, all mini-cam. Post-Newsweek Station. Send resume and cassette to Ernie Mastroianni, news director, WJXT-TV, P.O. Box 5270, Jacksonville, Florida 32207. An EOE.

**Situations Wanted News**

**SPORTSCASTER**

I am seeking nightly TV sports anchor. Appearance, Delivery, background. I have the ability to have a positive and immediate impact on your ratings.

Box S-11, BROADCASTING.

Major market Anchor/Reporter seeks to relocate. Would add solid experienced performer to your team. Excellent work record. Tapes, resume on request.

Box S-44, BROADCASTING.

**Help Wanted Sales**

**BROADCAST SALES  
SPECIALIST**  
Automated Programming Systems

Here's an excellent career opportunity with our leading broadcast equipment manufacturing company—a division of a major Fortune 500 Corporation. We need an individual with experience working in a radio station environment augmented by a working knowledge of automated programming systems for radio station application. An FCC First Class License would be highly desirable.

You should possess an aptitude for selling plus solid communications skills (both verbal and written) in order to effectively provide marketing support.

You'll also be responsible for customer correspondence; preparation of bids, quotations, and analyses of competitive automation systems and related products; and provision of on-site demonstrations. Based in our Quincy headquarters, you'll report to the Sales Manager of Radio Broadcast Equipment and have moderate travel requirements.

In addition to an excellent salary, you'll receive comprehensive benefits including profit sharing, hospitalization, and relocation expenses. Send resume in confidence to:



Lawrence B. Carlstone, Professional Employment Supervisor

**HARRIS**

COMMUNICATIONS AND  
INFORMATION HANDLING

An Equal Opportunity Employer M F

Harris Corporation,  
Broadcast Products Division  
Quincy, Illinois 62301

**Miscellaneous**

**NUMBER ONE IN NEWS . . . NOW.**

A Broadcast news consulting service for medium and smaller markets at a realistic cost. We solve your problems within the scope of your market and your resources.

Mid Market Media offers: Research, market analysis, technical assistance, training, in-field news problem solving, and improving your news skills.

Mid Market Media is a full service consulting firm, with professional news technicians who know about small, medium, and large market problems. We set up training sessions, and work in the field with your staff, helping your people build a better news product.

Let us show you how your newscast can be the most important viewing in your market every day. **CALL 216-727-4577**

**MID MARKET MEDIA Offices in the Hotel Duluth DULUTH, MINN.**

**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.

**Wanted To Buy Stations**

**SOUTH OR SOUTHEAST**

Multiple Station owner ready for expansion. Will buy full-time AM or AM/FM. Medium market or larger. This is not a broker ad—replies confidential.

Box R-83, BROADCASTING.

★ **HAPPY BIRTHDAY AMERICA** ★  
★ 200 YEARS OF LIBERTY ★  
★ BICENTENNIAL CELEBRATION ★  
★ AMERICA CELEBRATES ★  
★ CAMPAIGN '76 ★ \$6 ea ★  
★ TV SLIDES ★  
SEND FOR COMPLETE LIST  
BOB LEBAR FILMS 240 E 55 ST NEW YORK 10022

Will trade my equity in successful restaurant, lounge, hotel facility in small market for AM or FM facility. Prefer St. Louis area but will consider all others.

Box S-3, BROADCASTING.

**Wanted To Buy Stations  
Continued**

Interested in purchasing AM station, 1000 watts or more, full time. Will consider AM/FM combo. In city not over 45,000 population. Location must be within 350 miles of Kingston, New York. Complete 2-year financial statement required.

Box S-22, BROADCASTING.

One of America's most successful small market radio stations wishes to acquire another already profitable station. Will pay up to million dollars at 6 to 7 times cash flow. R.O. King, Pres. East Coast Broadcasting Corp., Sag Harbor, New York 11963.

**For Sales Stations**

**Full Power FM  
Major Market  
Fully equipped  
\$1,800,000 cash**

Box S-21, BROADCASTING.

WESTERN medium market fulltimer. Gross \$300,000 in 1975 with cash flow exceeding \$100,000. Price \$600,000. Terms.

Box S-37, BROADCASTING.

**Profitable AM/FM Southeast**  
Solidly established, money-making, clean technical AM/FM operations in strong southeast market. \$875,000 with reasonable terms available. Balance can be handled with present station income. Offered by an equal opportunity seller, so minority and female groups invited to deal along with all other qualified buyers.

Box S-47, BROADCASTING.

**NEW ENGLAND AM**

Profitable daytimer in single station market. Unit operation with good real estate. Ideal for owner-operation. As little as \$60M down required with long payout to qualified buyer. For details contact associate Bob Kimel at (802) 524-5963.

**EASTERN METRO**

Fulltime Class IV with excellent operation in a strong radio market. Contemporary format with network affiliation. A sound operation with substantial growth potential. Asking \$525M cash. Seller may finance up to 50%. Contact Mr. Horton at Elmira office or any associate.



**Brokers & Consultants  
to the  
Communications Industry**

**THE KEITH W. HORTON COMPANY, INC.**

1705 Lake Street • Elmira, New York 14902  
P.O. Box 948 • (607) 733-7138

**For Sale Stations  
Continued**

Buyer wanted for \$300,000 AM & FM Plant in Ky. 29% down with ten year pay off. Call 606-864-7438 Monday through Friday between 10:00 AM and 12:00 Noon.

**5000 Watt Full time AM & Class A FM Stereo  
NO DOWN PAYMENT**

\*Large central Florida City

\*Buy one or both

\*Payment less than \$8,000 per month for one and \$14,939 per month for both with prepayment privileges.

**BUSINESS BROKER ASSOCIATES  
615-894-7511**

Florida	Major	AM/FM	4KK	25%
S.E.	Small	Fulltime	186K	Negotiable
East	Major	FM	1.750KK	35%
S.E.	Small	Daytime	215K	29%
West	Small	FM	500K	29%

Atlanta—Boston—Chicago—Dallas  
New York—San Francisco



**CHAPMAN ASSOCIATES®**

nationwide service

1835 Savoy Drive,

Atlanta, Georgia 30341

**For Sales 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

**MEDIA BROKERS  
APPRAISERS**

RICHARD A.

**SHAHEN INC.**

435 NORTH MICHIGAN • CHICAGO 60611

**312-467-0040**



W.R.

**TWINING**

IKE

Communications Investments

88 Post Street

San Francisco 94104

(415) 981-5510—(408) 624-7710

**Broadcasting**

The newsworthy of broadcasting and allied arts

**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.

BROADCASTING does not forward tapes of any kind. PLEASE do not send them to us ... they will be returned to you.

Rates, classified listings ads:

—Help Wanted, 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).

—Situations Wanted, 40c per word—\$5.00 weekly minimum.

—All other classifications, 60c per word—\$10.00 weekly minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All other \$45.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: include name and address. Name of City (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name \_\_\_\_\_ Phone \_\_\_\_\_

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

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_

# Stock Index

Stock symbol	Exch.	Closing Wed. April 28	Closing Wed. April 21	Net change in week	% change in week	High	Low	1976	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>											
ABC	ABC	N 28 3/4	27 7/8	+ 7/8	+ 3.13	28 3/4	19 7/8	29	17,289	497,058	
CAPITAL CITIES	CCB	N 48 1/4	48 3/4	- 1/2	- 1.02	52 5/8	42 1/4	15	7,716	372,297	
CBS	N	52 1/2	54 3/4	- 2 1/4	- 4.10	58	46 3/4	12	28,313	1,486,432	
COX	COX	N 33 1/4	34	- 3/4	- 2.20	36 1/2	28 3/4	14	5,861	194,878	
GROSS TELECASTING	GGG	A 10 5/8	10 7/8	- 1/4	- 2.29	12 3/8	10	8	800	8,500	
LIN	LINB	O 16 1/4	16 3/8	- 1/8	- .76	17 1/4	9 5/8	10	2,382	38,707	
MOONEY	MOON	O 3	3		.00	3 7/8	2 3/8	6	425	1,275	
RAHALL	RAHL	O 4 3/4	4 5/8	+ 1/8	+ 2.70	5 1/4	4 1/2	13	1,297	6,160	
SCRIPPS-HOWARD	SCRIP	O 27	27 1/2	- 1/2	- 1.81	27 1/2	20 1/2	8	2,589	69,903	
STARR**	SRG	M 3 3/8	3 1/2	- 1/8	- 3.57	5	3 3/8		1,091	3,682	
STORER	SRK	N 25 1/8	24 3/4	+ 3/8	+ 1.51	25 1/8	15 7/8	9	4,548	114,268	
TAFT	TFB	N 28 3/4	29 3/8	- 5/8	- 2.12	29 3/8	23 1/4	11	4,042	116,207	
TOTAL										76,353	2,909,367

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 3 7/8	4 3/8	- 1/2	- 11.42	4 3/4	2	10	1,250	4,843	
AVCO	AV	N 11	11 3/8	- 3/8	- 3.29	11 5/8	4 1/2	4	11,481	126,291	
BARTELL MEDIA**	BMC	A 1	1		.00	1 1/4	1/2		2,257	2,257	
JOHN BLAIR	BJ	N 10 1/4	10 5/8	- 3/8	- 3.52	10 5/8	5	10	2,403	24,630	
CHRIS-CRAFT**	CCN	N 6 3/8	6 3/8		.00	6 3/8	5		4,162	26,532	
COMBINED COMM.	CCA	N 17 3/8	17	+ 3/8	+ 2.20	17 3/8	12 5/8	11	4,899	85,120	
COWLES	CWL	N 8 3/8	8 3/8		.00	10	6 1/8	12	3,969	33,240	
DUN & BRADSTREET	DNB	N 27 7/8	27 1/4	+ 5/8	+ 2.29	33 3/4	27 1/4	18	26,527	739,440	
FAIRCHILD IND.	FEN	N 9 1/8	9 3/8	- 1/4	- 2.66	9 3/8	6 1/8	13	5,708	52,085	
FUQUA **	FQA	N 8 1/8	8 3/8	- 1/4	- 2.98	8 7/8	4 1/2		8,551	69,476	
GANNETT CO.	GCI	N 38 3/4	38	+ 3/4	+ 1.97	40	32 7/8	21	21,108	817,935	
GENERAL TIRE	GY	N 20 3/4	20 7/8	- 1/8	- .59	23	17 5/8	6	21,914	454,715	
GLOBETROTTER**	GLBTA	O 2 5/8	2 3/4	- 1/8	- 4.54	2 7/8	1 1/2		2,783	7,305	
GRAY COMMUN.	O	6	6		.00	6 1/2	6	4	475	2,850	
HARTE-HANKS	HHN	N 24 1/4	24 3/8	- 1/8	- .51	25	17 1/8	13	4,381	106,239	
JEFFERSON-PILOT	JP	N 26	27 7/8	- 1 7/8	- 6.72	31 1/4	26	11	24,068	625,768	
KAISER INDUSTRIES	KI	A 11	11 3/8	- 3/8	- 3.29	12 1/4	8	4	27,598	303,578	
KANSAS STATE NET.	KSN	O 3 5/8	3 3/4	- 1/8	- 3.33	4 7/8	3	5	1,815	6,579	
KINGSTIP	KTP	A 7 1/4	7	+ 1/4	+ 3.57	8 5/8	4 7/8	5	1,154	8,366	
KNIGHT-RIDDER	KRN	N 35 1/4	35 3/4	- 1/2	- 1.39	36 5/8	28 7/8	17	8,305	292,751	
LEE ENTERPRISES	LNT	A 16	15 3/8	+ 5/8	+ 4.06	25 1/2	15 3/8	11	3,352	53,632	
LIBERTY	LC	N 16 1/8	15 3/4	+ 3/8	+ 2.38	17	9 1/2	7	6,762	109,037	
MCGRAW-HILL	MHP	N 14	14		.00	17	12 3/4	10	24,601	344,414	
MEDIA GENERAL	MEG	A 17 5/8	17 1/4	+ 3/8	+ 2.17	19 1/2	14 1/4	9	7,272	128,169	
MEREDITH	MDP	N 17	17 5/8	- 5/8	- 3.54	17 5/8	10 1/4	8	3,041	51,697	
METROMEDIA	MET	N 24 7/8	23 3/8	+ 1 1/2	+ 6.41	24 7/8	15	12	6,553	163,005	
MULTIMEDIA	MMED	O 19	19 1/2	- 1/2	- 2.56	19 1/2	14 1/4	12	4,390	83,410	
NEW YORK TIMES CO.	NYKA	A 13 1/8	13 5/8	- 1/2	- 3.66	17 3/8	11 1/2	11	10,931	143,469	
OUTLET CO.	OTU	N 18 1/4	17 3/4	+ 1/2	+ 2.81	19	12 7/8	7	1,391	25,385	
POST CORP.**	POST	O 10 1/4	10	+ 1/4	+ 2.50	10 1/4	8		871	8,927	
REEVES TELECOM**	RBT	A 1 5/8	1 7/8	- 1/4	- 13.33	2 1/4	1 1/8		2,376	3,861	
ROLLINS	ROL	N 24 1/8	25	- 7/8	- 3.50	27 3/8	20 3/4	16	13,404	323,371	
RUST CRAFT	RUS	A 8 3/4	8 3/4		.00	9 7/8	5 5/8	7	2,291	20,046	
SAN JUAN RACING	SJR	N 7 5/8	8	- 3/8	- 4.68	9 1/4	7 1/4	6	2,509	19,131	
SCHERING-PLOUGH	SGP	N 56 1/8	59 3/4	- 3 5/8	- 6.06	59 3/4	47 1/2	22	53,956	3,028,280	
SONDERLING	SDB	A 11 1/4	11 3/8	- 1/8	- 1.09	13	6 3/4	5	727	8,178	
TECH OPERATIONS**	TO	A 3 1/8	3 5/8	- 1/2	- 13.79	4 3/4	2 7/8		1,344	4,200	
TIMES MIRROR CO.	TMC	N 20 1/2	20 1/8	+ 3/8	+ 1.86	23	18 1/4	15	33,823	693,371	
WASHINGTON POST CO.	WPO	A 32 1/2	31 1/2	+ 1	+ 3.17	32 1/2	21 3/4	13	4,725	153,562	
WOMETCO	WOM	N 19	18 1/8	+ 7/8	+ 4.82	19 1/2	13	9	6,292	119,548	
TOTAL										375,419	9,274,693

## Cablecasting

AMECO**	ACO	O 1/2	1/2		.00	1/2	3/8		1,200	600
AMER. ELECT. LABS**	AELBA	O 1 3/8	1 1/2	- 1/8	- 8.33	2 1/8	3/4		1,672	2,299
AMERICAN TV & COMM.	AMTV	O 18 1/2	19	- 1/2	- 2.63	21 3/4	13 1/2	23	3,322	61,457
ATHENA COMM.** *	O	3 3/8	3/8		.00	1/2	1/8		2,125	796
BURNUP & SIMS**	BSIM	O 4 5/8	4 5/8		.00	5 1/2	4 5/8		8,351	38,623
CABLECOM-GENERAL	CCG	A 7	7 3/8	- 3/8	- 5.08	8 1/8	5 1/2	6	2,560	17,920
CABLE INFO.	O	1/2	1/2		.00	1/2	1/4	3	563	331
COMCAST	O	3 1/8	3 1/8		.00	3 1/8	1 7/8	9	1,708	5,337
COMMUN. PROPERTIES	COMU	O 3 5/8	3 3/4	- 1/8	- 3.33	3 3/4	1 7/8		4,761	17,258
COX CABLE	CXC	A 16 1/2	16 7/8	- 3/8	- 2.22	17 3/4	13	21	3,560	58,740
ENTRON	ENT	O 1 3/4	1 3/4		.00	1 3/4	1 5/8	2	1,358	2,376
GENERAL INSTRUMENT	GRL	N 11 3/4	12	- 1/4	- 2.08	13 5/8	8 1/4	29	7,201	84,611
GENEVE CORP.	GENV	O 8 1/4	7 1/2	+ 3/4	+ 10.00	8 1/4	6 1/2	55	1,121	9,248
SCIENTIFIC-ATLANTA	SFA	A 15 1/2	16 1/4	- 3/4	- 4.61	18 5/8	10 1/4	13	1,387	21,498
TELE-COMMUNICATION**	TCOM	O 3 3/8	3 7/8	- 1/2	- 12.90	5 1/4	3 3/8		5,181	17,485
TELEPROMPTER**	TP	N 8 1/4	8 3/4	- 1/2	- 5.71	9 3/8	5 3/4		16,604	136,983
TIME INC.	TL	N 63 7/8	63 3/4	+ 1/8	+ .19	69 1/2	59 3/4	14	10,036	641,049
TOCOM	TOCM	O 2 7/8	2 7/8		.00	3 1/4	1 5/8	10	617	1,773

Stock symbol	Exch.	Closing Wed. April 20	Closing Wed. April 21	Net change in week	% change in week	High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
UA-COLUMBIA CABLE	UACC	O 12 1/2	12 1/2		.00	13	9	13	1,714	21,425
UNITED CABLE TV**	UCTV	O 2 1/4	2 1/4		.00	3	1 5/8		1,879	4,227
VIACOM	VIA	N 8 7/8	9	- 1/8	- 1.38	11 3/4	7 7/8	10	3,654	32,429
VIKOA	VIK	A 2 1/2	2 1/4	+ 1/4	+ 11.11	2 1/2	1 1/8	125	2,529	6,322
<b>TOTAL</b>									<b>83,203</b>	<b>1,182,787</b>

### Programming

COLUMBIA PICTURES	CPS	N 5 3/4	6 1/4	- 1/2	- 8.00	7 7/8	5 1/4	6	6,748	38,801
DISNEY	DIS	N 56 1/2	58 3/8	- 1 7/8	- 3.21	63	50 1/8	27	31,005	1,751,782
FILMWAYS	FWY	A 8 1/2	8 1/4	+ 1/4	+ 3.03	10 1/4	5 1/4	9	1,792	15,232
FOUR STAR			5/8		.00	5/8	3/8	6	666	416
GULF + WESTERN	GW	N 22 5/8	24 1/4	- 1 5/8	- 6.70	26 7/8	19 5/8	5	30,058	680,062
MCA	MCA	N 69	68 1/2	+ 1/2	+ .72	79 1/8	65	6	8,672	598,368
MGM	MGM	N 13 1/4	13 1/8	+ 1/8	+ .95	15 3/4	12 7/8	7	13,118	173,813
TELETRONICS INTL.		O 6 1/2	6 1/4	+ 1/4	+ 4.00	9 5/8	3 3/4	10	887	5,765
TRANSAMERICA	TA	N 11 1/8	11 1/2	- 3/8	- 3.26	11 5/8	8 1/4	10	64,947	722,535
20TH CENTURY-FDX	TF	N 9 5/8	10 7/8	- 1 1/4	- 11.49	15	9 5/8	4	7,558	72,745
WALTER READE	WALT	O 3/8	3/8		.00	3/8	3/8	19	4,296	1,611
WARNER	WCI	N 23	24	- 1	- 4.16	24	17 1/2	43	17,728	407,744
WRATHER	WCO	A 4 1/4	4 3/4	- 1/2	- 10.52	5 1/8	3 1/8	13	2,229	9,473
<b>TOTAL</b>									<b>189,704</b>	<b>4,478,347</b>

### Service

BBDO INC.	BRDO	O 20 1/2	19 1/2	+ 1	+ 5.12	21	16 3/4	8	2,513	51,516
COMSAT	CO	N 27 3/4	27 1/2	+ 1/4	+ .90	31 3/4	23 7/8	6	10,000	277,500
DOYLE DANE BERNBACH	DOYL	O 12 3/4	12	+ 3/4	+ 6.25	13	8 7/8	8	1,816	23,154
FOOTE CONE & BELDING	FCB	N 12 3/4	12 3/4		.00	14	10 1/4	8	2,130	27,157
GREY ADVERTISING	GREY	D 8 5/8	8 3/8	+ 1/4	+ 2.98	9 3/4	6 7/8	7	1,213	10,462
INTERPUBLIC GROUP	IPG	N 25	24 3/4	+ 1/4	+ 1.01	26 5/8	16 3/8	7	2,290	57,250
MARVIN JOSEPHSON	MRVN	O 8 3/4	8 3/4		.00	10 3/8	7	15	1,952	17,080
MCI COMMUNICATIONS**	MCIC	O 2 1/4	2 3/8	- 1/8	- 5.26	3 3/8	1 3/8	8	15,826	35,608
MOVIELAB	MOV	A 1 5/8	1 7/8	- 1/4	- 13.33	2 5/8	1	7	1,407	2,286
MPO VIDEOTECHNICS**	MPO	A 3 1/8	3 1/8		.00	3 3/8	2 3/8	7	537	1,678
NEEDHAM, HARPER	NDHMA	O 5 3/4	5 5/8	+ 1/8	+ 2.22	6 7/8	5 5/8	7	836	4,807
A. C. NIELSEN	NIELB	O 21	21 3/4	- 3/4	- 3.44	24 5/8	21	14	10,598	222,558
OGILVY & MATHER	OGIL	O 26 1/2	25 3/4	+ 3/4	+ 2.91	26 1/2	17	9	1,805	47,832
J. WALTER THOMPSON	JWT	N 11 3/8	11 3/8		.00	13 7/8	7 7/8	10	2,649	30,132
<b>TOTAL</b>									<b>55,572</b>	<b>809,020</b>

### Electronics/Manufacturing

AMPEX	APX	N 7 1/8	7 1/2	- 3/8	- 5.00	8 1/8	4 3/4	71	10,885	77,555
CETEC	CEC	A 2	2		.00	2 3/4	1 1/4	13	2,319	4,638
COHU, INC.	COH	A 2 5/8	2	+ 5/8	+ 31.25	3 5/8	2	13	1,617	4,244
CONRAC	CAX	N 23 5/8	24	- 3/8	- 1.56	24	20	9	1,282	30,287
EASTMAN KODAK	EASKD	N 110 3/4	114 1/4	- 3 1/2	- 3.06	116 3/4	104 3/4	29	161,347	17,869,180
FARINON ELECTRIC	FARN	O 10 1/2	10 3/4	- 1/4	- 2.32	11 1/2	7	20	3,937	41,338
GENERAL ELECTRIC	GE	N 54	54 5/8	- 5/8	- 1.14	56 3/4	46	17	184,427	9,959,058
HARRIS CORP.	HRS	N 44 1/8	45 1/4	- 1 1/8	- 2.48	46 3/8	33 3/4	12	6,066	267,662
HARVEL INDUSTRIES *	HARV	O 6	6		.00	5	6	16	480	2,880
INTL. VIDEO CORP.**	IVCP	O 2 5/8	2 1/4	+ 3/8	+ 16.66	3 1/8	1 1/8	10	2,711	7,116
MICROWAVE ASSOC. INC	MAI	N 19	16 1/2	+ 2 1/2	+ 15.15	20	13 3/4	12	1,320	25,080
3M	MMM	N 62 3/8	63 1/2	- 1 1/8	- 1.77	63 1/2	54 1/2	27	114,240	7,125,720
MOTOROLA	MOT	N 52 5/8	54	- 1 3/8	- 2.54	54	41 1/4	36	28,198	1,483,919
N. AMERICAN PHILIPS	NPH	N 28	28 7/8	- 7/8	- 3.03	33	19 7/8	10	12,033	336,924
OAK INDUSTRIES	OEN	N 9 3/4	10 1/4	- 1/2	- 4.87	11	7 1/4	24	1,639	15,980
RCA	RCA	N 25 3/4	26 3/4	- 1	- 3.73	27 3/4	18 7/8	18	74,547	1,919,585
ROCKWELL INTL.	ROK	N 32 3/8	32 1/2	- 1/8	- .38	32 1/2	23 3/8	10	31,200	1,010,100
RSC INDUSTRIES	RSC	A 1 7/8	1 7/8		.00	2 1/2	1 3/8	9	3,440	6,450
SONY CORP.	SNE	N 9 1/4	8 3/4	+ 1/2	+ 5.71	9 3/8	7 1/4	34	172,500	1,595,625
TEKTRONIX	TEK	N 58 5/8	59	- 3/8	- .63	60 1/2	44 1/4	18	8,671	508,337
TELEMATION	TIMT	O 1/2	1/2		.00	1	1/2	1	1,050	525
VARIAN ASSOCIATES	VAR	N 15	15 5/8	- 5/8	- 4.00	17 1/4	12	13	6,838	102,570
WESTINGHOUSE	WX	N 16	15 3/4	+ 1/4	+ 1.58	17 3/4	13	8	87,091	1,393,456
ZENITH	ZE	N 35 7/8	37	- 1 1/8	- 3.04	38 1/4	23 5/8	26	18,799	674,414
<b>TOTAL</b>									<b>936,637</b>	<b>44,462,643</b>

GRAND TOTAL 1,716,888 63,116,857

Standard & Poor's Industrial Average 114.8 116.3 -1.5

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	6/4/75
Elkins Institute	1/8	11/20/74
Heritage Communications	2 7/8	3/8/76
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75



## Dan Gold: a generalist gets down to specifics

Like many who come upon a successful career by unexpected circumstances, Dan Gold, senior vice president and general manager of WFSB(TV) Hartford, Conn., never set out to be a broadcaster. "Things happen in spite of whether or not I've planned," says Mr. Gold. "Many things in my life were accidental."

Accidental, perhaps, but it's his "ability to take on any kind of assignment and plunge in" that has earned him the respect of Larry Israel, president of The Washington Post Co. Mr. Israel and another of Mr. Gold's corporate bosses, Joel Chaseman, president of Post-Newsweek Stations Inc., describe Mr. Gold as "unique"—a combination of legal, corporate and station management experience.

Dan Gold first found an open door to the communications industry at Westinghouse Broadcasting Co. After going East to study at Harvard Law School, he always imagined he would return to his native Portland, Ore., but "fate intervened." He encountered a former classmate who knew of a legal position with Group W and Dan Gold took the chance to try his hand at communications law. Prior to that he had interned in the office of the late Senator Richard L. Neuberger (D-Ore.), served as a U.S. Army attorney and worked as an assistant to the general counsel of the Federal Aviation Administration. Mr. Gold knew he would find his specialty "as I went along."

While a house counsel, Mr. Gold became "drawn to journalistic law and public affairs" as he advised on talent contracts, consumer affairs, and the like. Then, about seven years after he received his law degree, he was asked to contemplate a decision both "difficult and easy at the same time": whether or not to give up the law and become a staff assistant. It was a "great title," Mr. Gold says. "I didn't belong to anybody but Larry Israel [then Group W executive VP] and Don McGannon [president and chairman]."

Mr. Israel, however, remembers those who didn't want Mr. Gold to switch professions. The Group W legal people "thought Dan was the future general counsel," he says, adding that he encouraged his young protege to think about what he wanted in the long run.

And that proved to be broadcasting—a career which Mr. Gold says comes "as close as any business to the nitty-gritty of life." He explains: "The law deals with things after the fact; journalism is dealing with them all the time."

Mr. Gold describes the next several years as "an enormous educational



Daniel Ernest Gold—senior vice president and general manager, WFSB(TV) Hartford, Conn.; b. March 3, 1936, Portland, Ore.; AB, political science (Phi Beta Kappa), Stanford University, 1957; JD, Harvard Law School, 1960; office of staff judge advocate, U.S. Army, 1960-62; assistant to general counsel, Federal Aviation Administration, 1962-64; counsel, Westinghouse Broadcasting Co., 1964-67; staff assistant, 1967-69; vice president for business affairs, Post-Newsweek Stations, 1969; additional duties as WTOP(AM) Washington general manager and WCKY(AM) Cincinnati supervisor, 1970; vice president and general manager, WTOP-TV Washington, 1971-74; present post, 1974; m. Lesley Madfis of Brookline, Mass., June 18, 1961; children—Margaret, 10, Timothy, 5.

binge," starting out on a variety of projects as a "utility outfielder." I was "here, there and everywhere," he says, taking opportunities "far beyond what my age and experience warranted."

Further opportunities abounded when Larry Israel joined Post-Newsweek and several months later, in 1967, took Dan Gold with him to be vice president for business affairs. Mr. Gold later served with P-N stations—as WTOP(AM) Washington general manager, as WCKY(AM) Cincinnati supervisor, and, before being transferred to the then newly acquired WFSB, as general manager of WTOP-TV Washington.

In describing Dan Gold's work at WFSB, Post-Newsweek brags about channel 3's increased "attention to local programming and local sales." He has made his mark on his Connecticut and western Massachusetts service area by initiating five minutes of news in sign language for the deaf each morning, a half hour of news in Spanish produced at WFSB and broadcast over Trinity College's WRTC-FM there, and among other things, inaugurating New England's first hour-long local evening news outside of Boston (which

Joel Chaseman sees as Mr. Gold's foremost contribution).

While Dan Gold doesn't, as he says, "live on the basis of singular experiences," one event last year was enough to focus industry eyes on WFSB: its October special, *Town Meeting Tonight: Talking Back to CBS*. As Mr. Gold tells it, the special was conceived during a social call he paid on CBS News President Richard Salant, and brought Mr. Salant, newsmen Walter Cronkite and Mike Wallace and other CBS News representatives to the former Connecticut state house in Hartford for a prime-time fielding of questions from community leaders.

Mr. Gold uses the person-on-the-street approach for his access shows, but for town meetings the audience is invited and consists of people "with some kind of expertise or point of view." Following the program, Mr. Salant mentioned that it might serve as a pilot of sorts, with such forums with CBS News people possibly being held three or four times a year. Last Saturday afternoon (May 1), a second town meeting with CBS News, aired earlier over KCMO-TV Kansas City, Mo., was to get the same treatment as WFSB's: a repeat performance on the CBS-TV networks.

To criticism that the Hartford show should have been more structured, with controversial issues lined up in advance, Mr. Gold says, "I look upon these programs as free-form or experimental."

There's a variety of ways that such a show could be handled, he says, and contemplating the alternatives, "You get very humble very quick."

The Hartford town meeting made news among journalists (Mr. Salant said he hopes for an hour of network news during the evening but doesn't know where the extra half hour would come from)—but response from viewers was "not nearly as voluminous as I had hoped," Mr. Gold says. The biggest draw was the first town meeting in 1974, he notes, when the formation of a new Hartford suburb was debated.

Mr. Gold says it's too early for him to have any sense of "mission accomplished" at WFSB. Other areas he's seeking to improve are minority and female employment and increased ascertainment. "You can never hope to know a community in totality," he says.

Although Dan Gold still doesn't consider himself an East Coast person and still misses being "closer to natural surroundings" in the Northwest, he imagines that business will keep him East. Yet, at age 40, he admits to no master plan for his professional life. He can even lightheartedly conceive of switching professions once again. "Twenty five years from now, maybe I'll be teaching," he says.

## Tinkering damned

Station representatives are pleading with the Federal Trade Commission to terminate an "experiment" in the use of national television networks as regional advertising vehicles. The reps point out that the experiment has proved to benefit no one but the networks and their major customers, precisely the opposite effect from the one intended.

As explained in comments filed at the FTC by the national sales advisory committee of the Television Bureau of Advertising (BROADCASTING, March 29) and the Station Representatives Association (BROADCASTING, April 26), the experiment was undertaken for the asserted purpose of giving small advertisers a chance at television exposure on station line-ups they could afford. As has not been emphasized in the reps' accounts, the networks agreed to the experiment as an alternative to antitrust action that the FTC had been threatening. They were also smart enough to know that the real-world effects would turn out just as they did.

As part of the agreement, the networks advertised the availability of regional line-ups, set up special units in their sales departments, and opened the transom. Perhaps to the government's surprise but to no one else's, the orders came from the General Foods, the Block Drugs, the General Mills, the Lever Brothers, and the other clients who know the most about how to buy network time.

The reps, of course, have a special interest in this case. Every advertiser that finds a split network suited to its advertising purposes is one that might otherwise be buying that exposure through spot TV, which reps sell. Still, the reps' point is valid. Once again a little band of civil servants has set out to cut the networks down to size and has succeeded only in enlarging their business.

The reps are right. It is an experiment that failed.

## No useful purpose

Biggest nonsurprise of this Congress was last week's special report of the Senate Commerce Committee "disclosing" that politics is the major consideration in appointments to such regulatory agencies as the FCC and the Federal Trade Commission.

The thrust of the 439-page report, which examines presidential appointments to the FCC and FTC from 1949 to 1974, is that political muscle rather than erudition, experience or professionalism is the prime consideration. We'll let the authors in on a time-honored custom: Political patronage has been the key ingredient from the time these agencies were created, and during both Republican and Democratic administrations. Nominations, almost without exception, have been confirmed by the Senate on the recommendation of the very Commerce Committee whose imprimatur the report bears.

This is not to say that all appointments have been purely political. It is to say, however, that it is rare indeed for a President to nominate without prior clearance of the candidate's senators, and perhaps other political powers from the candidate's state. The system has produced many appointments that were excellent, some outstanding.

There's really little new in the huge tome. It is studded with footnotes on BROADCASTING's coverage of the events when they constituted news. The report undoubtedly will titillate some political observers and is bound to be quoted extensively by those who would reform government.

Perhaps to justify its cost, the report concludes with recom-

mendations, some of which, if implemented, would destroy forever the prospect for getting qualified people to serve. One would require public announcement, 30 to 60 days before presidential nomination. That would only be an inspiration to the gadfly "public interest" outfits that survive by taking issue with conventional processes of government.

Another proposal would preclude a commissioner from practice before the agency for three to five years after his term expired. No professional could accept appointment unless he was of independent means or would be willing to go into academia or hiding upon leaving government.

## Price rise

Not surprisingly, the headlines about Barbara Walters have played up the million-dollar annual pay she's to get and the fact that she'll be the first female co-anchor on a network evening newscast, unless, of course, some other network acts fast to get ahead of her and ABC.

There has also been more than a modicum of speculation that ABC News in signing her at such a figure is trying to buy ratings by investing in—or perhaps to put it more accurately, by creating—a superstar. We share the concern of those who worry about the effects on TV journalism if this proves to be the case, but for the present we suggest that judgment be suspended.

In a medium that is show business most of the time, there is always a danger that the distinction between news business and show business may become blurred. But it is not wrong—to the contrary it is entirely right—for any news medium to try to make itself more attractive to its audience and hence to enlarge that audience. No newspaper, for instance, tries to be dull. The harm comes if, in trying not to be dull, editors begin to judge news by its glitter and not by its real values.

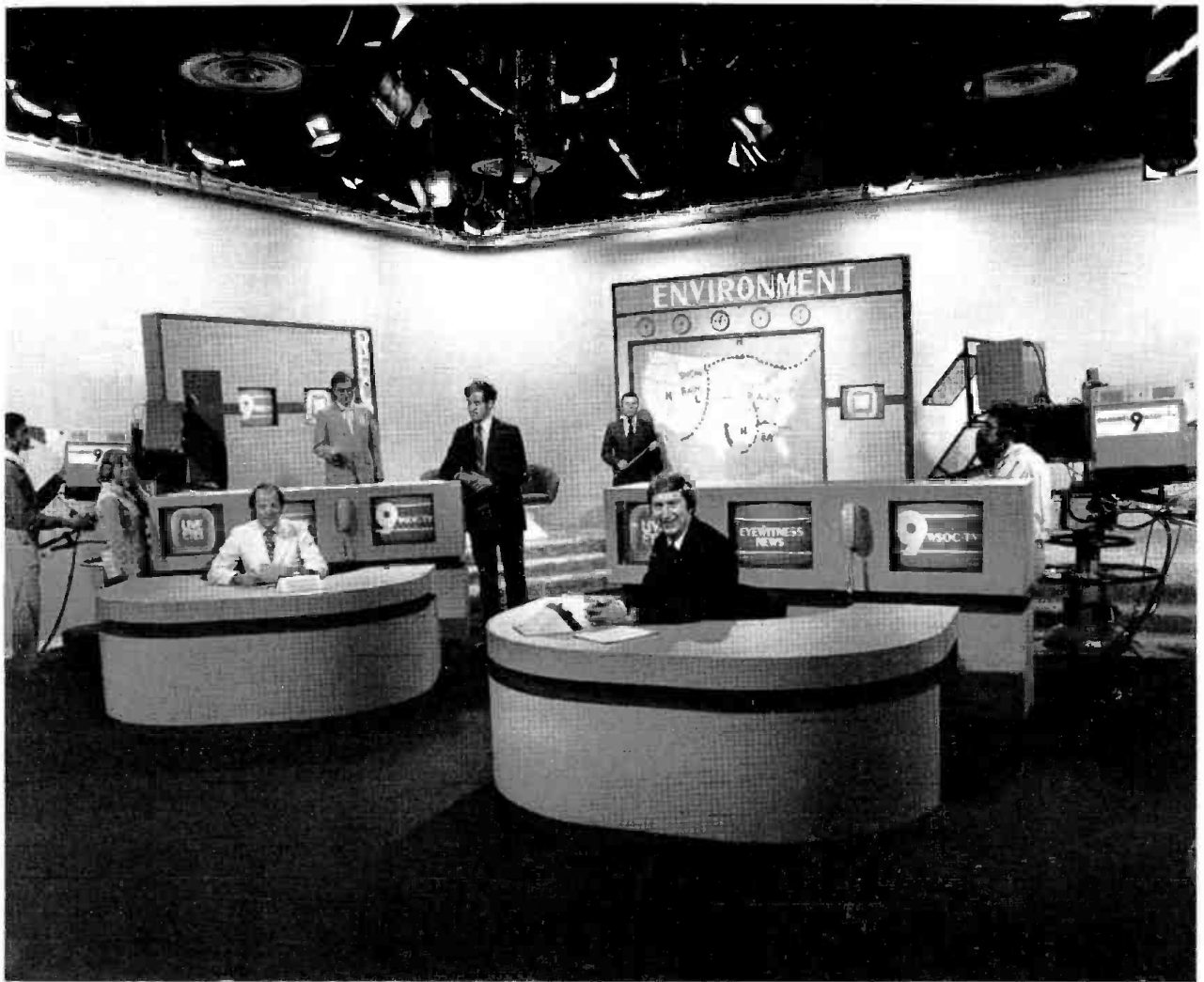
As a reporter Barbara Walters is no Walter Cronkite or John Chancellor or Harry Reasoner, but she has established her credentials as an interviewer of some distinction and will presumably be featured in that role from time to time, especially if ABC succeeds in lengthening the evening newscast, an issue too complicated to be explored here.

Whatever else Miss Walters's million-dollar standard means, it bespeaks the expanding role of journalism in the television business. Any time a network makes a commitment on that scale, news has become a principal commodity.



Drawn for BROADCASTING by Jack Schmidt

*"Now remember, senator, that we found you working late in your office and set up this spontaneous interview."*



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The George Foster Peabody Award. It's like the Nobel to a scientist. Like the Oscar to a movie. Or the Pulitzer to a newspaperman. It's as distinguished an award as a broadcaster can win for accomplishments in service. Presented to us for our overall public service efforts. Two programs in particular, were cited: "For My People"...HARAMBEE'S celebration of black poetry. "The Hidden World"...EVERYWOMAN'S investigation into how medical technology is eliminating the need for surgery on women's reproductive systems. We appreciate the recognition and promise to continue the effort.

