

That TV sales curve just won't stop rising  
In the wake of the primaries: a political assessment

# Broadcasting Jun 14

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

**NEWSPAPER**



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US AIR FORCE  
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MONTGOMERY AL 36112

## **NBC: AN AMERICAN STAR FOR FIFTY YEARS.**

You've entertained, educated and informed America for fifty years. And they've loved every minute of it.  
It's only fitting you and America should celebrate your birthdays together.  
We're proud to have been affiliated with NBC for forty seven years.  
Your friends at KPRC Radio and Television salute you on your fiftieth birthday.

**KPRC HOUSTON**

# AND AGAIN THIS YEAR WMAL RADIO 63 THANKS YOU

We're honored.  
For the second consecutive year WMAL Radio 63 has been singled out for broadcasting's highest merit badge. The George Foster Peabody Award. Singled out were "Suffer The Little Children," about child sexual abuse; and "The Legend of The Bermuda Triangle." And we're the only radio station to ever have won the Peabody for two consecutive years.

"Suffer The Little Children," was again singled out for excellence by the Roy Howard Award for Public Service.

THE GRAND  
FAMILY  
STATION  
WASHINGTON, D.C.  
WMAL RADIO 63  
WHERE ALL IS  
SAID & DONE

In the course of 50 years of broadcasting we, like other broadcasters, have earned our share of awards.

Awards for investigative journalism, public service and public affairs reporting. We're especially proud of the fact that we've won more special news awards than all the local "all-news" stations combined.

But whether the awards come or not, we're committed to what we do year after year. Committed to being a caring member of the metropolitan Washington "family."



# Your promotion department may have a New York office you don't know about.

Check the title list.

If any of our programs are your programs, then our Promotion Department is yours, too.

Put us to work with requests for television film/tape promos and radio spots that can build audiences for Viacom programs on your station.

Ask us for color transparencies, black and white stills, ad elements and storylines. Or copies of Viacom's sales presentations, brochures and trade ads.

Any of this material is yours free. So are our ideas, consultation and information about successful audience and sales promotion.

Use us. We're conveniently located at the other end of the phone on your desk.

## Viacom

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Join us at the BPA - Statler Hilton - Washington, D.C. June 15-18

### FIRST-RUN


The \$64,000 Question  
Ara's Sports World  
Nashville Merry-Go-Round  
The \$25,000 Pyramid  
The Price Is Right  
Wildlife in Crisis

### OFF-NETWORK

The Rookies  
The Mary Tyler Moore Show  
Gunsmoke  
Family Affair  
Viacom Features I  
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Viacom Features III  
Viacom Features IV  
Viacom Movie Greats  
The Beverly Hillbillies  
Gomer Pyle  
Hogan's Heroes  
The Andy Griffith Show  
My Three Sons  
Petticoat Junction  
Wild Wild West  
Perry Mason  
The Twilight Zone  
The Dick Van Dyke Show  
I Love Lucy  
The Honeymooners  
Terrytoons  
The Phil Silvers Show

### SERVICES

Dolphin Computer Animation



# Is America ready for CP-TV Antennas? Jampro is!

When the FCC authorizes the use of CP-TV antennas JAMPRO will be ready with the only patented Circularly Polarized production line of TV antennas — low band VHF, hi band VHF and UHF.

The first circularly polarized omnidirectional TV broadcasting antenna in the world was installed in May, 1975 at KLOC-TV UHF channel 19, in Modesto, California, under a STA from the FCC. This time tested, spiral antenna is mechanically symmetrical. It is available for all TV channels.

Antenna power gains vary from 2.2 to 7 for VHF channels with input power ratings of 35 and 100 KW. UHF power gains are 16 to 32 with safe input powers up to 220 KW. Its comparatively modest wind loading will permit replacing existing antennas without tower changes, in many cases. Write on your letter head stating your requirements. A quotation and a copy of the propagation test results comparing standard and circular polarization will be mailed to you without charge.

**Let Jampro help you  
get ready.**

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**ANTENNA  
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CETEC CORPORATION  
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SACRAMENTO, CALIF.  
95828

# The Week in Brief

**TV SALES SOAR** □ Earlier predictions of TVB for 12% gain in 1976 are revised to forecast an increase of up to 21%. Spot may make it to \$2 billion this year. **PAGE 21.**

**POST MORTEM ON PRIMARIES** □ With the stage now set for the national conventions, here's a look at the six principal presidential hopefuls and their use of the broadcast media. **PAGE 21.**

**NBEA** □ Editorialists gathered in Washington for a three-day convention that featured numerous government speakers and was topped off by a White House reception. **PAGE 22.**

**NAB HOUSEKEEPING** □ Joint board sessions this week in Washington will hear recommendations of its Fact Finding Committee on restructuring, the search for a high-level executive and other issues. Agenda also includes elections, copyright legislation and cable TV research. **PAGE 26.**

**LONG-AWAITED** □ Almost two months after word first leaked, President Ford nominates former FCC Commissioner Thomas Houser to head Office of Telecommunications Policy. **PAGE 30.**

**ENOUGH IS ENOUGH** □ Daytime Broadcasters Association warns against any lengthening of daylight saving time. **PAGE 31.**

**'QUIXOTIC AND COUNTERPRODUCTIVE'** □ That's how FCC Commissioner Robinson characterizes a proposal to bar former commissioners from practicing before their agencies until two years after they've left. **PAGE 32.**

**AAF WRAP-UP** □ At Washington convention of American Advertising Federation: J. Walter Thompson's Don Johnston asserts that spots placed in violent programs may not have the selling power the rating points seem to show. **PAGE 33.** George Gerbner of the University of Pennsylvania releases an addendum to his latest "Violence Profile." **PAGE 34.** Advertisers are called to arms against "over-regulation." **PAGE 34.** FTC Chairman Collier and FCC Chairman Wiley take their turns at center stage. **PAGE 39.**

**MORE ON AD BANS** □ Supreme Court formally outlaws another prohibition on prescription drug advertising. **PAGE 43.**

**KRELSTEIN'S TEAM** □ Plough Broadcasting executive

will head special RAB task force to stimulate improvements in audience measurements. **PAGE 44.**

**'FORGOTTEN' HALF OF FAIRNESS** □ FCC makes new application of doctrine in telling WHAR(AM) Clarksburg, W.Va., which earlier had turned down both sides of a strip-mining controversy, that it cannot totally ignore issue of public importance. **PAGE 44.**

**ABA CALLS FOR CHANGE** □ American Bar Association caps its two-year study of electronic journalism and the First Amendment with recommendations that the FCC drastically revise its rules in that area. **PAGE 45.**

**HEADACHES BEFORE THE HURRAHS** □ Broadcast news executives mutter on and off the record about the escalated charges they face at the Democratic National Convention in New York. There's also misgiving about union jurisdictional problems in Madison Square Garden. **PAGE 48.**

**POLE EVICTION** □ Carolina phone company disconnects cable service in two towns when American Television & Communications refuses to pay increased pole rentals. AT&C asks for injunction against dismantling. **PAGE 49.**

**NCTA BOARD ACTION** □ Chicago meeting produces resolve to push for copyright and decision to give up on forfeiture bill. An industry EEO committee is named with Time Inc.'s Richard Munro as chairman. **PAGE 49.**

**CABLE SUBSCRIBER RATES** □ Operators ask FCC to preempt regulation in that area; broadcasters take an opposing view. **PAGE 50.**

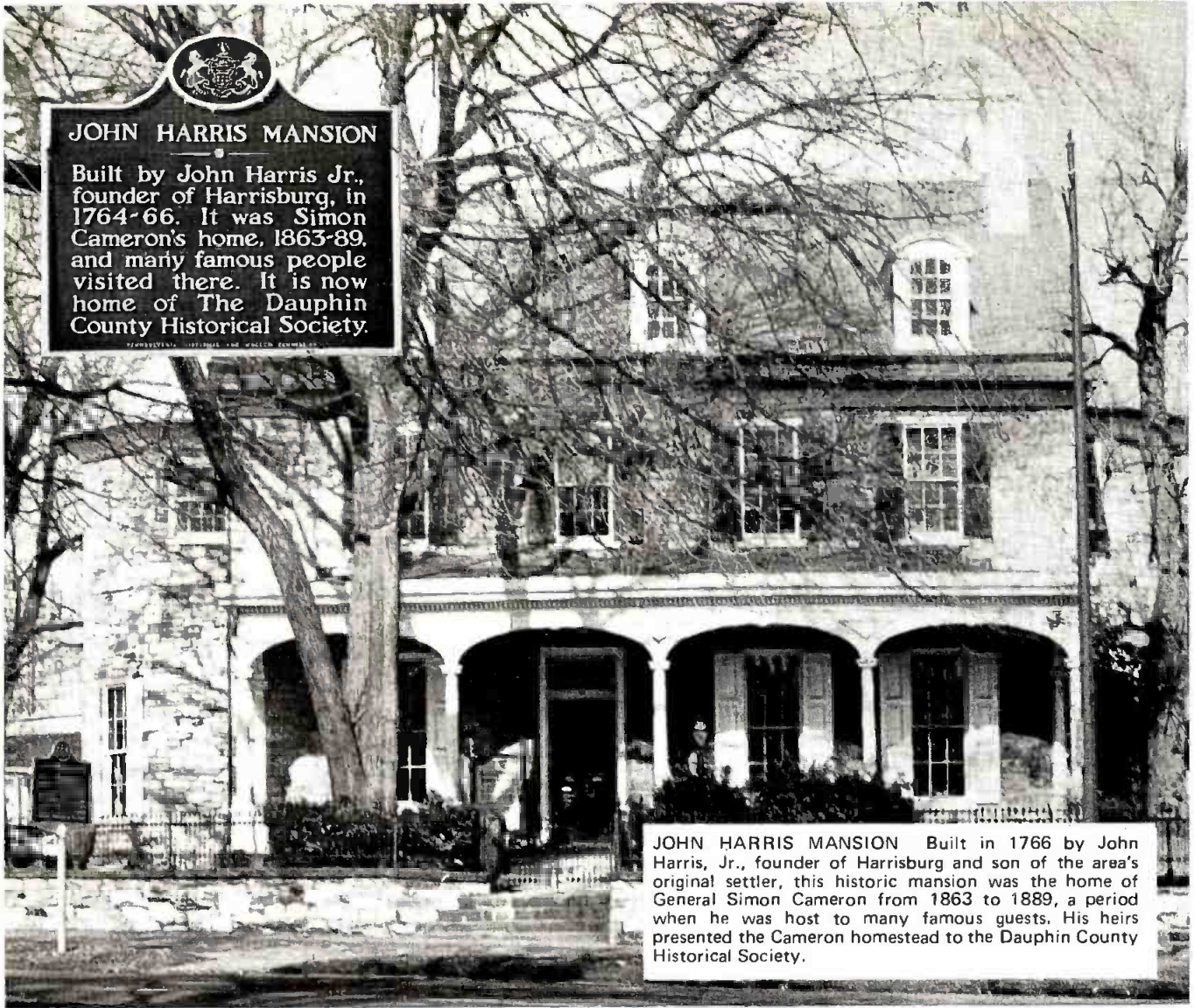
**NO JUMP BACK** □ FCC rejects broadcaster requests to bring back leapfrogging rules for cable programming. **PAGE 50.**

**LEAR IN HOT WATER** □ Black group threatens sponsor boycott in wake of elimination of father character in *Good Times*. **PAGE 50.**

**PROTECT TV** □ That is priority urged by FCC group in making recommendations for World Administrative Radio Conference. **PAGE 52.**

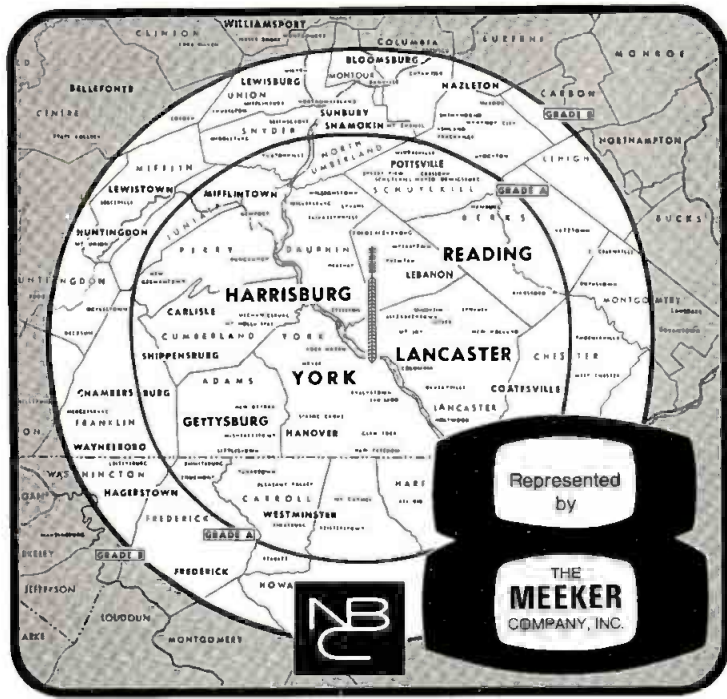
**AWARD-WINNING NEWS** □ WCKT(TV) Miami has been on a hot streak in capturing journalism honors. Here's a look at Gene Strul, the news director, who did so much to get those medals. **PAGE 73.**

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**JOHN HARRIS MANSION**  
 Built by John Harris Jr., founder of Harrisburg, in 1764-66. It was Simon Cameron's home, 1863-89, and many famous people visited there. It is now home of The Dauphin County Historical Society.

**JOHN HARRIS MANSION** Built in 1766 by John Harris, Jr., founder of Harrisburg and son of the area's original settler, this historic mansion was the home of General Simon Cameron from 1863 to 1889, a period when he was host to many famous guests. His heirs presented the Cameron homestead to the Dauphin County Historical Society.



# PENNSYLVANIA

## Pioneer and still the Leader

WGAL-TV was the first television station in this historic area. Today, after more than twenty-five years, it is still the dominant station. For example, Channel 8 has more viewers of its newscasts at 6 PM and 11 PM than other programs telecast at the same time by all other stations in the area combined.\* The result of this impact is increased sales results for advertisers.

# WGAL-TV

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

\*Nielsen Station Index, February - March, 1976, Sunday through Saturday, 7:00 AM to 1:00 AM. Audience estimates subject to limitations published by Nielsen.

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

**STEINMAN TELEVISION STATIONS**

## More network positions?

Agency sources are fearful that TV networks, having trouble keeping inventory available in these booming times, may be moved to create extra inventory—new 30 or 60 here or there—by shortening promos or other nonprogramming material. Some network officials acknowledge this thought has crossed their minds; others say they're horrified by it. But current consensus seems to be that it won't be tried and, if it were, would stir up storm both among agency executives protesting aggravation of what they consider already-excessive "clutter," and among affiliates resisting enlargement of network opportunities to attract dollars that might otherwise go to them.

This doesn't mean networks and stations won't again create some additional commercial positions for exclusively political advertising. They do this every four years to meet their obligations to accept candidates' messages, and under National Association of Broadcasters code policy it's permissible, within reason.

## Hasty action?

More than affiliations are changing in San Diego, Calif.: Prime-time rankings already have changed—radically. In Arbitron television's February-March prime-time sweep, ABC's outlet, KCST-TV, ranked number one though it's UHF against two V's, and NBC's affiliate, channel 10 KGTV(TV), was third (BROADCASTING, March 29). Since then, KGTV has made deal to move to ABC, and has called news conference this week in connection with visit from ABC-TV President James E. Duffy. Meanwhile, however, Arbitron's May report is out and KGTV—with NBC programs—is first and ABC outlet is third. No matter. NBC officials say they still intend to hold KGTV to full term of its contract, which runs to November 1977 (BROADCASTING, June 7).

## Leaks and leakers

FCC staff has completed investigation of leak of commission's tentative decision to deny renewal of KORK-TV Las Vegas, and sources say it fingers Commissioner James H. Quello as possible source of information. However, it is also said to indicate stories may have been based on information from various sources, and commissioner's contribution, one official said, may have been "inadvertent." Reporters involved declined to reveal sources. Investigation was conducted at insistence of counsel for KORK-TV, but

officials say report is unlikely to have any effect on commission's handling of case.

However, they also say incident could have effect of tightening security at commission by sensitizing commissioners and staff to problem of leaks. General counsel's office was directed to prepare for commission primer on ex parte rules and unauthorized disclosure of information.

## Continuity

Julian Goodman, who joined NBC in 1945 and has been its chairman and chief executive officer for past two years, will serve in that capacity for at least another three years under contract extension authorized by parent RCA Corp. as of June 1. Mr. Goodman, 54, after moving through news ranks in Washington and New York, served as president of NBC from 1966 to 1974. He sits on RCA board as NBC's representative.

## Coming attraction

Latest A.C. Nielsen sweeps have turned up increasing audience for public television stations. Total of 20,460,000 homes reported tuning public station at least once a week, up 16.4% from 1975 and 49.8% from 1974. WTTW(TV) Chicago, on channel 11, led public stations with 55% of local audience tuning at least once a week. Highest-ranked public UHF was WXXI(TV) Rochester, N.Y., with 46% weekly tune-in.

## In touch, not in bed

National Radio Broadcasters Association and National Association of Broadcasters, not best of friends, are at least talking to each other sporadically. It's nothing serious: just informal chats over telephone—rarely initiated by NAB—on how to coordinate legislative activity in Washington.

There was meeting at NAB convention in Chicago last March of officials of NAB, NRBA and Radio Advertising Bureau. Those present included NRBA president, James Gabbert, and executive director, Abe Voron; NAB president, Vincent Wasilewski, vice president, Charles Jones, and radio board chairman, Harold Krelstein; RAB president, Miles David, and executive vice president, Robert Alter. Nothing happened there, however. Talk of federation of associations has apparently died.

## Not yet in family

Parties in family-viewing suit are still far apart in efforts to settle case out of court,

but possibility of settlement is not being ruled out. Defendants among networks and National Association of Broadcasters were said by one source to be considering proposal that might be sent to Hollywood writers and producers this week. It's attempt to modify plaintiffs' last settlement offer, which was rejected, in way plaintiffs might accept.

Rejected offer called for gutting NAB code of enforcement power (which NAB would not accept) and moving CBS's *All in the Family* back into family viewing (to which CBS would not agree). Plaintiffs also want financial settlement—\$600,000 is said to be "ballpark" figure, but defendants probably would not go that high; however, they apparently do not oppose payment in principle.

## Early heats

Industry sources say that all three networks are almost certain to jump gun on premiere week of Sept. 20 by slotting their shakiest new shows week of Sept. 13 or even earlier to get sampling for them against reruns. Some of shows that are said to be prime candidates for this treatment include *The Captain and Tennille* and *Holmes and Yoyo* on ABC, *Spencer's Pilots* and *Executive Suite* on CBS and *Baa, Baa, Black Sheep* and *Snip* on NBC.

## Number two

With White House having announced President's intention to nominate Thomas Houser as director of Office of Telecommunications Policy (see page 30), speculation is beginning to turn to choice of deputy. Early entry in that speculation is name of OTP's chief scientist, William J. Thaler, former chairman of physics department at Georgetown University who joined OTP last March (BROADCASTING, March 15). Present deputy and acting director, John Eger, plans return to private law practice.

## Advances overseas

As part of its efforts to upgrade prices in overseas markets, Motion Picture Export Association of America, TV Division, has signed record number of 44 countries to minimum price agreements, which have doubled fees in some nations in past five years. It's one factor that has lifted estimated revenues from foreign TV markets from \$95 million in 1969 to more than \$160 million in 1975 (including both association and nonassociation companies).

# Business Briefly

**Colgate** □ Company, through Norman, Craig & Kummel, New York, will emphasize its line of women's sportswear in its full sponsorship of Federation Cup Tennis Tournament on Aug. 29. Two-hour tapes will be beamed out to hoped-for U.S. clearance total of 85% from 9 to 11 p.m. (NYT) by Hughes Television Network. Satellite feed to 32 countries participating in women's tournament, among them England, South Africa, France, Italy, Australia and Argentina, will also be involved. Among U.S. stations Colgate has purchased two-hour block on are WOR-TV New York, KTTV(TV) Los Angeles, KYW-TV Philadelphia, WTVJ(TV) Miami and WTMJ-TV Milwaukee. These stations will be given one-minute station break at roughly half point of show for sale to local advertisers. Federation Cup is considered by many insiders as Davis Cup for women. This year's tournament, to be held in Philadelphia, is second one to originate in U.S. Syndicast Services is now in process of clearing U.S. stations.

**Standard Oil (Indiana)** □ Corporate communications campaign is in preparation to run on spot TV in more than 60 markets starting on Sept. 20 and continuing until election day. D'Arcy-MacManus & Masius, Chicago, is seeking primary audience of men, 18-49, and secondary audience of women in same age bracket.

**Continental Oil** □ Spot-TV drive is set to break in late June in about 40 markets in company's distribution area covering

Midwest, Southwest and Rocky Mountain sector. Clinton E. Frank, Chicago, is setting sights on men and women, 25-54.

**Citizen Watches** □ Los Angeles company will introduce new liquid crystal alarm watch this month as "ideal gift" for Father's Day and graduations. Heavy schedule of television advertising is planned; commercials show people receiving watches as gifts. Campaign also includes print media.

**Eastman Chemical** □ New product, Nine-Ten Adhesive, receives national push via spot-TV effort in long list of markets. Two flights are blueprinted for one month starting in late August and for another month beginning in early October. Martin Landey, Arlow Advertising, New York, is targeting commercials toward men, 18-49.

**Mattel** □ Toy company is planning \$1 million spot-TV campaign to begin next September and run through Christmas for its line of *Space: 1999*-related merchandise. TV blitz will kick off in New York, Los Angeles and Chicago in September and then expand to top-40 markets in October. Spots, all of which run 30 seconds, will be placed on stations that carry afternoon children's shows, particularly in 4 to 7 p.m. time periods. *Space: 1999*, produced and syndicated by Independent Television Corp., starts its second year (with 24 new 60-minute episodes) next September, with renewals from, among other stations, WPXI(TV) New York, WGN-TV Chicago and KHJ-TV Los

Angeles. ITC sources report that Mattel (through Ogilvy & Mather, Los Angeles) is largest of at least 21 companies that plan to market toys and games derived from *Space: 1999*. For example, LJM Toys, represented by Ed Libov Associates, New York, will spend about \$400,000 advertising *Space: 1999* walkie-talkies, and Illfelder Toy Co. will budget \$300,000 or so to spread word about its *Space* portable transistor radio.

**Miles Laboratories** □ Alka-Seltzer will buttress its extensive network-TV effort in third quarter with spot-TV campaign in more than 30 markets, starting in late June and ending in late September. Buy is being handled by J. Walter Thompson Co., New York and Tatham-Laird & Kudner, Chicago, in split-up of markets. Target audiences are adults, 18-49 and women, 18-49.

**Pfizer** □ Pharmaceutical company, focusing on its Pfipharmecs division (through Adforce house agency), has bought full sponsorship of *Feeling Fit*, twice-weekly NBC radio show with host, Hugh Downs, that kicks off this week. Editorial content of each episode will run from one-and-a-half to two minutes, with Pfizer getting one 60-second spot. Spots will cover company's Coryban-D line of cough and cold preparations and its Viterra line of vitamins, as well as public-service messages boosting important role pharmacists play in health care. In addition, Pfizer's marketing people anticipate that NBC affiliates carrying show will get adjacencies from chain stores in their areas that deal in Pfizer products. Based on initial response, NBC radio sources say they expect that more than 90% of NBC's 230 affiliates will take *Feeling Fit*, which will talk about such topics as hypertension, tennis elbow and proper diets.

**Burger King** □ Fast-food restaurant chain will serve up spot-television and radio package in third quarter to run in about 65 markets for 13 weeks, starting June 28. BBDO New York is zeroing in on adults, 18-49, and children 2 to 11, via spots in fringe and children's weekend periods.

**General Electric** □ Company's major-appliances division, in furtherance of its ranges, refrigerators, dish washers, clothes dryers and air conditioners, has signed on for third year of syndicated barter series, *Lorne Greene's Last of the Wild*. Distributor of series is Y&R Ventures, subsidiary of Young & Rubicam,

## BAR reports television-network sales as of May 23

ABC \$351,428,700 (31.2%) □ CBS \$398,262,200 (35.3%) □ NBC \$376,800,800 (33.4%)

Day parts	Total minutes week ended May 23	Total dollars week ended May 23	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.	148	\$ 714,300	2,726	\$ 14,593,100	\$ 13,085,800	+11.5
Monday-Friday 10 a.m.-6 p.m.	1,020	12,510,500	20,578	248,466,600	215,251,000	+15.4
Saturday-Sunday Sign-on-6 p.m.	304	4,942,900	6,568	132,420,400	103,839,600	+27.5
Monday-Saturday 6 p.m.-7:30 p.m.	106	2,901,000	2,091	60,493,100	51,712,700	+17.0
Sunday 6 p.m.-7:30 p.m.	27	950,800	480	19,602,700	8,885,600	+125.7
Monday-Sunday 7:30 p.m.-11 p.m.	427	29,714,300	8,527	574,152,700	515,338,800	+11.4
Monday-Sunday 11 p.m.-Sign-off	218	4,216,300	4,113	76,763,100	63,667,000	+20.6
<b>Total</b>	<b>2,250</b>	<b>\$55,950,100</b>	<b>45,063</b>	<b>\$1,126,491,700</b>	<b>\$971,580,500</b>	<b>+15.9</b>

Source: Broadcast Advertisers Reports



agency of General Electric. GE gets two minutes within each half hour, and stations are accorded four minutes to sell to local advertisers. Y&R Ventures is aiming at U.S. clearance rate of 60%. Stations that have already agreed to take new batch of programs include WNBC-TV New York, KNXT(TV) Los Angeles, WCAU-TV Philadelphia, WBZ-TV Boston and WTAE-TV Pittsburgh.

**National Airlines** □ After 10-year stay at F. William Free & Co., New York, National is moving over to Ted Bates & Co. Account bills about \$10 million. In 1975, National Airlines spent estimated \$1 million in broadcast, all in spot radio. In 1974, National allotted about \$2.5 million to spot TV and likelihood is that airline will return to TV this year. F. William Free created controversial "Fly Me" campaign for airline. National was hit by 126-day strike that ended this past January.

**Procter & Gamble** □ Company, through Grey Advertising, has now lined up more than 120 stations to take syndicated barter series *The Andy Williams Show*. Prime-time access series is ready to go next September in 43 of top 50 markets, including all five NBC-owned stations, KGO-TV San Francisco, WBZ-TV Boston, KYW-TV Philadelphia and WJZ-TV Baltimore. Sources at Grey Advertising say finishing touches have just been put on first year's batch of 26 half-hour episodes. Both national minutes will be sponsored by Procter & Gamble, with three minutes going back to stations to sell to local advertisers.

**Revlon** □ Company's Mitchum antiperspirant will be given \$400,000 spot-radio coverage in 21 markets for seven weeks beginning July 26. Markets include New York, Los Angeles, Chicago, Detroit and Dallas. Sixty-second spots will emphasize product's quality; local dealer identification tags will be tacked on end of each spot. Marschalk Advertising, New York, which is placing spots, will make full-spectrum buys to reach demographic target of adults, 18-49.

**Squibb** □ Radio co-op advertising campaign for Squibb's Theragran vitamins will begin in September for four to eight weeks, varying by market. Minute promotions in all dayparts on MOR and news formats will aim to reach women, 25-plus, in 10 Northeastern markets. In-house agency handles creative; Inscope Services, New York, is buyer.

**Sara Lee** □ Various products will be spotlighted in substantial number of markets in four-week flight starting third week of July. Benton & Bowles, New York, is seeking fringe 30's to reach women, 35 and over.

**Metro-Goldwyn-Mayer** □ On behalf of "Logan's Run," MGM's largest-budgeted film in 10 years, heavy TV campaign on

#### Rep appointments

- WJUU-TV Newark, N.J.: O'Gorman & Associates, Rancho Palos Verdes, Calif., appointed West Coast representative.
- WKBO(AM) Harrisburg-WRHY(FM) Starview, Pa.: Blair Radio, New York.
- KAVL(AM) Lancaster, Calif.: Jalco, J.A. Lucas Co., Los Angeles.

both network and spot TV will be launched on June 17 for one week (NBC-TV and 47 spot key markets). Spot radio will supplement TV in same markets. Second wave of network and spot TV and radio is scheduled for August to support futuristic feature film. Campaign was created and is being placed by Frankfurt Communications, New York, which is slanting commercials toward 12-24 and 18-34 age groups.

**Lever Brothers** □ Company, using various products (through J. Walter Thompson), is major sponsor of *House Call*, 26 half-hour interviews with prominent people and consumer tips on medicine. Series, produced at WCVB-TV Boston, is presided over by Dr. Timothy Johnson and distributed by JWT Syndication. Series is syndicated on time-bank barter arrangement, which means stations get program free and are accorded all five minutes to sell to local advertisers. In return, stations give Lever Brothers and other selected J. Walter Thompson clients spots in other time periods. Stations in 40% of country have already agreed to take series, including WPIX(TV) New York, WAGA-TV Atlanta, KTVU(TV) San Francisco and KPLR-TV St. Louis. *House Call* is part of JWT package called *Update on Health*, which includes four 60-minute specials and 156 two-to-three minute health-care inserts, all bartered through time-bank deals. Company has also negotiated time-bank barter arrangement with 55 stations for *Take Kerr*, five-minutes-per-day, five-days-a-week economy-cum-nutrition food series starring "Galloping Gourmet," Graham Kerr. Two hundred and sixty five-minute episodes are now in circulation, syndicated by Paul Talbot's Fremantle Corp., New York. Negotiations for bank of rating points are handled by Lever Brothers' agency, J. Walter Thompson, for such stations as KABC-TV Los Angeles, WGN-TV Chicago, KGO-TV San Francisco, WKBS-TV Philadelphia and WWL-TV New Orleans. Lever is mainly interested in early fringe and late fringe to reach its demographic target of women, 18-49. Exact Lever product will vary from week to week and market to market, depending on variety of factors. Stations run series within local newscasts, within local morning shows or within *Dialing for Dollars*-type movie presentations.

## When You're Good, Others Know It Too!



### RSVP

### Community Affairs Special Events Dept.

### Winner • 75,76 Emmy Awards

### Dick Schmidt Kevin Meagher • Producers

### Johnny Walker • Executive Producer



*"The entire ocean is affected by a pebble."*

A pebble is thrown into a calm sea. It ruffles the surface. Ripples fan out.

In broadcasting, the pebble is a thought, an idea, the focus of a searching light. It may take the form of an investigative report, a documentary, an editorial. It may be entertainment that forces us to reexamine our social attitudes. All creating ripples that spread, that reach a large segment of the community, and that may well lead to a better society.

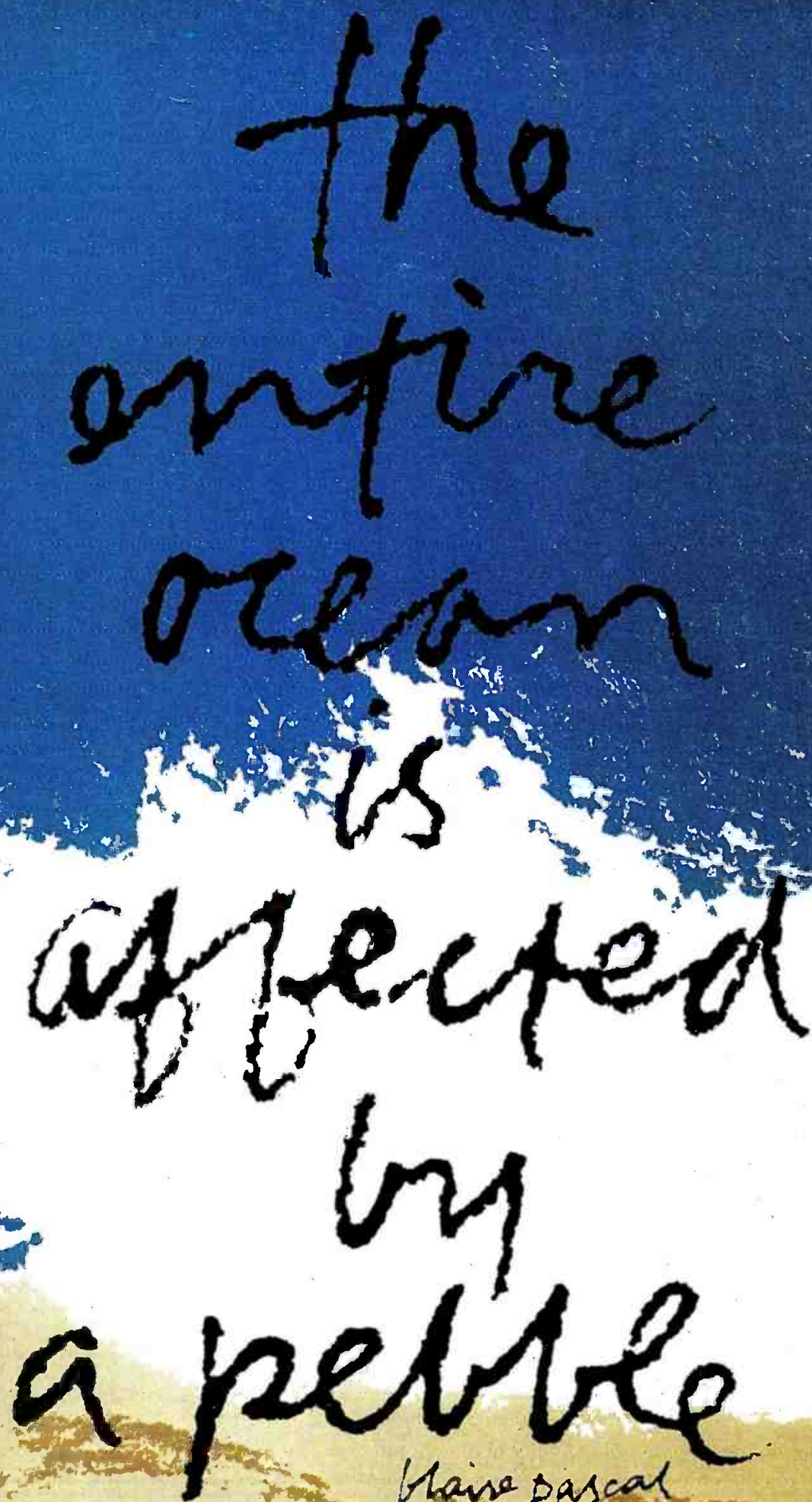
Radio and television, with their unique position as the primary communications force, have the opportunity and responsibility to create waves in today's complex and troubled world.

A calm sea can lull the public into apathy. The broadcaster must disturb the waters—even with pebbles—and help produce currents which push man forward.



BOSTON WBZ · WBZ-TV  
NEW YORK WINS  
PHILADELPHIA KYW · KYW-TV  
BALTIMORE WJZ-TV  
PITTSBURGH KDKA · KDKA-TV  
FORT WAYNE WOWO  
CHICAGO WIND  
SAN FRANCISCO KPIX  
LOS ANGELES KFWB

WESTINGHOUSE BROADCASTING COMPANY



The  
entire  
ocean  
is  
affected  
by  
a pebble

Blaise Pascal

Conita

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from A.H. Hammerstrom, manager of advertising and sales promotion, Union Oil, Los Angeles

## Union Oil gets into the 'Spirit of '76' and bulds awareness

Early in 1972, Union Oil began looking for a radio program that would increase public awareness of its corporate theme—"The Spirit of '76"—and at the same time tie in with our nation's Bicentennial.

It seemed to us that a positive approach to our country's rich heritage was sorely needed. If we could come up with such a program at a time when dissention over the future of the United States was commonplace, it might be welcomed. So we sat down with our agency, Leo Burnett, and began to brainstorm. Working closely with the Burnett people were program producers John Doremus and Al Bland. After several skull sessions, Mr. Bland submitted a format for a radio series to be titled *The Spirit of '76*. It would tell the true stories of people, both famous and obscure, who helped make America great.

The idea sounded good so we asked for a demo tape. The ground rules: good taste and no commercialization of the Bicentennial. Nine episodes were produced for the demo, and we liked what we heard. This might be the vehicle Union Oil was seeking. So, we decided to go with it five days a week, five minutes a day in 44 major markets where Union Oil has major retail distribution.

We then hit our first snag—trying to get the program on the air.

Many of the radio stations we contacted have nearly inflexible formats. They thought our program was well done, but they shied away—it just wouldn't fit into their formats.

It was a patriotic-type program and that was fine, they said, but it only seemed to fit into the "public service" category. But the Burnett media buyers kept at it, and in February 1972, *The Spirit of '76* went on the air. Some of our slots weren't exactly in drive time, but the show went on.

*The Spirit of '76* was an instant success. Union Oil received an avalanche of mail from across the country—young and old alike raved about the series. In fact, we can't recall such unprecedented response to any kind of program, television or radio, as we have to *The Spirit of '76*. The mail still pours in.

Listeners wanted copies of the tapes and scripts, or both. They wrote:

"Your *Spirit of '76* ads are outstanding. The sense of national pride that they instill is particularly important at a time when it has become commonplace to downgrade our country and belittle patriotism."—Honolulu.

"We find that our children also listen with interest to the stories."—Chicago.



A.H. (Art) Hammerstrom has been associated with advertising for more than quarter century. He has been with Union Oil Co. of California for the past 20 years. Currently he is manager of advertising and sales promotion in charge of all retail advertising carried nationally on TV, radio and in print media. Advertising for such products as gasoline and motor oil, tires, batteries and accessories, auto/truckstop sales and lubricant products sold in the commercial industrial area. Prior to his association with the Pure Oil Co. and Union Oil, he was advertising manager for the Elgin National Watch Co.

"I find this program very interesting and informative. As a history teacher, I think the broadcasts could be very useful in my classroom."—Detroit.

"Union Oil Co. is to be congratulated for its efforts in bringing stories of our national heroes to the attention of the public, especially the youth of today who need individuals to look up to and on whom to pattern their lives."—Seaford, Va.

"You are doing a tremendous thing in releasing these programs over radio."—Corvallis, Ore.

We received so many requests for copies of the tapes that we produced a record album early in the series and made it available to our dealers to fulfill requests from schools in their communities. Scripts were also sent to individuals who had requested them. All of this led the T.S. Denison Co., Minneapolis book publishers, to obtain permission from us to publish a book containing 300 of the 600 stories we have produced to date. That book has just been released.

Why is this radio program so popular? We believe there are several reasons. First, it tells the stories of people, not of events or memorable dates. The people we honor come from all walks of life in America—

business, sports, religion, education, medicine, law, every possible aspect of life—and many of those honored are contemporary.

Second, we do not restrict *The Spirit of '76* to famous names. True, we do the Jeffersons, the Washingtons, the Adamses, the Lincolns—and include such illustrious persons as Norman Rockwell, Neil Armstrong, Helen Hayes, Frank Borman, Rafer Johnson, Rip Sewell, Florence Chadwick, George Halas, Charles Schulz, General Mathew Ridgway, Andrew Brimmer, Clare Boothe Luce, General Omar Bradley—to name a few. But along with these notables are names such as Israel Bissell, Mary Ludwig Hays, Ray Duvall, Constantino Brumidi, John Banvard, Alexander Milliner and hundreds of others.

All of these men and women have contributed to the greatness of this country. The program's producers periodically submit a list to us of names and an account of each individual's accomplishments. We give each suggestion careful consideration. Once approval is given, then a historian from Northwestern University critiques them for accuracy and authenticity.

Once the script is finalized, the first part of the story builds to a "cliffhanger" which is done just before the commercial. Narrator John Doremus tells the story up to that point and then says, "I'll have the rest of the story right after this message from Union Oil."

*The Spirit of '76* seems to have inspired other advertisers. We concur that imitation is the sincerest form of flattery, but we at Union Oil are proud to have been one of the first with this kind of Americana programming. And we see evidence that the series has contributed favorably to our public image. People seem to be hungry for these true stories, and it is our pleasure to present them.

One of the spin-offs from *The Spirit of '76* has been some fascinating trivia. In the early days of this nation, there were three different kinds of currency in circulation—British and American coins and paper money and Spanish reales. Making change got to be a problem. Because of that situation, the Spanish reales were cut into strips. One piece was one bit; two pieces were two bits. That's why our quarter is today still referred to as "two bits."

Our Union 76 dealers are among the program's biggest fans. Many feel the program has helped them in the various communities they serve throughout the country. As the radio series continues, more and more people are hearing these stories of our great American heritage.

We at Union Oil are proud to present our salute to America with our *Spirit of '76* radio broadcasts.

# Datebook

■ indicates new or revised listing

## This week

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

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

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

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

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

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

**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, Sioux Falls, S.D.

**June 15**—Deadline for entries in *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. Keynoters are Senator Hubert H. Humphrey (D-Minn.); FCC Chairman Richard E. Wiley and Joel Chaseman, president. Post-Newsweek Stations, Statler Hilton, Washington.

**June 16-19**—*Virginia Association of Broadcasters* spring convention. Mariner's hotel, Virginia Beach. Convention chairman: Larry Saunders, WTAR(AM)-WKEZ(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**—*National Public Radio* board of directors

meeting. Open to public participation. Crown Center hotel, Kansas City, Mo.

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

**June 18-19**—Board of trustees meeting of *The Educational Foundation of American Women in Radio and Television*. Sheraton Inn, Skyline East, Tulsa, Okla.

**June 18-20**—Board of directors meeting of *American Women in Radio and Television*. Sheraton Inn, Skyline East, Tulsa, Okla.

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

**June 20-22**—*New Jersey Broadcasters Association* 40th annual convention. Speakers will include Senator Harrison A. Williams Jr. (D-N.J.) and Barry Farber, WOR(AM) New York. Great Gorge hotel, MacAfee.

## Also in June

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

**June 21**—*Southern California Broadcasters Association* annual golf and tennis Wingding and dinner for members and guests. Events will include a salute to Art Linkletter; tennis tourney at Sunset Hills Country Club in Thousand Oaks, Calif.; golf tourney and dinner at Los Robles Country Club, Thousand Oaks.

**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**—FCC's deadline for comments on proposal to allow circular polarization for TV transmissions (Docket 20802). Replies are due July 6. FCC, Washington.

**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 26-30**—*Georgia Association of Broadcasters* annual convention. Speakers will include Robert Wussler, CBS-TV, and Bob Keeshan, CBS-TV's Captain Kangaroo. Lake Lanier Islands, Ga.

■ **June 27-29**—*Oregon Cable Communications Association* annual meeting. Inn of the Otter Crest, Otter Rock.

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# When we promised a commitment to the industry, we weren't kidding.

## 1. BVH-1000 High-Band Production Recorder

This is the most significant high-band recorder ever made by Sony, or anyone else, for that matter. It incorporates amazing signal capability with the economy of one-inch tape. Its transparent picture quality is so crisp and clean, you might even think its playback is E/E camera output.

The BVH-1000 is non-segmented. Which means its production capabilities are infinitely versatile. And unlike ordinary broadcast recorders, Sony's unit combines optimum broadcast performance with compact size. It has fast, accurate edit and bi-directional search logic. So it's really suited for the studio as well as remote locations.

No other direct color high-band recorder surpasses the picture quality and production capabilities of Sony's BVH-1000.

## 2. BVT-1000 Digital Time Base Corrector

Sony has combined a wide window of  $\pm 2H$  with a unique moving window concept. This means your picture can hold its lock, even though you may have wide error excursions. The BVT-1000 assures you transparent picture quality. It also comes with full NTSC advanced sync, built-in processor and velocity compensation.

When it comes to time base correction, there is no better value than Sony's BVT-1000.

## 3. BVU-100 Portable U-Matic® Recorder

This light-weight unit can vastly improve your picture quality. Thanks to Sony's unique SMPTE address track and special comb filtering, your ENG broadcasts can become high-quality broadcasts.

Your picture is sharp and distinct. Sony's BVU-100 is compact, rugged and ready to go.

## 4. BVU-200 Editing Recorder

Why do so many broadcast engineers consider this unit to be the state-of-the-art U-Matic videocassette recorder? For one thing, it has frame servo editing as well as bi-directional search capability. It too lets you take advantage of Sony's new and unique SMPTE address track. But that's not all. Sony's BVU-200 comes with a stable DC servo system, too.

## 5. BVE-500 Editing Console

Designed for use with Sony's BVU-200, this new control unit lets you achieve insert and assemble editing too. It also lets you preview as well as review your edit, and trim frames at either end of the edit.

What's more, this system features two separate counters and remote controls. All of which means fast, accurate editing — anywhere, anytime.

## 6. BVP-100 3P Color Camera

This high-quality portable color camera can do double duty. It's ideal for ENG. And at the same time, it will give you excellent results in the studio.

It features three 2/3" Plumbicon\* tubes. So it's capable of handling just about any assignment with optimum quality.

Plus, other products shown: 7. Camera Base Station; 8. AC Power Supply; 9. Color Pack; 10. Camera Control Unit; 11. Remote Search Control; 12. Remote Control Unit for BVR-510.

These new products are one cornerstone of Sony's commitment to your industry. A commitment that is backed by Sony's new approach to service, training and engineering.

And this is just the beginning.

## Sony Broadcast

Sony Corporation of America, 9 West 57 Street, New York, New York 10019

## Major meetings

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

**June 16-18**—Broadcasters Promotion Association 21st annual seminar, Staller-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, Fontainebleu 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.

**April 27-May 1, 1977**—American Women in Radio and Television 26th annual convention, Radisson Downtown hotel, Minneapolis.

**June 28-30**—Ohio Association of Broadcasters' "Salute to Congress" and annual congressional dinner, Washington.

**June 29**—Idearama, sponsored by Radio Advertising Bureau for salespeople, Sheraton Airport, Denver.

**June 29**—Idearama, sponsored by Radio Advertising Bureau for salespeople, Sheraton Inn, Portland, Me.

**June 29**—Idearama, sponsored by Radio Advertising Bureau for salespeople, Sheraton Jetport Inn, Orlando, Fla.

■ **June 29**—Annual Radio Workshop, sponsored by the Association of National Advertisers and the Radio Advertising Bureau, Waldorf-Astoria hotel, New York.

■ **June 29**—FCC's new deadline for comments on its inquiry into release of American TV programs to Canadian stations before broadcast in U.S. (Docket 20649). Replies are now due July 16, FCC, Washington.

**June 30-July 1**—Wisconsin Broadcasters Association summer meeting. Speakers will include Charles Kuralt, CBS News, and Morris Reid, chairman, J.I. Case Co. Scotsland Resort, Oconomowoc.

## July

**July 1**—FCC's deadline for comments on its proposed amendment of noncommercial FM broadcast rules (Docket 20735). Replies are due Aug. 16, FCC, Washington.

**July 1**—Idearama, sponsored by Radio Advertising Bureau for salespeople, Sheraton Lincoln Inn, Worcester, Mass.

**July 1**—Idearama, sponsored by Radio Advertising Bureau for salespeople, Ramada Inn, Billings, Mont.

**July 1**—Exhibitors deadline for fall convention of Society of Broadcast Engineers, Holiday Inn, Hempstead, N.Y. Contact: Mark Schubin, SBE, P.O. Box 607, Radio City Station, New York, 10019; (212) 765-5100, ext. 317.

**July 1**—Idearama, sponsored by Radio Advertising Bureau for salespeople, Holiday Inn of Six Flags, Dallas.

**July 1**—Idearama, sponsored by Radio Advertising Bureau for salespeople, Sheraton Crabtree, Raleigh, N.C.

**July 7**—Texas Association of Broadcasters annual convention, Americana Inn of Six Flags, Arlington.

**July 9**—FCC's new deadline for comments on commission's review of rules regulating network radio broadcasting (Docket 20721). Replies are now due Aug. 6, FCC, Washington.

■ **July 9**—House Communications Subcommittee hearing on family viewing and children's TV, Denver.

**July 11-12**—South Carolina Broadcasters Association summer convention, Mills-Hyatt House, Charleston.

**July 11-13**—New England Cable Television Association summer meeting, Wentworth by the Sea, Portsmouth, N.H. Contact: Bill Kenny, NECTA, Box 321, Tilton, N.H. 03276; (603) 286-4473.

**July 11-13**—New York State Broadcasters Association 15th executive conference, Lake Placid Club, Lake Placid.

**July 12**—Opening of Democratic National Convention, New York.

**July 13**—Idearama, sponsored by Radio Advertising Bureau for salespeople, Rodeway Inn, Eugene, Ore.

**July 13**—Idearama, sponsored by Radio Advertising Bureau for salespeople, Holiday Inn I-44, Springfield, Mo.

**July 13**—Idearama, sponsored by Radio Advertising Bureau for salespeople, Wade Hampton hotel, Columbia, S.C.

■ **July 14**—Maryland-Delaware Cable Television Association summer meeting, Hilton Inn, Annapolis.

**July 14-17**—Colorado Broadcasters Association summer meeting, Douglas Edwards, CBS correspondent, will be keynote speaker, Wildwood Inn, Snowmass.

**July 15**—Idearama, sponsored by Radio Advertising Bureau for salespeople, Hilton Inn Macon, Macon, Ga.

**July 15**—Idearama, sponsored by Radio Advertising Bureau for salespeople, Holiday Inn, Fargo, N.D.

**July 15**—Idearama, sponsored by Radio Advertising Bureau for salespeople, Sheraton Inn, Little Rock, Ark.

■ **July 15-16**—Oral arguments in suit by consortium of Hollywood writers, actors and producers against National Association of Broadcasters, FCC and three networks over family-viewing hour (BROADCASTING, May 24). U.S. District Court, Los Angeles.

**July 16-18**—Oklahoma Broadcasters Association summer meeting, Lake Texoma Lodge, Kingston, Okla.

**July 17**—Atlanta chapter of the National Academy of Television Arts and Sciences second annual Emmy awards dinner, Omni International hotel, Atlanta.

**July 17-23**—National Association of Farm Broadcasters summer convention. Activities planned on three islands of Oahu, Maui and Hawaii.

**July 18-20**—California Broadcasters Association summer convention, Del Monte Hyatt House, Monterey.

**July 18-30**—National Association of Broadcasters 10th management development seminar, Harvard University Graduate School of Business Administration, Boston.

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# Broadcasting TELEVISION

The newsweekly of broadcasting and allied arts

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

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



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**Columbia  
Pictures  
Television**  
Features  
for the '70's

## **27 FEATURES TO START A CELEBRATION**

The Guns of Navarone,  
The New Centurions,  
The Owl & The Pussycat,  
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I Walk The Line,  
The Valachi Papers, 1776,  
There's A Girl In My Soup,  
XY & Zee, Open Season,  
Living Free, Crazy Joe,  
Young Winston,  
The Hireling, The Burglars,  
A Walk In The Spring Rain,  
A Severed Head,  
Nicholas & Alexandra,  
The Catcher, Gumshoe,  
Godspell, The Brotherhood of  
Satan, The Looking Glass War,  
Orley, The Cat Creature,  
Man On A String.

Features for the 70's  
Volume Two



**COLUMBIA PICTURES  
TELEVISION**

## Paley mail

EDITOR: Congratulations on your Bill Paley piece. I've never met a CBS alumnus who didn't feel a special emotional tug about the network. I fondly remember the days and nights spent at CBS publicity and news. Happy they were. And that brings me to the fact that you put Paul White on the wrong side of the threesome in one picture. He's on the right—not left.

Other than that, the story brought back a mystical feeling about Kesten and Klauber. They were regarded as tough executives but very fair in dealing with subordinates. Especially one night when Klauber walked into the 17th floor publicity department to find a jam session going on with Les Lieber on sax and myself on accordion—it livened up dull evenings. We thought we'd be fired, but Klauber laughed, requested a tune and departed.

Ah, yes, CBS was something special because of Paley—and still is.—*Hal Davis, president, Grey & Davis, New York.*

EDITOR: I was very impressed with your fine interview with Mr. Paley. It was both comprehensive and revealing.—*Joel Chaseman, president, Post-Newsweek Stations, Washington.*

EDITOR: Congratulations to BROADCASTING for the exclusive story, "The Winning Ways of William S. Paley," in your May 31 issue. It's a fascinating account of his career and his views about broadcasting. I hope this is the first of a series which you might consider doing on other dominant figures within broadcasting. Not only is this stimulating reading for those of us who were there when it happened, but you are providing valuable information and perspective to many young people in broadcasting today who may think it all happened so easily.—*Anton J. Moe, executive director, Wisconsin Educational Communications Board, Madison.*

EDITOR: The article was a great credit to CBS. Equally, however, it was also a great credit to BROADCASTING. For it demonstrated how BROADCASTING has been in the forefront of the informational process that has brought our industry the increased public attention, recognition and support it needs to continue to serve the interests of a modern democratic society.—*William S. Paley, chairman of the board, CBS Inc., New York.*

## Brooks rebuttal

EDITOR: George Brooks's vendetta against Vince Wasilewski, Wilson Wearn, the National Association of Broadcasters' staff, the executive committee, and anything



**Flip-flopped.** BROADCASTING's interview with CBS Board Chairman William S. Paley (May 31) suffered from two misidentifications. A picture on page 35, of Mr. Paley with two former CBS news executives in 1940 (reproduced here), said that Paul White was on the left and Edmund Chester was on the right. The reverse is true. (Mr. White was CBS director of public affairs, Mr. Chester was director of shortwave broadcasting and Latin American relations.) On that same page, Charles Correll was identified as the Amos of *Amos 'n Andy*, and Freeman Gosden as Andy. Again, the reverse is true.

By way of amplification, Mr. Paley emphasizes that his nonobjection to pay television ("Mr. Paley said he doesn't like pay television but doesn't object to it—it") was conditioned on its being separate from a service that carries broadcast signals. In another section of his original interview with BROADCASTING, not quoted, he said: "It just doesn't seem fair to us for the two to be joined, and it isn't fair. It's a free ride you get on someone else's back—that's what it gets to be."

that smacks of broadcasting leadership is growing old. I've read George's 20-page castigations of the above, and I've listened attentively to his 83-minute phone calls. I've heard his diatribes before the NAB board and the executive committee. And I have now concluded that I've heard and read enough of his accusations of "mismanagement" and "nonleadership" . . . yes, even libelous double-talk of which there has been no proof presented.

The NAB is a strong and viable organization, respected by those it deals with, and will continue to be so despite efforts of splinter groups and misguided individuals. I'm tired of George Brooks using the very board on which he sits as a podium for disruption.—*Kay Melia, KLOE(AM) Goodland, Kan., and outgoing vice chairman of the NAB radio board and the executive committee.*

## Excess baggage?

EDITOR: The announcement of the retirement of Charlotte Reid from the FCC means that next month will see two vacancies on the commission, as Commissioner Glen Robinson's term also expires at the end of June.

Would not this be an opportunity to reduce one administrative agency size? Why not leave the vacancies unfilled and go to a five-member commission?

Not only would it save the taxpayers the costs of the two commissioners, but what is infinitely more important, it would enable the release of the personal staff of each commissioner totaling a substantial number of people.—*Rex Howell, chairman of the board, XYZ Television Inc., Grand Junction, Colo.*

(Each commissioner is entitled to a staff of five, as noted in an editorial in BROADCASTING's May 24 issue.)

## The Johnson editorial

EDITOR: Your editorial entitled "Injustice Taught Here" in the May 17 issue was disgusting. I was a student in Professor [Nicholas] Johnson's broadcast law course at the University of Illinois, and your conclusions concerning the student reports are totally inaccurate.

In the assignment itself, Professor Johnson writes "some of you have inquired whether I intend that each of you prepare a petition to deny . . . The answer to that is no, for a number of reasons, not the least of which is that many of the stations will undoubtedly deserve license renewal." Additionally, one of my fellow students asked in class if we were to try to "get" the stations we reported on. Professor Johnson's answer was "not at all." He elaborated on that by saying that our job was to evaluate objectively the job the station was doing in serving the public.

Your editorial suggested the students should approach the stations assuming "innocence." What law school did you go to? You probably would have excoriated Archibald Cox for not taking Richard Nixon's word for it. Unless a lawyer becomes a judge, his profession is one of advocacy. Each broadcast owner represents his own interests. Our job as law students was to investigate and find out whether that coincides with the viewers' interests. . . something the FCC is ostensibly already doing.—*Don Wilcox, sports editor, WCIA-TV Champaign, Ill.*

(Perhaps Mr. Wilcox, as sports editor of WCIA[TV], is now putting to practical use the closing advisory in Mr. Johnson's memorandum of instructions to his class: "The record of your experience can be of future use to you, me and others as we all explore the frustrations of broadcast reform together.")

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

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

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

The key is low level IF (Intermediate Frequency)

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

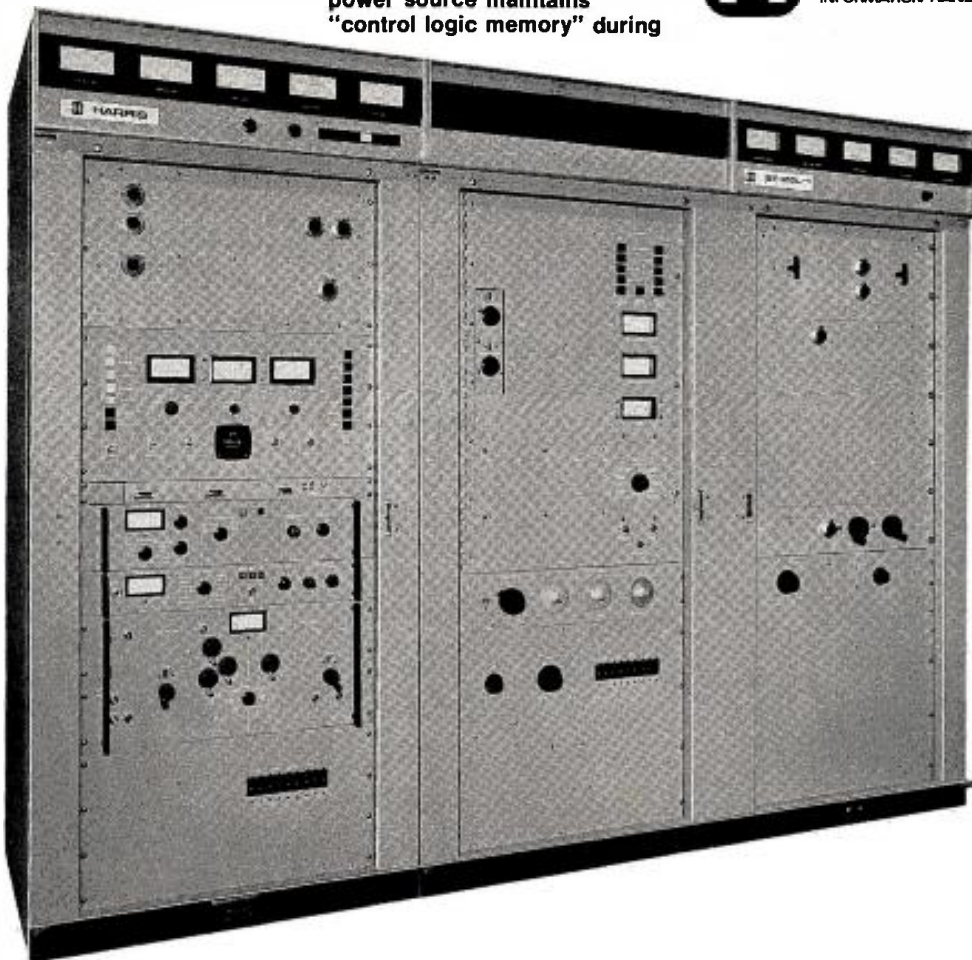
Solid-state memory, timing, and logic circuits assure precise transmitter control at all times. A self-charging emergency power source maintains "control logic memory" during

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

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



**HARRIS**  
COMMUNICATIONS AND  
INFORMATION HANDLING



# WHY FORGOTTEN CHILDREN WON'T BE FORGOTTEN IN CHICAGO

From time to time, apart from television's vast flow of comedy, music and drama, the camera captures a view of our life and times that is a rare television experience. It leaves the viewer impressed, perhaps distressed, and again demonstrates the remarkable power of the medium: to inform, to involve, to translate concern into action.

**FORGOTTEN CHILDREN** on Channel 2 was one such special occasion.

**FORGOTTEN CHILDREN** examined the lives of Illinois children lost somewhere between the courts and foster homes.

Reported by Lee Phillip, the program stimulated overwhelming public response and interest in the human rights of children who find themselves a mere cog in the bureaucratic wheel of the Illinois child welfare system. Fortunately, too, state officials have now begun to question existing policies and implement changes.

**FORGOTTEN CHILDREN** was a Chicago special—a local station taking a forceful stand on a major local issue. It was awarded a National Emmy for Community Service.

Forgotten children, worth remembering.



**Channel 2**  
**WBBM-TV Chicago**  
A CBS Owned Television Station

## Top of the Week

### TV sales still soaring; TVB nearly doubles its predictions

Earlier estimates for 12% gain in 1976 are revised up to 21%; spot may make it over \$2 billion

More evidence that television business is booming at an unprecedented rate was provided last week: The Television Bureau of Advertising virtually doubled its original estimate of the billings gain that TV would achieve in 1976.

Instead of its earlier projection that billings would rise 12% above 1975 levels, TVB is now predicting a 21% increase.

That increase would carry total TV billings from approximately \$5.275 billion in 1975 to \$6.390 billion this year. It would reflect substantial gains above TVB's earlier expectations for all three sales levels:

- Instead of a 12% gain in spot-TV billings, TVB now anticipates a 27% increase, which would boost the spot total from \$1.63 billion in 1975 to \$2.07 billion this year.

- Instead of a 10% gain in network sales, TVB now sees them rising 15% to \$2.66 billion from 1975's \$2.315 billion.

- Instead of a 14% increase in local business, TVB now projects a 25% rise to \$1.66 billion from last year's \$1.33 billion.

"This rapid growth was brought about by a presidential election year, a year of the Olympics, a strong economic recovery and a year in which retailers discovered local television," TVB President Roger Rice said in releasing the new estimates.

He noted that the new spot-TV figure anticipates a one-year gain of about \$440 million—as against a rise of about \$600 million in the full 10-year period (1965-75) preceding this year. And for the 1970-75 span, he noted, spot-TV prices "showed no growth because of the loss of cigarette advertising, the switch from 60-second network messages to 30 seconds, the prime-time access rule which increased station inventory and a mostly sluggish economy."



Carter



Ford



Reagan

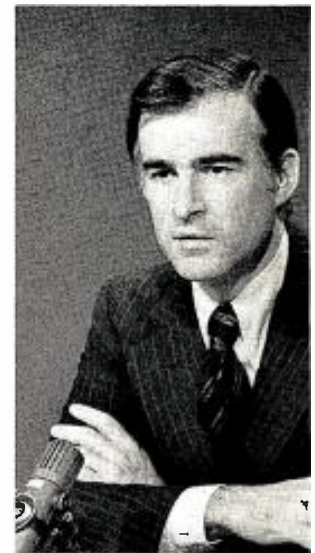


Udall



Church

The six who made it to the wire in 1976's media-politico primary derby



Brown

### Postmortem: TV's role in the primaries

*The presidential primaries ended last week, four months and thousands of paid and unpaid broadcast minutes after they began. The track record of the four Democrats and two Republicans still in the race on "Super Bowl Tuesday" last week was built largely on television and radio. Analyses of how each candidate used the media—and how radio and TV operated—follow overleaf.*

**Ford** □ President Gerald Ford's campaign through the primaries was in large measure a media event, one made possible by his willingness to be interviewed by representatives of local radio and television stations—and their eagerness to interview him.

Starting before New Hampshire, anchor men from stations in states that would soon be holding primaries found that long-pending requests for interviews with the President were being granted and that they were being invited to the White House.

The Ford campaign used commercials, too, to get the message to the public. And one of the last to be aired—radio and television stations in California began carrying 30- and 60-second versions of the spot on Sunday morning before the primary in that state last week—became the most controversial of the entire primary campaign. The commercial—President Ford Committee's instant response to the suggestion of the President's challenger for the Republican nomination that he would consider sending troops to Rhodesia—had this kicker: "Governor Reagan couldn't start a war. President Reagan could."

Governor Reagan denounced the spot as a "fabrication," and his campaign committee put that denunciation into a counter commercial. But President Ford defended the Rhodesia commercial, and a member of the Ford Committee staff cited it enthusiastically as the "most vivid example of media campaigning."

Beyond President Ford's success in reaching the public through the local media and the committee's use of commercials, there was the perception of the candidate offered by the media covering him. And the treatment by media, including television, Grace Marie Prather, deputy news secretary, said, was "remarkably fair. . . . There was a wonderful rapport between the campaign and the press corps."

**Reagan** □ Ronald Reagan's campaign has produced the most dramatic evidence yet of television's power in political campaigns. There are so many influences that can push election results one direction or the other—money, organization, the quality of the candidate, media, for examples—that few observers will usually commit themselves to saying TV did or did not win a race. Few dispute, however, that Ronald Reagan's television blitz in the closing days before the North Carolina primary won that race for him and helped revive his then-dying campaign.

Television paid off again—literally—when, after a 30-minute address by the candidate during prime time on NBC last March, the Reagan campaign netted more than \$1 million in contributions from viewers. That happening was dramatic evidence of TV's ability to make money for candidates. But there was evidence that it made votes too. According to Ruth Jones of Ruth Jones Ltd., N.Y., the primary time buyer for the campaign, there has been in-

dependent research showing that many viewers who saw the network show were convinced by it to vote for Mr. Reagan.

The same half-hour address was used heavily in every primary state after that.

Much has been made by commentators of Ronald Reagan's ability to perform for a TV camera. His campaign strategists are delighted and have not hesitated to exploit that strength. "Ronald Reagan is a natural TV candidate," Miss Jones said.

**Carter** □ His win in the Pennsylvania primary April 27 was the ultimate breakthrough for Jimmy Carter. From that point on he was perceived as the clear front-runner for the Democratic nomination, and from that point on radio and TV coverage came easy. Most news stories about the Democratic race became, in fact, stories about him. "Jimmy Carter became the issue," said Gerald Rafshoon, close adviser to the candidate and head of the Atlanta-based advertising agency that handled all Carter media work.

"They were really double-teaming us," Mr. Rafshoon said, which forced the campaign to shift its own advertising pitch. The Carter media campaign had earlier gone through two stages: in the first, commercials were designed to establish recognition for the candidate; and in the second, issues were added. Now came the third, the "hold-our-own" stage, Mr. Rafshoon said.

Commercials in this stage were designed to shore up the Carter defenses against attacks by opponents, for the most part to counter the negative impression that Mr. Carter waffles on issues. Mr. Udall, particularly, capitalized on this alleged weakness in Mr. Carter, with two commercials, one animated, the other picturing three jack-in-the-boxes, with the message,

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**Mudd to Cronkite to Rudd.** A five-minute piece by CBS newsmen Roger Mudd critical of TV's news discrimination in covering political candidates was turned down by the *CBS Evening News With Walter Cronkite* and instead it ran on the *CBS Morning News With Hughes Rudd*. There were reports that Mr. Cronkite, as managing editor of the *Evening News*, rejected the report because it cast television in a bad light. CBS News officials would not comment on that and would only deny a "rift" between Mr. Mudd and Mr. Cronkite. In the report, Mr. Mudd cited the coverage given California Governor Jerry Brown and former California Governor Ronald Reagan on a day when Mr. Brown "said nothing fresh; he made no news," and Mr. Reagan "took no new position; he broke no new ground." The report included an interview with Sanford Weiner, a California political consultant, who said: "A lot of the people that are part of the media are not politically trained, they don't study the issues . . . so the intrigue of the event appeals to the assignment editor, the reporter covering the event gets intrigued by the event, so the event becomes the thing. . ."

"You don't know what you're going to get from Jimmy Carter."

The Carter strategy was to counter the negatives with positive-sounding messages about Mr. Carter. That was the point, for instance, of a five-minute ad that ran simultaneously on the three networks June 6 during which Mr. Carter talked of his vision for a better America.

**Brown** □ California Governor Edmond G. (Jerry) Brown Jr. showed in his late-starting sprint for the Democratic presidential nomination what a candidate can do with four basic television spots, a few radio spots, \$450,000 to put them on the air, and a load of what his supporters call "charisma" to back them up. Indeed, Governor Brown is the only Democratic candidate never to have trailed Jimmy Carter in a primary election.

The spots offer a demonstration of what the governor means when he talks about husbanding resources. They were cut from a three-hour interview session which was arranged by Michael Kaye of Michael Kaye & Associates, of Los Angeles, a media consultant, and during which some 100 questions on a broad range of issues were fired at him. The Brown campaign used the spots—designed to show the governor as he would be seen answering questions on a news show—in each of six states in which he campaigned.

But the attractive, 38-year-old governor seemed to generate a kind of excitement that won him a considerable amount of attention in the media. "Brown turned them on," Mr. Kaye said of the governor's effect on the media and the public, "He has charisma." Mr. Kaye noted that the governor came along, late in April, at a time when the media were "getting tired" of the candidates they had been following since January. "And Brown was a media delight—open, candid, unorthodox." Not surprisingly, Mr. Kaye thought the media's coverage of the governor was "great, very fair. We had no complaints."

**Udall** □ Morris Udall (D-Ariz.) pursued Democratic frontrunner Jimmy Carter down to the last primaries, but his strategists have known a long time he could not win. They sensed it in the weeks following Mr. Udall's second-place finish to Mr. Carter in Wisconsin April 6. That was when "free" news coverage of the Udall campaign dropped dramatically.

Mr. Udall never did win a primary, although he amassed a sizable string of second-place finishes—some of them, like Wisconsin, whisker-close to first place. And television played an important role. "We obviously could not have gone as far as we did without TV," campaign director John Gabusi said last week.

Mr. Gabusi was equally certain that TV "had a hell of a lot to do with Jimmy Carter's success." He said the Carter people started three years ago with advertising showing Mr. Carter on a farm in Plains, Ga., and stayed with that imagery—as Mr. Gabusi describes it—that "you can trust him, he has blue eyes and



Cronkite on CBS



Chancellor and Brinkley on NBC



Reasoner on ABC

## Networks tried for uniqueness in covering the political primaries

CBS-TV stressed issues, NBC-TV focused on polling and special mood pieces and ABC went after the candidates for more head-to-head interviews.

At least, those were the lines along which news executives at the three TV networks were thinking as they did quick post-mortems last week of their primary-election coverage.

"I think we managed to focus more on the issues this time," said Richard Salant, the president of CBS News. "Starting with Walter Cronkite's interviews with the various candidates on the nightly newscasts, we tried to keep our eye on how they were responding to the issues instead of being bemused by strategy and personality and surface balloons."

Richard Wald, the president of NBC

News, said, "I was particularly pleased with the extensive polling we did to explain how the voters were making their decisions. And assigning Tom Pettit and John Hart to hopscotch from state to state worked very well. They did solid mood pieces on how the people of the primary states were reacting to the candidates and the issues."

The ABC News vice president in charge of special events, Walter Pfister, pointed to "more one-on-one interviews with the candidates themselves. We tried to stay away from the canned statements. Through direct interviews, our correspondents were able to get specifics from the candidates, to ask follow-up questions, to do more probing."

NBC-TV devoted the most on-air time

to primary coverage, sending out a total of eight hours and 56 minutes' worth of special reports, bulletin interrupts and expanded news updates. CBS-TV's special reports and bulletins came to a total of six hours and 31 minutes, and ABC logged a total of five hours and 20 minutes worth of primary coverage.

In addition to dispensing more on-air coverage than CBS and ABC, NBC eclipsed its competitors in the national Nielsen ratings for the 11:30 p.m. (NYT) special reports. Through the first 11 primary nights (from Feb. 24 in New Hampshire to the six state contests on May 25, the only numbers available at press time), NBC's special reports averaged an 8.9 rating and 30 share, CBS's a 7.8 rating and 26 share and ABC's a 5.8 rating and 19 share.

he loves everybody."

But it was not the paid exposure for Mr. Carter that did Mr. Udall in, according to Mr. Gabusi. "For us the crucial turning point . . . was the free media's perception of who was the frontrunner and the kind of coverage they gave him. You can't buy that." It was after Wisconsin that the Udall people observed news coverage leaning more heavily toward Mr. Carter. "There were a number of instances," Mr. Gabusi claimed, "where we knew stories [about Mr. Udall] were killed by the networks or on the rewrite desk."

**Church** □ Senator Frank Church (D-Idaho) plunged into the race late but, with dogged campaigning producing victories that made the national media pay attention, he made a creditable showing—four wins out of the first five primaries he entered. In the process, he demonstrated, as

have other candidates before him, that television is a handy tool, not only as a means of advancing views but of raising money.

Indeed, the Church campaign was a kind of self-perpetuating one. The Church for President Committee ran eight five-minute programs on the networks, and devoted one and a half minutes of each to an appeal for funds. And they were successful.

"We made a lot of money with them," Steve Russell, the committee's media coordinator, said last week. He did not say how much, but, with the matching funds provided by the government, they generated about four times as much money as they cost.

Senator Church also turned up on local television. He was in spots dealing with a variety of issues—foreign aid, agriculture, jobs, problems of the elderly—and, on pri-

mary election eves, in half-hour programs in which he answered questions telephoned in by the public.

For a while, it helped. After winning the first primary he entered, Nebraska, on May 11, the national media discovered him as a candidate. ("Before Nebraska, we had three reporters with us," recalls Mr. Russell. "After Nebraska, we had a full plane." Wherever the candidate went, however, the local radio and television coverage "was tremendous.") But in time, the going got rougher, the breaks went against him (an infected ear in Ohio and a burst dam in Idaho that caused him to break off campaigning) and the money began drying up. The campaign was virtually broke by the day of the primaries in California, New Jersey and Ohio. Some \$25,000 was spent on media in California and \$60,000 in Ohio, and "not a dime," as Mr. Russell put it, in New Jersey.

## NBEA gathers the stuff of editorials at annual meeting

Group convenes in Washington, is addressed by Ford, Rockefeller, others in and around government

Information on politics and the government was promised to those attending the annual National Broadcast Editorial Association's convention last week and that promise was kept. The group meets in Washington every other year to get background on national issues and the line-up of speakers and panelists this year covered the gamut of political and regulatory Washington and included a reception with President Ford at the White House.

In opening remarks last Wednesday, Vice President Nelson Rockefeller said that broadcasters "possess enormous power to shape the people's conception of the world around them and the issues which affect them. The fairly recent use of editorials by radio and television strengthens that power considerably. I am all for it. It is a healthy development."

The rest of the morning and afternoon were devoted to background sessions followed by question-and-answer periods. Quinn Tamm, former assistant director of the FBI and executive director of the International Association of Chiefs of Police, talked on crime and police departments. Foreign policy was covered in a luncheon speech at the State Department by Winston Lord, director of the department's policy planning staff, while economics, the budget and defense were discussed with officials from the Office of Management and Budget, the Council of Economic Advisors and the Defense Department in a White House briefing.

A reception at the White House with President Ford greeting the broadcasters

**Presidential hospitality.** President Ford greets Richard Hughes (c), NBEA president and WPXI-TV New York senior VP and Leavitt Pope, WPXI president, at last Wednesday's White House reception.



## In Brief

- **ABC-TV affiliates continued to move up in prime-time rankings in May sweep period**, consolidating gains first evident in February-March (BROADCASTING, March 29, April 12). Of 60 markets reported by Arbitron Television by middle of last week, ABC researchers said their affiliates showed increases from May 1975 in 53 markets and declines in two, as against NBC gains in 21 and declines in 33, and CBS gains in 10 and declines in 40 (in others, there was no change). CBS, as predicted, was running third in May sweeps for first time in over decade (BROADCASTING, May 31). ABC was first in 28 markets and tied for first in one; NBC, first in 14 and tied in two; CBS first in nine and tied in three (some of the 60 markets have only two affiliates). In top 10 markets, ABC affiliates rose from first in none last May to first in all 10 this May. ABC said 28 first-place markets thus far compared with 29 in same group in February-March. Among top 100 markets thus far, ABC appeared to have dropped out of undisputed first in four and moved into first in at least one, New York.
- **Democratic National Committee** plans to buy up to \$250,000 worth of time during network TV's coverage of party's nominating convention (beginning July 12) to raise funds for fall election campaign. If it works, committee may try similar TV appeal during Republican convention in August.
- Hughes Television Network has signed three-year contract with RCA American Communications Inc. for at least **1,800 hours yearly of domestic satellite video transmission** to relay major sports events and other TV programs to stations across U.S. "Bulk-user video tariff" calls for Hughes to pay \$1.3 million during first two years (\$350 per transponder hour), with subsequent rate to depend on number of hours used. Hughes will use land lines to reach RCA send-receive earth stations in New York, Los Angeles, Chicago, Houston and San Francisco. Direct pickup by cable TV ground stations is future possibility. Transcommunications Corp. was consultant on agreement.
- FCC has adopted for mutual funds and insurance companies same **5% ownership benchmark** it uses for banks in determining when to apply broadcast multiple ownership rules. Present benchmark is more stringent 3% for mutual funds and 1% for insurance companies.
- **Cox Cable Communications** has closed \$15 million loan with group of insurance companies; it will be used to retire similar loan borrowed under revolving credit agreement with group of banks. Purchasers of Cox's 10 7/8% senior promissory notes due Aug. 1, 1991: Mutual Life Insurance Co. of New York, Equitable Life Assurance Society of U.S., John Hancock Mutual Life Insurance Co. and North American Life & Casualty Co.
- Interim agreement reached last Friday (June 11) between American Television and Communications and Carolina Telephone has **restored CATV service** in N.C. towns where cable plant had been disconnected from phone lines for failure to pay increased rental rates (story page 49). Agreement forestalls further disconnections until court suit brought by ATC is resolved. Cable firm agreed to pay original rental rate in addition to placing difference between that rate and disputed rate in escrow account at interest, to be handed over the winner of litigation. National Cable Television Association has asked FCC to assert jurisdiction in over-all pole attachment dispute.
- **FCC General Counsel Ashton Hardy has served notice that commission is turned off by petitions to deny aimed at all or most stations in one state.** Such blanket petitions would lead FCC to believe complainant "is either paranoid" or has not done homework necessary to weed out irresponsible broadcaster from "vast majority" of responsible broadcasters, Mr. Hardy said. He made statement in Biloxi, Miss., in speech Friday to Mississippi Broadcasters Association, in which he reported on fate of petition to deny that Mississippi branch of National Association for the Advancement of Colored People filed last month against 88 stations in state (BROADCASTING, May 10). He said FCC found it "fatally defective" in many respects, with result that **charges are to be dismissed or treated as informal objections.** Both in Biloxi and in speech he's taking today (June 14) in Palm Beach to Florida Association of Broadcasters, Mr. Hardy calls on broadcasters to **stand firm in face of efforts by "anarchists" and "gangsters"** to intimidate them. He was referring to bombing which cost Emilio Milian of WQBA(AM) Miami his legs and almost his life (BROADCASTING, May 17). Mr. Milian, who was attacked after number of broadcasts criticizing extremists in Miami's Cuban community, was awarded Florida association's "Freedom Fighters Award." "If we succumb to the tyranny of intimidation and violence," Mr. Hardy said, "the courage, the foresight and the blood of millions will have been



spent in vain." Mr. Milian also was awarded \$500 by National Broadcast Editorial Association at Washington convention last week (see story page 24).

- While on assignment last week with his electronic newsgathering (ENG) crew, **WBBM-TV** Chicago anchorman Bill Kurtis came to aid of drowning 17-year-old who had become exhausted after legs tangled in underwater weeds. Minicam caught the heroics (picture at right). Act earned newsman city's medal of merit.



- Some members of **Mutual Broadcasting's affiliate advisory board** came away from banquet in Washington last week wondering whether their lawyers had misled them into believing 18 minutes per hour of commercial time was FCC standard. Chairman Richard E. Wiley, appearing at event, brushed off question on 18-minute standard by saying it was in National Association of Broadcasters code, not FCC rules. Fact is, as lawyers have told clients, standard is in code but is also used as alarm on "overcommercialization" that automatically triggers inquiry by FCC Broadcast Bureau in license renewals.
- Bill giving FCC **authority to fine cable television systems** for violations of commission rules passed Senate last Friday. Bill (S. 2343) also raises maximum fine FCC can assess broadcasters to \$2,000 for single offenses, \$20,000 for multiple offenses—same limits that will apply to cable.
- Issue of penalties for **cablecasters breaking copyright law** comes up in Representative Robert Kastenmeier's (D-Wis.) Judiciary subcommittee this Wednesday (June 16). Broadcasters are pushing for amendment to pending copyright bill saying cable systems would lose compulsory license for 30 days if caught substituting commercials or programs on broadcast signal. Last week, subcommittee failed for second week running to resolve **public broadcasting section** of copyright bill. It is considering new provision giving public broadcasters compulsory license for musical, pictorial, graphic and sculptural works. Proposed copyright royalty tribunal would set rates if parties failed to work them out privately. Public broadcasters would be fully liable for all dramatic and literary works.
- Suspended **CBS correspondent Daniel Schorr** and another network reporter, **Ford Rowan of NBC**, refused last week to be questioned by investigators of House Ethics Committee about leak of House Intelligence Committee's report on CIA to Mr. Schorr and through him to *Village Voice* (BROADCASTING, Feb. 16). Mr. Schorr said he would not talk to investigators without being subpoenaed, even then would "not tell them under any circumstances" who his source was.
- International Olympic Committee announced Friday that earlier agreement giving ABC-TV **exclusive TV rights to 1980 Winter Olympics** has been approved. Both CBS-TV and NBC-TV had protested. ABC's initial bid was reported to have been \$10 million, but final price tag is said to have been pushed to \$15 million.
- NBC-TV told affiliates last week **it will begin fall prime-time season on Sept. 20** instead of Sept. 27, "to be competitive with other networks." ABC will kick off on Sept. 19, CBS on Sept. 20.
- **Late Fates.** *John Barnhill*, senior VP and general manager of J. Walter Thompson Co., Washington, named senior VP for corporate affairs, New York, assuming responsibilities formerly handled by Eugene Secunda, who has been moved into account assignments. ■ Staff resignations at **National Cable Television Association** continue to outnumber hirings. Latest departures: *John Kenny*, assistant general counsel, joining Southern Pacific Co. as Washington counsel for subsidiary Southern Pacific Communications Corp.; *John Lanier*, congressional director, moving to as-yet-undisclosed cable corporation's Washington office in similar capacity; *Frances A. Pollak*, assistant director of government relations, is joining *Communications Engineering Digest* as VP-business development. ■ *Larry E. Manuel*, VP-general manager of operations and production of Arbitron's Beltsville, Md., research and production center, named VP-general manager of Arbitron Radio, operating from both Beltsville and New York. He succeeds *William T. McClenaghan*, who resigned (BROADCASTING, June 7). ■ *Ralph Beaudine* has resigned as president of radio division of Combined Communications Corp., Phoenix. His future plans aren't set, nor has replacement been named. ■ NCTA President **Robert L. Schmidt** is having no trouble filling vacancies at home. He and wife Patricia (former Patricia Ann Godfrey) became parents of fourth child, third daughter last Friday (June 11).

for almost an hour ended the day.

Thursday morning started with more briefings; these were on the economy and employment, defense and the environment.

Friday opened with a legal session involving communications lawyers and William Ray, chief of the FCC's complaints and compliance division. Discussions of libel and the fairness doctrine preceded a question and answer session where it was clear that last week's FCC decision in the WHAR case (see story, page 44) was generating great concern. How, they wanted to know, will stations decide what controversial issues to air, since the FCC doesn't require time for all such issues? A clear answer was not forthcoming and Mr. Ray told the group that the text of the decision (which was not available on Friday) would probably answer some of their questions.

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## Antiblackout law for the better, says FCC report

**NFL fears have not been realized; negative impact on radio noted**

The National Football League's fears that the sports antiblackout law would produce an increasing number of "no-shows" who in time would become nonfans, with serious adverse consequences for the future of professional football are not being borne out. That, at least, is a conclusion reached by the FCC in its third annual report on the effect of the law, which was enacted four years ago in response to complaints from the public about being denied television coverage of sold-out games in their community.

The report says the law, which prohibits local television blackouts of professional football, baseball, basketball and hockey contests sold out 72 hours ahead of game time, was a principal factor in the increase in no-shows reported by four NFL teams—the Atlanta Falcons, the Dallas Cowboys, the Miami Dolphins and the Los Angeles Rams. It was also an indirect factor in the increase in no-shows reported by eight other NFL teams.

But, the report also says the impact of televised home games on season ticket sales "has been positive." It says that "on the average," the number of team season-ticket sales increased as the number of locally televised games increased.

The report notes that the law has not been helpful to radio stations with rights to broadcast local games; those stations have suffered losses. Nevertheless, it says, those stations "appear to be doing quite well financially" and are not dependent on NFL games as a means of earning return on investment.

The antiblackout law enacted expired at the end of last year. But Congress is considering legislation to re-establish it on a permanent basis. And the commission's report, sent to Congress on Friday, will be a factor in Congress's decision.

## Search on at NAB for broadcaster as high executive

**That's one recommendation to get action among those Fact-Finding Committee made**

The reform recommendations of its Fact-Finding Committee will occupy the National Association of Broadcasters board this week at its semiannual meeting in Washington.

The work of the committee, which was put together by a radio board member, George Brooks of KCUE-AM-FM Red Wing, Minn., and is now headed by Donald Jones of KFIZ(AM) Fond du Lac, Wis., has given an early berth on the agenda of the four-day meeting. It will be taken up today (June 14), during the first of two joint board sessions.

The recommendations are not expected to change much from those accepted for study a month ago by the NAB executive committee. Those that are controversial, such as one that proposes splitting the NAB into radio and TV halves, are couched as ideas for future study.

Of those that call for action now, "We plan to implement them," the joint board chairman, Wilson Wearn of Multimedia Broadcasting, Greenville, S.C., said last week. Speaking for the executive committee, he said, "We think they are very fine recommendations." The suggestions include both short-term and long-term goals and range in subject matter from increasing the amount of time the board should spend on the association budget to augmenting the NAB staff (BROADCASTING, May 17).

Some, including the latter, are already being implemented. Mr. Wearn said last week he is searching now for someone to fill a high-level executive slot, the duties for which have not been defined yet. "We feel that with Grover's demise [the late Grover Cobb, senior executive vice president at NAB until he died March 7, 1975] we're spread too thin," he said, adding, "In my judgment we have some of our people carrying too big a load, traveling from one end of the country to another, leaving the shop untended."

There has been talk among top NAB officials of finding someone to direct a TV operation at NAB, a sort of counterpart to NAB Vice President Charles Jones who is in charge of radio activities. But the duties of the new position are still up in the air and may depend largely on whom the association can find. Preferably it should be a successful broadcaster, Mr. Wearn said, but he added that might be difficult because if someone is successful, he might not want to give up his current job to go to Washington.

"We are not looking towards pushing anybody out," Mr. Wearn said about the

new talent hunt. Mr. Brooks has suggested to his fellow board members that the current president, Vincent Wasilewski, be replaced. But, said Mr. Wearn, "I am adamantly opposed to that." He said Mr. Wasilewski is a "great man" and added that he had detected no support on the board for firing Mr. Wasilewski.

Another of the fact-finding committee's suggestions, attributed to Mr. Brooks, is also being implemented now: to give directors greater involvement in committees. Each board member received in the mail last week a list of all NAB committees and was asked to mark the three he or she wants most to serve on. Mr. Brooks has complained that board members are often frustrated in finding committees they prefer. Mr. Wearn admitted: "We have not been as systematic about laying them [the committees] all out at one time as we could have."

Implementation of these two recommendations has apparently had a big effect on Mr. Brooks, who two weekends ago had given up his crusade to change the association and was ready to step down from the board. "I believe I cannot work within NAB," he wrote in an eight-page memorandum to the other board members. "I am at a dead end." But the day after mailing the first, he wrote another letter saying he would be in Washington this week for the board meeting. "I feel very good about those matters," he said later, referring to the two newest reforms.

Mr. Wearn said he probably would seek an executive session for discussion of the Fact-Finding Committee's recommendations Monday. NAB staff members will be excused, he said, because some of the discussion will probably involve individual personalities. Following the board's action on the recommendations, the Fact-Finding Committee plans to go out of business. Mr. Wearn said he will appoint a new group to implement whatever is approved.

Elections of board officers are also on the agenda for this week's Washington gathering. Most of the positions currently held will remain unchanged. Mr. Wearn, for example, is unopposed for a second term as joint chairman. Robert Gordon of WCPO-TV Cincinnati and Kathryn Broman of Springfield TV Broadcasting, Springfield, Mass., are unopposed for reelection as chairman and vice chairman, respectively, of the TV board. Donald Thurston of WMNB-AM-FM North Adams, Mass. is unopposed for the radio board chairmanship.

The radio board vice chairmanship is the only contest. Four board members were after that spot until last week when Ben Laird of Green Bay Broadcasting Co., Green Bay, Wis., announced he was out of the running. "The press of business is too great," he said. That left three: Virginia Pate Wetter of WASA(AM)-WHDG(FM) Havre de Grace, Md.; William O'Shaughnessy of WVOX-AM-FM New Rochelle, N.Y., and Mr. Jones of Fond du Lac. That election is scheduled for Wednesday during the radio board meeting.

The matter of copyright legislation, the

battle now being fought between broadcasters, cablecasters and copyright interests in Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee, is also prominent on the board meeting agenda. Although the Kastenmeier subcommittee has tentatively finished its mark-up of Section 111, the cable TV portion of the bill, the fight is far from over. Still to come is work on the so-called enforcement section of the bill, where the broadcasters hope to win an iron-clad prohibition against cable systems substituting their own programming on broadcast signals.

Along the same line, the board will take up a proposal from its cable TV research committee to hire an outside researcher to study the impact of cable distant signals on local broadcast markets. The idea has already been endorsed by the executive committee. The study could cost in the neighborhood of \$75,000, Mr. Wearn said last week.

Also next week, the association will announce plans to hold a seminar for minority broadcasters in Washington sometime next fall.

### **NAB staff has spirited defender in WVOX's Bill O'Shaughnessy**

A member of the National Association of Broadcasters radio board last week decried "some of the ungentlemanly and unkind remarks directed to our president and some of NAB's senior executives." William O'Shaughnessy of WVOX-AM-FM New Rochelle, N.Y., a candidate for the radio board vice chairmanship told the annual convention of the Vermont Association of Broadcasters that "I for one, am determined to keep our debate on the issues—and away from personalities and useless distractions about someone's life style and personal habits."

The week before the NAB board was to take up proposals for internal reform. Mr. O'Shaughnessy had nothing but kind words for each of NAB's top officials. "The NAB staff—and I'm talking about [President Vincent] Wasilewski and the secretaries down to the janitor—clearly don't deserve the criticism you've seen heaped on them."

Although he believes generally that NAB is moving "in a progressive and enlightened direction," Mr. O'Shaughnessy told the Vermont broadcasters he would favor a management study of NAB operations. He condemned legislation NAB supports to require nearly all radio receivers to be equipped with FM, and criticized "those few with the hard hats among our fellow radio broadcasters who want to strap on the guns for every narrow and self-serving and parochial issue."

### **Kauper will be gone, but the melody will linger on**

Thomas E. Kauper has resigned as head of the Justice Department's Antitrust Division. Mr. Kauper, who held the post since



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1972, will leave government in July and plans to return to his teaching post at the University of Michigan. During Mr. Kauper's term at Justice, the Antitrust Division began filing petitions to deny broadcast license-renewal applications in situations where concentration of control of mass media was alleged. However, the Antitrust Division had been showing an increasing interest in broadcasting before Mr. Kauper arrived, and the key staff officials and lawyers who sought to implement the division's policies in broadcasting and cable television are still with the division.

## President drops the Houser shoe

**He names ex-FCC member to OTP but leaves FCC holes unfilled**

The long wait finally ended for Thomas Houser last Tuesday. Almost two months after word first leaked that he was President Ford's choice to head the Office of Telecommunications Policy (BROADCASTING, April 19), the White House announced that the nomination of the Chicago attorney and former FCC member would indeed be made.

Part of the delay, at least, was attributed by some sources to White House efforts to check out complaints about the prospective appointment that had been made by a number of broadcasters, some directly to the President.

Within the past two weeks, the White House decided that the complaints warranted no hold on the nomination. And there was no sign that Mr. Houser would encounter difficulty at his Senate confirmation hearing, for which no date had been set by last week.

Whatever the criticisms of him, Mr. Houser had some powerful allies. He ran Senator Charles Percy's (R-Ill.) senatorial campaign in 1966, and he managed President Nixon's re-election campaign in Illinois in 1972. He counts among his friends Donald Rumsfeld, top White House assistant until his appointment as secretary of defense. Democrats, too, are among his friends: Newton N. Minow, a former FCC chairman, was one of his partners in the Chicago law firm of Sidley & Austin from which Mr. Houser resigned last month.

If confirmed, Mr. Houser, who is 46, will fill a post vacant since September 1974, when Clay T. Whitehead, the first director of the office, resigned after four years in the job. The deputy director, John Eger, who has been acting director, plans to remain until the new director becomes acclimated to the job. However, he has declined to remain as deputy.

Mr. Eger had made no secret of his interest in the top job. However, White House aides reportedly advised against his appointment out of resentment over his efforts, which proved successful, to block White House plans early in 1975 to dis-

member OTP and distribute its parts among various existing agencies and departments.

In accepting the nomination in the final months of President Ford's term, Mr. Houser is gambling on the President's re-election. A new President in January would be free to select his own OTP director. Mr. Houser has served tenures in Washington before, first as deputy director of the Peace Corps and then serving out an unexpired term on the FCC to which President Nixon appointed him in January 1971.

The latter appointment was made with the understanding that, when the term ended on June 30, Mr. Houser would make way for then-Representative Charlotte Reid (R-Ill.). For a time, at least, Mr. Houser sought to hold on to the seat, but failed. Since then, he has indicated an interest in returning to government service.

It is the record Mr. Houser built in his nine months on the commission—Mrs. Reid did not join the agency until October 1971—that caused some broadcasters, generally members of Association of Maximum Service Telecasters—to feel uneasy when word of his likely appointment to OTP began circulating. He had acquired a reputation as being pro-cable television and sympathetic to land-mobile operators in their battles with broadcasters over television spectrum space.

There have been reports that, as a lawyer, he has represented cable systems and land-mobile users. However, he said last week that "95%" of his practice before the FCC has been in behalf of broadcasters. (He has represented a number of clients before other regulatory agencies.) He has not represented land-mobile operators, he said, and his only connection with cable is as member of the board of Liberty Communications, which is licensee of KEZI-TV Eugene and KVDO-TV Salem, both Oregon, and the applicant for a television station and a pay-TV operation on channel 27 in Dallas, as well as the owner of cable-television systems with 100,000 subscribers. Mr. Houser, who said he has done "a modest amount of legal work" for Liberty, would sever his ties to the company if he is confirmed.

Mr. Houser was not prepared last week to discuss matters connected with the OTP job; he said he hoped to begin familiarizing himself with the issues this week, when he plans to visit Washington and confer with Mr. Eger. (He also will look for a house for himself, his wife and three children.) However, he indicated he saw the job in its broadest outlines—as adviser to the President on telecommunications matters, and as supervising a spectrum-management function and working with the State Department on international agreements affecting telecommunications.

"I don't see the job as being involved in day-to-day regulation," he said, indicating he would seek to avoid the kind of controversy that the first director, Mr. Whitehead, seemed to seek out in an effort to make OTP a household word. And Mr. Houser is looking forward to har-

monious relations with the FCC, for he and FCC Chairman Richard E. Wiley, another native of Illinois, have long been personal friends. "I think we can work out anything that appears to be in conflict," he said.

If the White House finally settled the question of whom President Ford would name to succeed Clay T. Whitehead, it has yet to clarify matters as to whom he will name to fill what will soon be two vacancies at the FCC.

Joseph Fogarty, counsel to the Senate Communications Subcommittee and a long-time aide to its chairman, Senator John D. Pastore (D-R.I.), had long been regarded as the leading candidate for the Democratic vacancy to be created when Commissioner Glen O. Robinson's term expires on June 30. However, the likelihood that he will get the appointment diminishes as the weeks go by without a confirming announcement. There are now reports that at least one other candidate is under serious consideration, along with Mr. Fogarty.

The second vacancy—for a Republican—will also be created on June 30, when the resignation of Commissioner Reid, who was married last month, becomes effective. Speculation is that the White House is interested in filling it with another woman. One name reported to be under consideration is that of Margita White, assistant White House news secretary and director of communications for the White House.

However, it is unlikely the Democratic Senate would confirm a Republican appointment before an election that might place a Democrat in the White House. The Democrats would want to give a new President an opportunity to name two Democrats to the commission and give it a Democratic majority.

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## NBC and affiliates to celebrate 50 years

### Schedule heavy with social events surrounding business sessions

A block party in Rockefeller Plaza on a Sunday afternoon will open the celebration of NBC's 50th anniversary year by NBC television and radio affiliates at their joint convention in New York June 20-22.

The outdoor party for affiliates, with NBC-owned WNBC(AM), WNWS(FM) and WNBC-TV New York as hosts, will start about noon Sunday (June 20) and will be followed by a reception that evening at the Waldorf-Astoria hotel, the convention base.

NBC-TV affiliates will gather Monday morning at the Ziegfeld theater for a series of presentations on the NBC-TV program schedule, presided over by Robert T. Howard, president of the network. NBC Radio affiliates meanwhile will hold an organization meeting Monday morning. In the afternoon, the order will be reversed: TV affiliates will hold an organization meeting while NBC Radio President Jack



**All theirs.** The deal was officially closed last week transferring Starr Broadcasting's WNCN(FM) New York to GAF Corp. for \$2.2 million. The agreement also officially ended the dispute that began last year when Starr changed the station's classical format to rock and its call letters to WOIV and brought on a spate of listener protests and filings at the FCC. Late last year, GAF agreed to buy the station and restore its classical programming. Pictured with the new station logo are Jesse Werner (l), chairman and president of GAF, and Robert E. Richer, formerly executive vice president of Abel Communications (KJOL(FM) Los Angeles and KOAX(FM) Dallas), and now the general manager of WNCN.

G. Thayer and other NBC executives meet with the radio affiliates.

Herbert S. Schlosser, NBC president, will address a combined luncheon on Monday. That evening there'll be a reception and dinner in the RCA building's Rainbow Room.

Tuesday will open with a joint TV and radio meeting addressed first by Richard Wald, president of NBC News. Affiliates say they'll be surprised if he doesn't at least mention longer network TV newscasts, an issue already broached in broad generalities by CBS and ABC at their affiliate conventions last month.

The joint session will also hear a presentation by William Rubens, vice president for research and corporate planning, and Alfred Ordovery, vice president, corporate planning. This will include a look at "Broadcasting: The Next 10 Years," with NBC News correspondent Edwin Newman as moderator of a panel including Dr. Otto Eckstein, president of Data Resources Inc.; Dr. James Hillier, executive vice president, RCA; Herman Kahn, founder-director, Hudson Institute, and Daniel Yankelovich, president, Yankelovich, Skelly & White.

NBC News correspondents John Chancellor, David Brinkley, Tom Brokaw, John Hart, Catherine Mackin and Tom Pettit will be featured in a panel session at the Tuesday luncheon. Separate TV and radio meetings will be held that afternoon.

A black-tie reception and dinner are scheduled Tuesday evening, with an address by NBC Chairman Julian Goodman. Dancing and cabaret entertainment will top off the convention.

More than 800 executives representing NBC's 217 TV and 230 radio affiliates are expected to attend the sessions.

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## DBA on DST: no more

### Daytime broadcasters plead against eight months of daylight saving

The Daytime Broadcasters Association said last week that if the current six-month daylight saving time were lengthened, daytime-only radio stations, particularly those not eligible to receive authority to sign on before sunrise, would suffer economic damage, and a few could collapse.

The association's opinion was transmitted at a House hearing last week by its chairman, J.R. Livesay of Mattoon Broadcasting Co., Mattoon, Ill. Mr. Livesay said there are about 400 daytime radio stations operating on seven Canadian clear channels and on the 45 U.S. Class I-A and Class I-B clear channels that are not eligible to receive presunrise operating authority from the FCC.

"Many of these daytime-only stations must compete with other full-time stations or other daytime-only stations with eligibility to obtain FCC approved PSA's," Mr. Livesay said. "This problem becomes greater when the months of March and October or the winter months are on daylight time."

There are several bills to alter the current time system pending before the House Commerce Subcommittee on Transportation and Commerce, which held the hearing last Wednesday. One, already passed by the Senate (BROADCASTING, March 31), would increase daylight saving from the present six months to seven, beginning March 14 and ending in mid-October. Another, by the chairman of the subcommittee, Fred Rooney (D-Pa.), would leave the six months alone, but move them up a few weeks. Under the Rooney plan, DST would begin the first Sunday in April and end the last Sunday in September. Currently, DST begins the last Sunday in April.

The Rooney bill (H.R. 13090) is the one the Daytime Broadcasters Association supports. "In the month of October, many daytime-only stations cannot sign on the air until 7:30 or 7:45 a.m. if they are located in the western part of the time zone," Mr. Livesay testified. "If October was on standard time, they would be able to go on the air at 6:30 or 6:45 a.m. local time. The early morning broadcast hour [during "drive" time] is most vital to their local broadcast service."

A representative of the Department of Transportation testified on Tuesday before the same subcommittee, advocating putting the country on eight months of daylight saving time.

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## Spokane switches: Aug. 8

The exchange of CBS-TV and ABC-TV affiliations in Spokane, Wash., initiated by CBS on grounds that KXLY-TV was not clearing enough CBS programs (BROAD-

CASTING, March 15, April 5), is to take place Aug. 8. KREM-TV, on channel 2, then becomes the CBS outlet and KXLY-TV, channel 4, takes KREM-TV's old place in the ABC line-up. (KHQ-TV, channel 6, remains the NBC affiliate.) The change-over date enables KREM-TV to carry ABC's Olympics coverage—July 17 to Aug. 3—before making the move to CBS.

## FCC's Robinson: Weicker limitations not needed, unfair

**Cox also opposes move for two-year period in which ex-commissioners could not practice before agency**

FCC Commissioner Glen O. Robinson, who has nothing to gain or lose in the matter, has spoken out against a conflict-of-interest measure that could affect many members of federal regulatory agencies. It would bar commissioners serving on or after May 11, 1976, from representing anyone before their agencies for two years after they leave.

Commissioner Robinson, who commented on the measure—provision of a general regulatory reform bill (S-3308)—at the request of the Senate Commerce Committee's minority counsel, Ward

White, said the proposed ban is "quixotic and counterproductive."

First, he said, the apparent assumption that an ex-commissioner might take advantage of inside information obtained while in government, or of his past position to influence staff or commissioners "is an imaginary problem." Existing law provides protection against the misuse of inside information. And as for the supposed influence of an ex-commissioner, he said: "Does Ken Cox have special influence at the FCC? If so, I have yet to see it. So also for Rosel Hyde or Dean Burch—or Nick Johnson: what special influence have any of them yet shown?"

Beyond that, Commissioner Robinson said the proposed ban would increase the difficulties of attracting highly qualified persons to serve on regulatory agencies. He said it was unlikely that J. Lawrence Fly, Paul Porter, Newton N. Minow, Lee Loevinger, Kenneth A. Cox or Dean Burch—all of whom have been regarded as having had lustrous careers at the commission—would have served there had they been required to accept a two-year disbarment from practice in the field in which they would have fresh legal expertise.

Commissioner Cox also labeled the proposal unfair: "Sitting commissioners accepted appointment and began their service under a tolerably certain set of assumptions concerning what their duties and obligations as commissioners would be. Manipulating the ground rules [in the

middle of the game] has the same flavor of unfairness that taints ex post facto laws."

Commissioner Robinson noted that the provision would not affect him. His term ends June 30 and, rather than seek reappointment, he has accepted a post on the law faculty of the University of Virginia and begins serving there in the fall.

The measure was introduced by Senator Lowell Weicker (R-Conn.) as an amendment to the regulatory reform bill, and was approved by the Commerce Committee without hearings. The Senate passed the entire bill. The matter is now pending in the House.

## Wiley says FCC has been a leader in enforcing EEO

FCC Chairman Richard E. Wiley used an appearance before a black audience in Harlem last week to defend the commission's record in promoting equal-employment opportunities in broadcasting as "both vigorous and effective."

The chairman, who addressed the Black Citizens For Fair Media, noted that the commission was the first, and remains the only, federal regulatory agency to adopt specific employment regulations for its licensees. And, he suggested, the commission has been enforcing its rules.

He said that since 1972 the commission has conditioned the license renewals of some 200 stations on the requirement that the broadcasters involved submit evidence of steps taken to increase the employment of minorities and women. And 150 of those "conditional" renewals, he added, were ordered on the commission's own motion, rather than as a result of a petition to deny.

But the chairman indicated the commission's policies were limited. While stating elimination of discrimination in hiring is appropriate, particularly in an industry as "public" as broadcasting, he also said the commission does not require "fully proportionate minority or female employment by broadcast licensees." And, "to be candid," he said, "I oppose the concept of quotas, which sometimes turn out to be a ceiling as well as a floor."

## New owners take over Don Burden's WIFE(AM)

Indianapolis Broadcasting Inc., now operates WIFE(AM) Indianapolis with the facilities once owned by Don Burden. The new owner took over on June 2 after being granted special temporary authority by the FCC, which earlier approved the company's application for the WIFE frequency and denied WIFE's license renewal application. The 90 days that the FCC two weeks ago gave Mr. Burden to clean up his affairs at his other stations which were also denied renewal—WIFE-FM Indianapolis,



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6-14



KOIL(AM) and KEFM(FM) Omaha, and KISN(AM) Vancouver, Wash. (BROADCASTING, May 31)—expires at 12:01 a.m. local time Sept. 2. The commission also said that, because of the "plethora of broadcast services" in those cities, an extension of that 90-day authorization is not contemplated.

## Changing Hands

### Announced

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

■ WJSR(FM) Athens, Ga.: Sold by University City Inc. to Broadcast Properties for \$295,000 plus \$75,000 noncompetition covenant. Seller is owned by Herschel M. Rivers who also has interests in WDOL(AM) Athens, WTJH(AM) East Point, WJIZ(FM) Albany and WJMJ(AM)-WFAV(FM) Cordele, all Georgia. Buyer is owned by Charles A. McClure and Charles E. Giddens. Mr. McClure has interests in WHYD(AM)-WCGQ(FM) Columbus and WCHK-AM-FM Canton, both Georgia. Mr. Giddens is general manager of WRFC(AM) Athens-WFOX(AM) Gainesville, Ga. WJSR is on 104.7 mhz with 50 kw and antenna 230 feet above average terrain.

■ KLOQ(FM) Lyons, Kan.: Sold by Rice County Broadcasting to Chief Productions for \$180,000 plus \$30,000 noncompetition covenant. Seller is principally owned by Rolan C. Cobb who has no other broadcast interests. Buyer is owned by Charles K. Hutchinson who has sold, subject to FCC approval, KCHE(AM) and CP for class A FM in Cherokee, Iowa, for \$280,000 (BROADCASTING, March 15). KLOQ is on 106.1 mhz with 62 kw and antenna 175 feet above average terrain. Broker: Chapman Associates.

■ Other sales reported at the FCC last week include: WVPC-FM Monmouth, Ill.; WLTH(AM) Gary, Ind.; WKQW(AM) Spring Valley, N.Y.; WTAB(AM)-WKSM(FM) Tabot City, N.C.; KDDR(AM) Oakes, N.D.; KRBB-AM-FM Sallisaw, Okla. (see page 60).

### Approved

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

■ KWAT-AM-FM Watertown, S.D.: Sold by Midland National Life Insurance Co. to Sorenson Broadcasting Corp. for \$571,000. Principal in seller is C.A. Sammons who has 80% interest in KTRN(AM) Wichita Falls and KIXZ(AM) Amarillo, both Texas; KELI(AM) Tulsa, Okla., and KHOG(AM) Fayetteville, Ark. Buyer is owned by Dean Sorenson and Jerry Simmons who also own KCCR(AM) Pierre and KYNT(AM) Yankton, both South Dakota. KWAT(AM) is 1 kw daytimer on 950 khz. KWAT-FM is on 96.1 mhz with 100 kw and antenna 290 feet above average terrain.

■ Other sales approved by the FCC last week include: WADS(AM) Ansonia, Conn.; WANR(AM) Toledo, Ohio; WSDC(AM) Hartsville, S.C.; WSMT-AM-FM Sparta, Tenn. (see page 61).

## Broadcast Advertising®

# JWT's Johnston says violent TV should get sponsors' axe

**Agency's survey of negative reaction among viewers explained at AAF session in Washington; Gerbner contends family viewing shifts violence to other times**

J. Walter Thompson, the nation's largest advertising agency, is advising its clients to think twice before placing advertisements in television shows perceived to be violent. Such spots, the agency believes, may not have the selling power that gross rating points seem to indicate.

Don Johnston, JWT president and chief executive officer, justified that conclusion during a panel session at the American Advertising Federation convention last week in Washington (also see page 34). Mr. Johnston, in a prepared statement, gave the results of a JWT survey of 200 adult viewers ("very preliminary, a small sample") which the agency plans to expand.

According to Mr. Johnston: "Of the people surveyed 10% told us that they had

“Of the people surveyed 10% told us that they had considered not buying a product because it had been advertised on a program they considered excessively violent. Eight percent reported that they had actually taken such action . . . I cannot imagine any advertiser who would risk negative sales of those proportions.” *JWT's Johnston*

considered not buying a product because it had been advertised on a program they considered excessively violent. Eight percent reported that they had actually taken such action . . .

“Here is a programming environment which can actually turn off sales. . . . Even . . . if it were 4%, I cannot imagine any advertiser who would risk negative sales of those proportions.”

As for viewing, he explained that more than two out of five adults said they avoided those programs they considered too violent. In addition, he said, one-fifth of

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**Are the media overloading our senses?** That question was debated last week following a presentation of J. Walter Thompson's "The Desensitization of America." Panelists at the AAF session were (l-r) Dr. George Gerbner, University of Pennsylvania; Thomas Swafford, CBS; Arnold Kretchmer, *Playboy*; moderator Herbert Klein, Metromedia; Don Johnston, JWT, and Arnold Grisman, JWT, who narrated the presentation.

the men and one-third of the women reported preventing children from watching shows considered too violent. He said that public hostility to TV violence is growing and "I am convinced it will make itself felt more and more, in letters of protest, and in product boycotts."

Mr. Johnston's remarks followed the screening of "The Desensitization of America"—a 40-minute presentation of slides, film, and audio track assembled by JWT and narrated by the agency's executive president, Arnold S. Grisman. (At an earlier presentation last month for a select audience, it was noted that two JWT clients, Kraft and Eastman Kodak, already have taken steps not to advertise in violent programs.)

The presentation demonstrates the increased emphasis on sex and violence over the past two decades. It claims that a "constant escalation" of media sensations is causing us to lose "our capacity for feeling . . . We seem to be heading for a period of sensory overload." The "obvious victims of social stress," it holds, are young people who have grown up with such media bombardment.

On the AAF panel with Mr. Johnston were Dr. George Gerbner, dean, Annenberg School of Communications, University of Pennsylvania; Arthur Kretchmer, editorial director, *Playboy* magazine, and Thomas Swafford, vice president, program practices, CBS-TV. The moderator was Herbert Klein, vice president, Metromedia.

In reference to the presentation itself, Mr. Johnston said that television as a whole was not being questioned but only the elements exploiting violence. In preparing for the presentation, he said JWT grew to believe that, given violent models, young people's "behavior will probably turn violent;" that unstable adults have modeled their actions on TV crimes; that "excessive doses of violence tend to desensitize even stable adults," and that heavy viewing of TV violence creates paranoia—"the streets of many of our

cities are bad enough, but they're not that bad."

Mr. Kretchmer, however, argued that "we've been a little conned this morning," claiming that much of contemporary media has provided sensitizing experiences, such as the music of Bob Dylan or the comedy of Lenny Bruce. All told, he said, he prefers today to the "neurotic" 50's and said that whoever would control the flow of media would be a dictator.

Mr. Swafford questioned whether the presentation was condemning society or "condemning the media that reflect that society." He also exchanged words with Dr. Gerbner concerning the academician's claim that there may have been a reduction in violence during family viewing time but there was an increase after that period and during children's programming during Saturday mornings. Dr. Gerbner also used the AAF convention to release an addendum to a violence profile he issued last month. Mr. Swafford said his figures showed the elimination of violence during family viewing. Dr. Gerbner disagreed but applauded CBS as a leader in reducing TV violence.

**Gerbner 'addendum' to violence study doesn't change earlier conclusion: violence hasn't decreased much**

The over-all amount of violence on network dramatic programs has remained "substantially unchanged, fall or spring, since 1974." So concludes Dr. George Gerbner, dean of the Annenberg School of Communications at the University of Pennsylvania, and the country's foremost student of TV violence.

Dr. Gerbner released last week an addendum to his "Violence Profile Number Seven," (BROADCASTING, April 5) and circulated it at the AAF convention. The full report now includes the 1976 spring season.

According to the report, samples of the fall and spring seasons 1974-1976 show a "slight upturn in the 'family hour' Violence Index (except on CBS) and a

corresponding decline during late evening and weekend daytime hours."

It holds that violence during the 8-9 p.m. EST period decreased only on CBS with the advent of family viewing. CBS was also named as the lowest in late evening violence. The study noted that violence during the current family hour period has risen at NBC since 1975 and has increased at ABC during the spring season.

During "children's hours," ABC had the lowest amount of violence although CBS and NBC figures are going down, the report said.

## AAF delegates urged to resist regulatory strangulation

**Outgoing Chairman Nichols calls stronger stand at the local level; Bell, Giltitz mix some good and bad news for the conference**

One message of the American Advertising Federation's 1976 convention could hardly have been clearer. It was voiced by many sources but carried the same warning: Advertising is in the fight of its life against "overregulation."

And so too is the free enterprise system. In a single keynote session: The government man—Thomas S. Kleppe, secretary of the interior—warned that "individuals lose their freedom through overregulation." The businessman—Donald M. Kendall, chairman and chief executive officer of Pepsico Inc.—asserted: "Your problem is that business itself may be regulated out of business . . . They're not after the golden egg [advertising]; they're after the golden goose." And the academician—G. Warren Nutter, of the University of Virginia—characterized today's marketplace situation as "strangulation by regulation."

Some 400 advertising professionals and students attending last week's four-day 71st conference at the Statler Hilton hotel in Washington were called upon to improve their product as well as their image.

In an address titled "The New Game Plan—Offense", outgoing AAF Chairman Carl W. Nichols, chairman and chief executive officer of Cunningham & Walsh, claimed his tenure "confirmed what was no big secret. Despite continuous efforts by industry leaders and organizations, advertising is still very badly and broadly misunderstood by the public, and more particularly, by government officials and regulators everywhere."

While claiming not to advocate any "radical changes in the three major advertising associations [AAF, Association of National Advertisers and American Association of Advertising Agencies]," he repeated a suggestion he made last year for

*In Milwaukee It's*



**WEMP**

The Bright, Upbeat  
Personality Station . . .

The Big 50,000-watt Stereo  
Good Music Station . . .

**WNUW**

There's a new sound and new excitement in Milwaukee radio!

Top-rated personalities like Bob Barry (Billboard's #1 contemporary personality in 1975), and Tom Rivers, top-rated afternoon host, have moved to WEMP.

Award-winning newsmen like Bob Betts, Doug Kiel and John Bartel keep Milwaukee up-to-date on all the news and information on WEMP.

And there's music, music, music on Personality WEMP and WNUW's delightful FM 99, the new Good Music leader in Milwaukee.



**CLIFF BARBORCA**  
Exec. VP, Gen. Mgr.

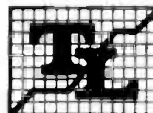
Cliff Barborca, nationally recognized leader in radio broadcasting, revolutionized WEMP-WNUW.

He built a new concept in Music-Personality-News-Information for WEMP, geared to a marketing study of Milwaukee.

He restructured WNUW with the winning FM 99 Stereo Sound of Good Music and let Milwaukee know about it through unprecedented promotion.

Barborca, former Sr. VP of John Blair, knows national reps; so he chose Torbet-Lasker for national sales. The T-L men are anxious to update you on Milwaukee radio, 1976 AB (After Barborca).

*Now represented nationally by*



**TORBET-  
LASKER,  
Inc.**

New York Chicago Detroit Atlanta Memphis  
Dallas Denver Los Angeles San Francisco Seattle



# TRY TELLING HIM THAT THE BEST THINGS IN LIFE ARE FREE.

## **Storer stations are concerned about the aged and are doing something about it.**

For many of the 22 million Americans 65 and over, life is becoming a struggle for survival.

Because most have fixed incomes, inflation is devastating them. Nearly one in six lives in poverty. It's estimated that one-third gets fewer than 3 meals a day. Some are starving. Others literally eat from garbage cans.

As rents rise, many are forced into "gray ghettos" in big city slums. Lonely and often ill, they become prey for drug pushers and other criminals when they venture out. Purse-snatching, for example, is especially common when Social Security checks arrive.

Storer Stations believe we must start making adequate provisions for our senior citizens. And

now. For when the year 2000 rolls around, it's estimated the average American will live to age 90.

WSPD-TV in Toledo is one with an ongoing commitment to the plight of the aged. Recently, for example, they produced a six-part mini-documentary series on the problems they face. Covered were prominent legislators, experts in Social Security, transit, housing and nursing homes as well as senior citizens.

WSPD-Radio, meanwhile, on successive "People to People" programs held discussions alerting Toledoans to two new area services: 1. home health aid for the elderly unable to clean their homes or leave them to buy food and medicines; and 2. the availability of meals three times a day for the elderly, particularly those unable to prepare food for themselves.

In Milwaukee, WITI-TV

programmed a half-hour special on elderly citizens as victims of crime. The program focused on federally funded Neighborhood Security Aides that could be used in high crime areas to patrol the streets. WITI-TV's "Contact Six" often comes to the rescue of senior citizens, too.

All Storer Stations believe it's important to get involved in the affairs of the communities they serve.

The way we see it: the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

**Broadcasting that serves.**

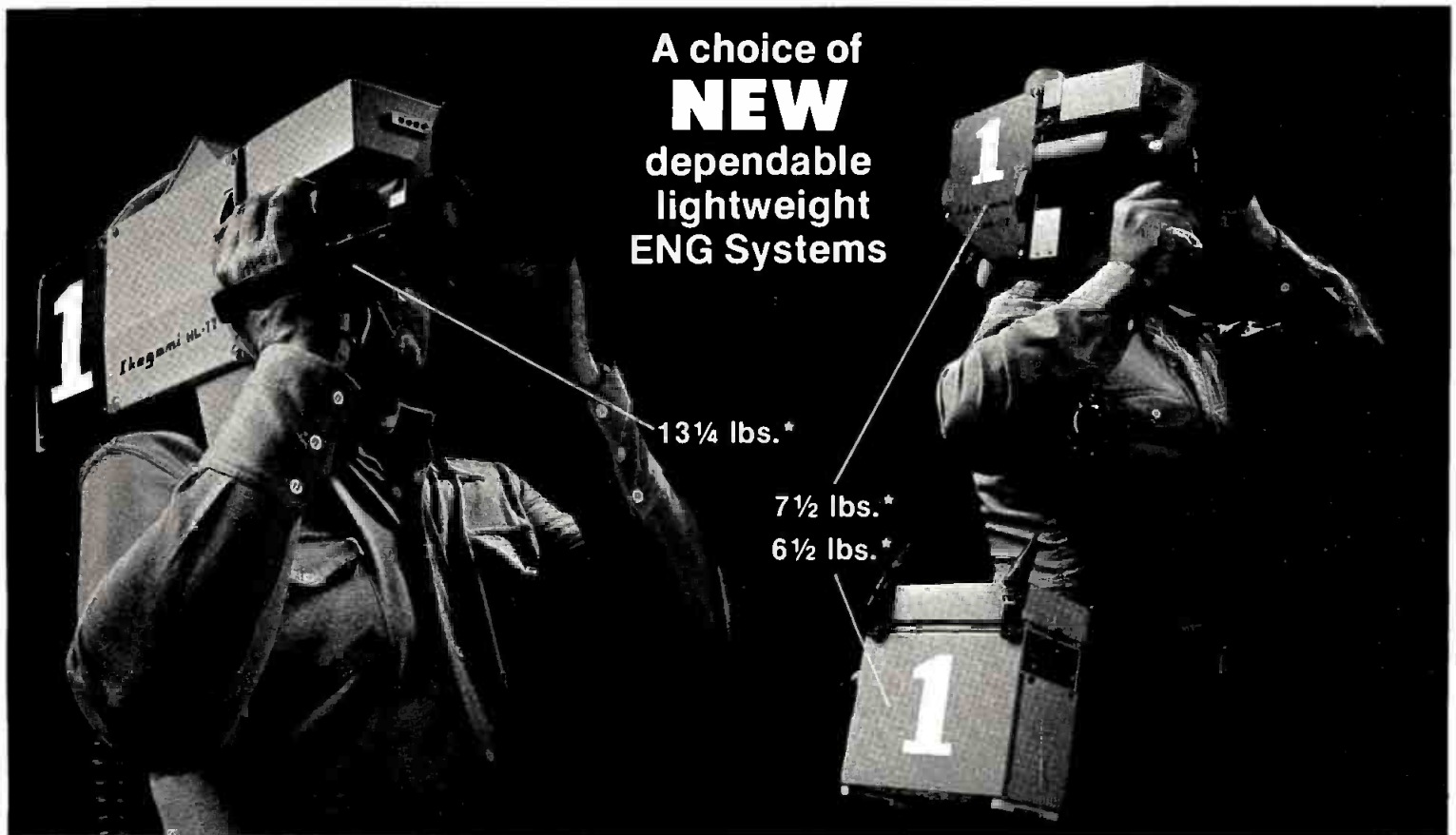
THE  
**STORER  
STATIONS**  
STORER BROADCASTING COMPANY

# IKEGAMI

ENG SYSTEMS

## 300 CAMERAS IN SERVICE

... more broadcast-quality IKEGAMI Systems in the field than all other manufacturers combined.



A choice of  
**NEW**  
dependable  
lightweight  
ENG Systems

13¼ lbs.\*

7½ lbs.\*

6½ lbs.\*

### ALL-IN-ONE "IKE"

### ONE AND ONE "MINIMATE"

Ikegami ENG Systems dominate the industry because one user tells another they're the "dependables". They're debugged, ruggedized, get instant service nationwide.

Now we've dramatically cut the weight and power consumption of the "dependables". With no sacrifice of broadcast-quality colorimetry, stability or sensitivity. Result: you get film-camera freedom of movement.

You can have the HL-77 as a single on-the-shoulder unit at only 13¼ lbs.\* Or the HL-37 at 7½ lbs.\* with a separate

process pack of 6½ lbs.\* you can sling from a shoulder or rest on the floor.

Only Ikegami gives you a choice.

#### Outstanding Performance Features

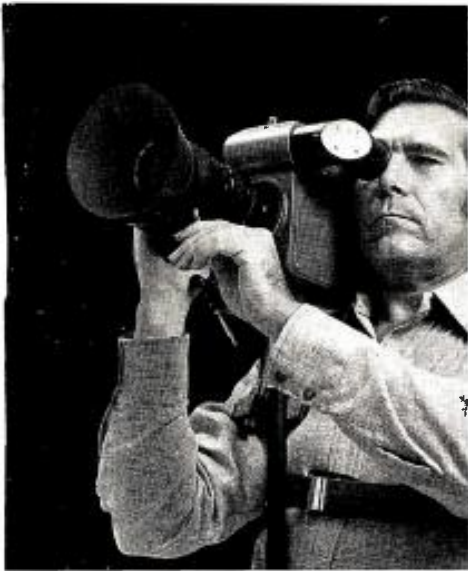
Both configurations give you F/1.4 prism optics; auto white and auto black balance; concentric color temperature compensation and neutral density filter wheel; two-line detail correction; quick start via a four-second preheat circuit; I&Q encoder; RS-170 sync (optional gen lock); -6dB and +12dB gain; picture capability at 6ft.-candles.

**IKEGAMI**  
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Long Island City, New York 11101 (212) 932-2577

\*Weights do not include lens or 3 lb. battery pack.



## Ask the man behind the **IKEGAMI** camera at these stations . . .

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<b>KAKM-TV</b> Anchorage, Ala. 907 276-7070	<b>WMHT-TV</b> Schneectady, N.Y. 518 356-1700
<b>WDSU-TV</b> New Orleans, La. 504 588-9378	<b>KOOL-TV</b> Phoenix, Arizona 602 257-1234
<b>WWJ-TV</b> Detroit, Mich. 312 222-2000	<b>WBNS-TV</b> Columbus, Ohio 614 224-7121
<b>KSD-TV</b> St. Louis, Mo. 314 421-5055	<b>WTJV-TV</b> Miami, Fla. 305 377-8241
<b>WRGB-TV</b> Schneectady, N.Y. 518 377-2261	<b>WJBK-TV</b> Southfield, Mich. 313 557-9000
<b>WIS-TV</b> Columbia, S.C. 803 799-1010	<b>KIRO-TV</b> Seattle, Wash. 206 624-7077
<b>WESH-TV</b> Winter Park, Fla. 904 253-7616	<b>WJZ-TV</b> Ballimore, Md. 301 466-0013
<b>WSB-TV</b> Atlanta, Georgia 404 892-3456	<b>KTVU-TV</b> Oakland, Calif. 415 834-2000
<b>WBZ-TV</b> Boston, Mass. 617 254-5670	<b>KOMO-TV</b> Seattle, Wash. 206 624-6000
<b>WSOC-TV</b> Charlotte, No. Carolina 704 372-0930	<b>WHIO-TV</b> Dayton, Ohio 513 254-5311
<b>WIIC-TV</b> Pittsburgh, Pa. 412 321-8700	<b>KYW-TV</b> Philadelphia, Pa. 215 238-4700
<b>WATE-TV</b> Knoxville, Tenn. 615 637-9666	<b>WGN-TV</b> Chicago, Ill. 312 528-2311
<b>WSM-TV</b> Nashville, Tenn. 615 749-2244	<b>WCBS-TV</b> New York, N.Y. 212 765-4321
<b>KPRC-TV</b> Houston, Texas 713 771-4631	<b>WABC-TV</b> New York, N.Y. 212 581-7777
<b>KING-TV</b> Seattle, Wash. 206 682-3555	<b>WTNH-TV</b> New Haven, Conn. 203 777-3611
<b>KWTV-TV</b> Oklahoma City, Okla. 405 843-6641	

**Additional Stations on Request.**

“Let’s not kid ourselves, the new battlefield for the advertising industry is definitely at the state and city level . . . Local restrictions set precedent for national actions.”

*AAF’s Nichols*

a combined government relations effort in Washington.

A joint committee, he said, could analyze the industry’s needs and create a game plan, prevent unnecessary repetition of work and expense and foster improved coordination.

While a good deal of the convention talk revolved around the Federal Trade Commission, Mr. Nichols shifted the focus: “Let’s not kid ourselves, the new battlefield for the advertising industry is definitely at the state and city level . . . Local restrictions set precedent for national actions.” In particular he applauded the Portland Advertising Federation for its “partial victory” against the publicly owned transportation system there which five years ago banned advertising on buses but now allows interior transit cards.

(He also noted that the AAF club achievement awards committee selected Portland as the [senior] club of the year and its president, Tom Hougan, as [senior] president of the year.)

Mr. Nichols urged members to make clear to regulators and the public the consequences of “their attempts to dictate what we say.” He made his point by showing a mock TV advertisement which drew many laughs as claims were made and then disclaimed. It seemed to represent the advertisers’ case against several rules, most notably the FTC’s proposal on food advertising (BROADCASTING, Nov. 11, 1974, et seq.). Mr. Nichols added more significance to the spot when he noted that Cunningham & Walsh had prepared it four-and-a-half years ago.

He also suggested face-to-face meetings with government officials and announced that confirmation had just then been received for a White House forum similar to one held last fall. (Just whom the AAF will meet has not yet been decided.) AAF members followed his charge on the convention’s final day when they headed up to Capitol Hill for meetings with their congressmen.

Mr. Nichols bemoaned the lack of advertising expertise on the FTC, asking: “Wouldn’t it make sense to have at least one full-time person on their payroll who is an advertising expert?” He offered AAF’s services in supplying the agency with a list of qualified candidates.

On the positive side, he noted that AAF had achieved financial stability and that James S. Fish, vice president, General Mills (he assumes the chairmanship of AAF July 1), along with Dancer-Fitzgerald-Sample, has prepared a long-

range marketing plan for the AAF.

The specifics of activity on the regulatory front were outlined by AAF President Howard H. Bell and Executive Vice President Jonah Gitlitz. Mr. Bell shared the “good news”—namely the Supreme Court’s decision last month extending some First Amendment protection to commercial speech, and a district court judge’s ruling in favor of a Denver advertising review board.

Of the Supreme Court decision which outlawed the state of Virginia’s ban on prescription drug advertising (BROADCASTING, May 31), Mr. Bell quoted: “Society also may have a strong interest in the free flow of commercial information.” Mr. Bell said the ruling may embrace what he considers “unwarranted regulation” in the future—and more specifically, the areas in which the FTC goes beyond just regulating deception.

From last April’s ruling in the Denver case he quoted the judge as affirming self-regulation as “an exercise of constructive citizenship. In that case, a reducing salon franchisee had filed suit against the decision of a review board. “The Denver case strikes a real blow for advertising freedom,” Mr. Bell said.

Support for self-regulation also came in a letter to the AAF from President Ford. “The high standards of self-regulation you endorse have been an important factor in the emergence of advertising as a major communications link between producers and consumers and as an influential force in the development of the American economic system,” the White House letter said.

The task of relaying the good, as well as the “bad news,” was left to Mr. Gitlitz. Although there were serious issues, he said, the past year has been “the least volatile year in recent memory.” The relative cooling, he said, could be attributed to the election year with only top priority issues receiving attention, and to “the mood of the country (which) has grown conservative” in regard to big government.

Along with praise for local advertising court decisions, he warned AAF members about actions in many areas, among them: food advertising, over-the-counter drugs, product testing, comparative advertising, alcohol advertising, lobbying, advertising taxes, public utility advertising, new FTC powers, the consumer protection agency, corporate disclosure and corrective advertising.

Incoming AAF Chairman Fish said he does “not intend to change the direction or momentum” of the AAF. Its four major functions—advertising standards, advertising education, public service and government relations—he said, will continue. Mr. Fish also promised definite goals for each AAF division.

**The chairmen: Collier’s a hit in debut before advertising people; Wiley talks on family viewing**

FTC Chairman Calvin Collier and FCC Chairman Richard Wiley addressed AAF

# “GENERATES GENUINE EXCITEMENT...”

... says WOTV, owner of first *Compositor I*  
Titling/Graphics System.



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April 23, 1976

Mr. Paul Warnock  
President  
TeleMation, Inc.  
P. O. Box 15068  
Salt Lake City, Utah 84115

Dear Paul:

The new TeleMation TCG3000 Character Generator has proven to be a very delightful surprise. It seems to measure up to just about all of our expectations and then some. I thought you would like to know that it has generated more genuine excitement and enthusiasm on the part of our employees than any other piece of equipment that I have purchased for the station in the last seven years.

May I extend our thanks to you and to those members of your staff who have contributed so much in the preparation, design and provision of this forward looking equipment and especially to Dennis Fraser, Tom Meyer and Leo Lewis. It was great having those people work with us on this project and we hope that they will continue to support us as we come to be more knowledgeable and familiar with the equipment.

I just thought you might appreciate our words of thanks.

Sincerely,

R. C. Smith  
Chief Engineer

RCS:rg



Introduced at the '76 NAB, the first *Compositor I* Titling/Graphics System was delivered to Time-Life station WOTV, Grand Rapids, Michigan, on April 17.

The results?

WOTV Chief Engineer R.C. Smith writes that the *Compositor I* "has generated more genuine excitement and enthusiasm on the part of our employees than any other piece of equipment that I have purchased for the station in the last seven years."

We wish to thank Mr. Smith for his appraisal, and extend an invitation to all Broadcast Managers and Engineers to compare these *Compositor I* features with any other multifont character generator:

- **Mixed-Font Pages.** Some "multifont" systems can display only one font at a time. The *Compositor I* allows the operator to mix fonts on a single page, within a row or within a single word.

- **High-Capacity Disk Memory.** Some character generators require a disk change between font changes, page storage, and program loading. In the *Compositor I*, all fonts, as well as the computer program and up to 800 composed pages, are stored on a single disk and are always available — from any keyboard location.

- **Camera Quality Characters.** The *Compositor I* obtains maximum character smoothness by using character "elements" smaller than the limiting resolution of the television system itself. It incorporates line-by-line vertical resolution and provides horizontal elements of only 29 nsec width — in contrast to the 45 to 65 nsec element width typical of other comparably priced systems. The *Compositor I* thus provides on-air characters that are virtually indistinguishable from camera reproduced artwork.

- **Automated Election Reporting.** With the addition of the TED (Television Event Display) software package, the *Compositor I* automatically compiles, formats, totals, and displays election returns. No additional hardware is required.


- **Selection of 28 Colors.** With the EC-3000 Colorizer/Background Option, characters and/or backgrounds can be colored any one of seven hues, with each hue available at any one of four luminance levels. Black, white, and two levels of gray are also keyboard-selectable. Each character can be colored separately. Background colors can be changed in four-scan-line intervals and background color can be substituted for character color to provide multi-hued characters.

- **Selectable Character Edging.** The basic edging option (EO-3000) provides a selection of border, "drop" shadow, or outline; while the EO-3001 Expanded Edging Option adds "slope" shadow and multiple border/outline widths proportioned to the font size.

**For more information about the Compositor I, send us the coupon below or call TeleMation Broadcast Sales collect at (801) 487-5399.**



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Please add my name to your mailing list.



**The regulator and the regulated.** At last week's American Advertising Federation convention, Calvin J. Collier, chairman of the Federal Trade Commission (top) discussed possible implications of the Supreme Court's Virginia ruling. Outgoing AAF Chairman Carl W. Nichols (l) and his successor James S. Fish (r) outlined AAF challenges.

court's "reasoning tends to support the view that unfairness can be prohibited. . . . And its references to the advertiser's superior vantage point to get the facts has not escaped our attention." Over-all, however, he said the decision raises "more questions than answers."

Chairman Wiley used his forum to discuss programing—namely one of television's "major defects: the depiction of excessive and gratuitous violent and sexual material to the point that, in some cases our citizens—including our youth—have become, I think, desensitized to the excesses which they are viewing." That statement followed words of praise he had for a J. Walter Thompson presentation, "The Desensitization of America" which was on the AAF agenda shortly before his speech (see page 33).

As he has done before, he defended his actions regarding family viewing which, he said, the American public has accepted overwhelmingly. He quoted a *TV Guide* study released last week which showed that 80% approved the concept. The chairman said the American public is willing to accept new concepts. He also said that broadcasters are making strides in reducing TV violence and gave special recognition to CBS whose vice president, program practices, Thomas Swafford, was also seated at the head table.

Chairman Wiley said he has done all that he properly can and called upon efforts by the advertising community. "Your right to freely advertise carries with it a moral responsibility. . . ." [to the public.]

Other regulators addressing the convention included two representatives of the FTC's Bureau of Consumer Protection: William D. Dixon, special assistant for rulemaking, and Richard B. Herzog, assistant director for national advertising. They were interviewed by William W. Rogal of the law firm of Sloane & Rogal, AFF counsel.

Most of the questions called upon Mr. Herzog's expertise. Regarding the much-discussed Supreme Court decision, he noted the "legal metaphysics" and raised the query whether a state could ban an obscene advertisement if the product was legal. As for the FTC's proposed rule covering the prescription drug advertising ban, he said certain parts may be moot but no official decision on it has yet been made. Other parts of the rulemaking, he said, were not touched by the court ruling.

When asked how an advertising agency can protect itself from being called on the carpet by the FTC, he said the agency should be "intellectually aggressive . . . like a lawyer with his client."

luncheons, and neither dropped any bombshells.

At the outset, Chairman Collier explained that he had tried to refuse AAF President Bell's offer that he appear. Claiming that the invitation came when he was just one week into the chairmanship, he said he believed he couldn't use the forum for newsmaking as previous FTC chairmen traditionally have. The crowd however, broke into applause and laughter when he said he had "no new rules to spring upon you." And again a similar response resounded when he said he was told: "The less you say, the more we're going to like you."

Mr. Collier took the opportunity to share his own views of the impact of the Supreme Court's lifting of the state of Virginia's prescription drug advertising ban—a decision that "turned the old approach on its head." And in introducing his subject, he was quick to point out the irony that at last year's AAF convention, then-Chairman Lewis Engman had announced rulemaking to prohibit such a ban (BROADCASTING, June 9, 1975).

Although the high court extended First Amendment rights to commercial speech, Chairman Collier said, it held that untruths could still be regulated. And, he explained, "in carving out this exception . . . it is possible that the FTC Act as

amended . . . defines the constitutional limits of government power."

That being the case, he said, "the stakes are much higher than we thought they were. When we at the FTC make a mistake, we run the risk of stepping on constitutional toes." And if the FTC Act is now closer to the protected realm under the First Amendment, he said, and "our expertise is based in large part on the statutory fabric of administrative law, it is difficult to see how the courts could reject our findings without overturning these laws." Mr. Collier stated his belief that the FTC's authority to "fence in violators" will not be greatly affected by the decision, and among other things, it will keep its power to issue cease and desist orders as injunctions.

Chairman Collier also said that the court established listeners' rights, which, he added, probably aren't any less valid than those of the speaker. He noted that listeners now have a right or potential to "challenge restrictions on free speech . . . Listeners' rights are derivative. They are not entitled to hear deception or unfair claims even though they are not themselves deceived or injured." The chairman said he expects that this will strengthen the case for citizens who wish to act as intervenors in commission proceedings.

In addition, the chairman said that the

## Advertising Briefs

**Freshly picked.** Newly-created Detroit Radio Advertising Group has named five to its board of governors. Selected were: Joseph Kelly, Detroit sales manager for ABC Radio; Jay Hoker, WXYZ(AM) general

sales manager; James L. McQuaide, manager of Radio Advertising Representatives office there; John Risher, WDEE(AM) station manager, and Jim Forrer, manager of RKO Radio Representatives office there.

**Yes, we have no ...** Chiquita Brands, bananas subsidiary of United Brands Co., has selected W.B. Doner & Co., Southfield, Mich., to handle national advertising. Doner succeeds BBDO and Young & Rubicam; latter serves as United Brands agency in Europe.

**No thanks.** Thomas Sowell, economics professor at University of California at Los Angeles, has withdrawn his nomination as member of Federal Trade Commission. Mr. Sowell, who was nominated by White House last April (BROADCASTING, April 12), had been seeking full seven-year term, but was nominated to complete term expiring in September.

**Bicentennial commercials.** Masscasting Production Studio, Boston, has formed special unit to make commercials with Bicentennial theme. Debra Goldstein, firm's production coordinator, heads unit, which has already developed music, costumes, pipe and drum corps and location rights.

**Name change.** Stanford & Taft firm is now Sparky Taft and Associates, according to its president, Norman F. (Sparky) Taft. Other half of former name, Tom D. Stanford, has left agency; his future plans have not been announced.

**Candidate's how-to book.** Taft Broadcasting Co. is giving away booklets to political candidates which discuss everything from buying commercial time to laws governing political broadcasting. Copies are available from *Taft Broadcasting Co., 1906 Highland Avenue, Cincinnati 45219.*

## Another state ban on advertising bites the dust

**Supreme Court says California regulation involving prescription eyeglasses should be reviewed; in separate case, highest court refuses to overturn FTC prohibition on ads that disclaim connection between eggs and heart attacks**

For the second time in two weeks, the Supreme Court has held that a law forbidding pharmacists from advertising prescription drug prices is unconstitutional. The court, in another action, directed a lower court to re-examine a Californian regulation prohibiting the advertising of prescription eyeglass prices.

But in yet another case involving advertising last week, the court indicated it is not about to remove all restraints on advertising because of the First Amendment. It refused to review a Federal Trade Commission order prohibiting advertising that there is no evidence that eggs cause heart attacks.

The order dealing with the law barring the advertising of prescription drug prices

in California was a brief one, merely affirming the ruling last May, of a three-judge court in San Francisco that declared the law unconstitutional. Two weeks ago, the high court held such a law in Virginia was a violation of the First Amendment guarantee of free speech—the first time that court has held that strictly commercial speech is entitled to some First Amendment protection (BROADCASTING, May 31).

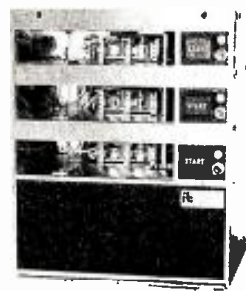
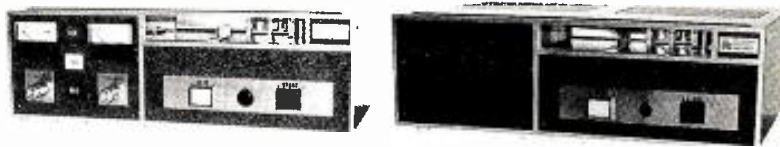
Prescription drug advertising is permitted in 23 states, but in the other states, laws or private professional codes bar it. The FTC has proposed regulations to outlaw such bans, and a spokesman said it would pursue those changes even though

the Supreme Court's decisions seemed to make the question academic.

The court, in remanding the case involving the advertising of prescription eyeglass prices, directed the district court for the Central District of California to consider whether the regulation barring such advertising violates the consumer's First Amendment "right to know." The court said the case should be considered in light of the decision on the Virginia law barring prescription-drug price advertising.

The First Amendment was of no aid to the National Commission on Egg Nutrition in its effort to have the Supreme Court overrule the FTC's ban on advertis-

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## Measure all others against us

Other cartridge machines are copies of ITC's, but won't perform like ITC's. The differences are inside. Design innovations, master workmanship and superb customer services are ITC marks of leadership in quality cartridge equipment. We'll prove it with our famous 30-day guarantee of satisfaction. Write. Or phone us collect: 309-828-1381.

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

Form 112-0006

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ing that there was no evidence eggs cause heart attacks.

The U.S. Court of Appeals in Chicago upheld the ban, saying that egg producers could advertise that eggs are safe provided it also warned purchasers that the subject is a matter of scientific dispute. The court also cited the long-standing principle that "there is no constitutional right to disseminate false or misleading advertisements." And the Supreme Court rejected without comment the National Commission's appeal based on the ground the ban violated commercial free speech rights.

The FTC ban is temporary. It is designed to bar such advertising only until the agency completes an investigation into the question of whether the advertising is deceptive.

## The RAB team on measurement services

**Members of committee that will explore improving ratings situation are chosen; Krelstein is chairman, and he says they'll meet this month**

The make-up of the special Radio Advertising Bureau task force to stimulate continuing improvements—and continuing competition—in radio audience measurement services (BROADCASTING, May 24) was announced last week.

Harold Krelstein of Plough Broadcasting, chairman of the task force, said its members would hold their first meeting before the end of this month. "We will vigorously pursue all possible avenues to improve radio's situation with respect to audience measurement," Mr. Krelstein said.

Formation of the task force was authorized by the RAB board as a means of making rating services more responsive to questions raised by broadcasters regarding their methods and procedures, stimulating "measurement improvements where needed" and encouraging measurement "by at least two competitive measurement sources on a multimarket basis." The encouragement of continuing competition has been interpreted as a response to indications that agencies have been increasingly relying on Arbitron Radio's measurements, and decreasingly on those of Pulse Inc., for justification of audience claims.

Named to serve with Mr. Krelstein on the task force were Sol Agovino, Katz Radio, New York; James P. Arcara, Capital Cities Communications, New York; Arthur W. Carlson, Susquehanna Broadcasting, York, Pa.; Dwight Case, RKO General, Los Angeles; Sam Cook Digges, CBS Radio, New York; George Duncan Metromedia Radio, New York; Ralph Guild, McGavren-Guild, New York; L.G. Jones, Southern Broadcasting, Winston-Salem, N.C.; Philip H. Roberts, Greater Media, New York; Lester M. Smith, Kay-Smith Enterprises, Bellevue, Wash.; Jack Thayer, NBC Radio, New York, and Carl J. Wagner, Taft Broadcasting, Cincinnati.

## FCC remembers 'forgotten' half of fairness in WHAR case

**Affirmative-obligation element of doctrine, in which broadcasters are required to devote time to controversial issues, is invoked in decision involving strip mining**

For years broadcasters have been told they have an obligation to devote time to the discussion of controversial issues of public importance and to deal with them fairly. For the first time last week, the FCC enforced the first and, as it has been called, "the forgotten" half of the fairness doctrine.

WHAR(AM) Clarksburg, W.Va., located in strip-mining country, was told that it had violated the doctrine in its failure to cover adequately the controversial issue of strip mining. And it was directed to inform the commission in 20 days as to how it intends to remedy that failure.

Never before, officials said, has the FCC overridden the news judgment of a licensee in that manner. Several other complaints over the years about alleged licensee failure to cover significant issues have been rejected by the commission.

Accordingly, lawyers for Media Access Project, who filed the complaint in behalf of Representative Patsy Mink (D-Hawaii), and a local resident, O.D. Hagedorn, feel the decision could open the door to complaints against other stations.

MAP's Harvey Shulman and Collet Guerard issued a press release in which they pointed to the commission's emphasis on the importance of local programming in dealing with controversial issues of public importance. Stations can no longer rely "on network programming or on 'rip and read' news service to cover controversial issues of public importance," the release said. "From now on, broadcast stations cannot just be network spigots."

WHAR had said it presented "a significant amount of information" on the strip-mining issue, but none of it was locally produced, and the station was unable to document the programming it said it had presented.

The commission made it clear it regards strict adherence to the fairness doctrine—including the affirmative-obligation aspect—as the single most important requirement of operation in the public interest. And this obligation, it added, "includes informing listeners of issues of particular concern to the communities in which they are licensed to serve."

The commission said it found even more significant than the absence of locally originated programming on the strip-mining issue the fact that WHAR could not state with any certainty what specific programming it broadcast on the issue. The evi-

dence indicated that the licensee had delegated its programming responsibility and had not made a sufficiently diligent effort to inform its listeners, the commission said.

However, the importance of the case in terms of precedential value was hard to gauge. The commission, in its letter to WHAR, indicated it thought the case involved exceptional circumstances.

The complaint grew out of an effort on the part of Representative Mink, who was at the time sponsoring antistripping legislation in Congress, to persuade WHAR and a number of other stations in 1974 to present a 11-minute tape regarding her proposal. She said it would counter a program provided by the U.S. Chamber of Commerce. But WHAR refused the tape; it said it had not been carrying any programs on the strip-mining controversy (it later said it had not aired any locally produced programming on the issue).

For a precedent-setting case, if that is what it was, it did not generate much enthusiasm, one way or the other. As one official said, the commissioners approached it "without much eagerness." But it was approved on the consent calendar on Tuesday with virtually no discussion. And although there were no dissenting votes, only four commissioners—Robert E. Lee, Charlotte Reid, Benjamin L. Hooks and Abbott Washburn—were listed as voting for the action, while Chairman Richard E. Wiley, James Quello, and Glen O. Robinson concurred in the result.

The action seemed to go against the grain of the policy the commission has been trying to follow in fairness cases, one of allowing broadcasters wide discretion in handling controversial-issue programming. And one official said privately, "It's fair to say we would have taken very little" from WHAR as evidence of compliance with the affirmative obligation of dealing with such issues.

WHAR said it doubted the FCC had the last word on the issues to be dealt with on the air. But the commission appeared to feel it had no choice but to find the station in violation if the first half of the doctrine was to have any meaning. It said in its letter to WHAR that it did not intend to intrude into a broadcaster's day-to-day editorial judgments. But, it added, some issues are so critical or of such great public importance that it would be unreasonable for a licensee to ignore them completely.

And the extensive amount of supporting material the complainant filed, the commission said, demonstrated that strip mining is a matter of extreme importance to the people of Clarksburg. It would be unreasonable for WHAR to deny that strip mining is a critical controversial issue of public importance in the area, and that an apparent total failure to cover an issue of that importance raises serious questions as to whether the licensee acted reasonably in fulfilling its fairness doctrine obligation.

The case seemed to look different from Clarksburg. Robert Hilber, general manager of the station, said that the FCC-required ascertainment-of-community-problems surveys the licensee, Harrison Corp.,

has made in connection with the renewal of WHAR, a top-40 station, and an application for a new FM, WVHF-FM Clarksburg—have turned up interest in a number of issues. “But,” he said, “the question of strip mining doesn’t appear. We’re used to it [strip mining], so it’s no problem. So we didn’t think it was worth putting on.” Roads, jobs, law enforcement and schools—those are the issues Mr. Hilber said concern those who were interviewed for the ascertainment surveys.

However, Mr. Hilber also said he asked someone in town, “What would happen if we put on something about strip mining?” The person said, according to Mr. Hilber “You’d probably be run over by a truck.”

Didn’t that indicate interest? No, said Mr. Hilber, “I took that as a joke.”

Regardless of the station’s expressed view as to whether the issue deserves coverage, the commission’s ruling probably will not be tested in court. Theodore E. Mallyck, counsel for the station, said that although he had not yet seen the commission’s letter, he believed the station would not appeal but would comply with the commission’s directive. “We’ll come in with something; we hope it satisfies them. It will be a bona fide effort to deal with strip-mining issue, both pro and con,” he said, Mr. Mallyck also hopes the program persuades the commission to renew the station’s license; it has been pending since June 2, 1975.

## ABA report calls for overhaul of FCC rules affecting news

**It recommends throwing out case-by-case approach to fairness and substituting over-all review at renewal, it wants quotas for controversial programing; it also says cable needs no such rules and public broadcasting should be freed of its special regulations**

A committee of the American Bar Association has capped a two-year study of electronic journalism and the First Amendment with a report certain to generate new debate over FCC regulations. Indeed, the report itself will probably be controversial, with committee members viewing it as moving the commission out of the business of regulating journalism but with some broadcasters likely seeing it as enlarging the commission’s role in some areas (“Closed Circuit,” June 7). In any case, the report is aimed at producing substantial changes in the commission’s rules and policies dealing with broadcast journalism. Among other things, it says case-

by-case enforcement of the fairness doctrine is unconstitutional, and it calls for an easing or elimination of regulations affecting cable television and noncommercial television.

The report might be successful in effecting change. The committee behind it is made up of prestigious members, including two former FCC chairmen—Newton N. Minow and Dean Burch—and two former commissioners—Lee Loevinger and Kenneth A. Cox. A former FCC general counsel, Henry Geller, is the chief architect of the report. And Marcus Cohn, the Washington attorney who is chairman of the committee, expects that the report, once it receives final ABA endorsement, will be cited in commission proceedings and congressional testimony. That endorsement will probably come early next year.

It is the report’s first recommendation that is likely to disturb broadcasters. It calls for increased focus on the first requirement of the fairness doctrine, one that the commission generally has been less than aggressive in enforcing—that broadcasters devote a reasonable amount of time to the discussion of controversial issues of public importance.

How would the commission increase the focus? By adopting for television, says the report, “a general percentage guideline for informational programing,” which is defined as all programing other than entertainment and sports. (Radio is said to raise

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special problems that will be dealt with in a subsequent report.)

And, at a time when broadcast industry spokesmen and some outside observers are calling for the same First Amendment rights for broadcasting that the print media enjoy, the report makes a case for the constitutional underpinning for the fairness doctrine: "Since there are more applicants than frequencies available, the government must license stations or there will be engineering chaos; Congress has chosen a system not of auction or rent but of short-term licensing on condition that those volunteering for these licenses will serve the public interest."

The call for a new emphasis on the affirmative obligation of the doctrine to cover controversial issues of public importance is based in part on the commission's rationale, as stated in a notice of inquiry into the hearing process, as to a principal reason why the commission "has allocated so much [limited] spectrum space to broadcasting"—because of "the contribution that it can make to an informed electorate."

What's more, the report replies to those who would argue that application of a percentage guideline would violate the First Amendment. On the contrary, it said, the guideline would serve the purposes of the amendment. The question "is whether . . . the First Amendment is served by examination of an incumbent's programming without any objective standards which the licensee has the opportunity to meet." And the report commends the commission for refusing to "second guess what particular matters of public concern are covered in news and public affairs programming"—a policy the commission departed from last week in a case involving WHAR(AM) Clarksburg, W.Va. (see story, page 44).

Beyond the first recommendation, the report generally calls for a retreat rather than an advance on the part of the commission in its regulation of broadcast journalism.

Much of it argues for an abandonment of the commission policy of enforcing the fairness doctrine case by case—an argument Mr. Geller has been making in various forums and without success for years. The report contends not only that such enforcement leads the commission too far into programming matters but that it is unconstitutional—a conclusion based on the Supreme Court's May 1973 decision in the CBS v. Democratic National Committee case, in which the high court rejected any First Amendment right of access.

The report says the opinion established two points—"the congressional choice to leave broad journalistic discretion with the licensee" and "to permit private broadcasting to develop with the widest journalistic freedom consistent with its public obligation" and, second, "that the governmental oversight to insure consistency with public-interest obligations is to be on an over-all basis."

The report says that the commission should either substitute for the doctrine a system of access programming—in which

members of the public would be assured of an opportunity to present their views on radio and television—or adopt a policy of reviewing a station's fairness performance only on an over-all basis at renewal time. In the latter case, the report says, the commission would refer complaints to broadcasters as they are received to afford a "timely opportunity" to respond. But the commission would not be concerned with "an honest error of judgment," even if there were a number of close judgments. It would be concerned only if a "flagrant pattern of violation is indicated."

The report also calls for an easing of the personal attack and political editorial rules; replies to such attacks and editorials would be required only if the licensee has not achieved fairness or has not made plans to do so within a reasonable period.

And it calls on the commission to follow a "hands-off" policy in cases of alleged news distortion; the commission should get involved only where there is extrinsic evidence that the principals or top management of a licensee have given instructions to slant the news. In all other cases, complaints should simply be referred to the licensee, "with no FCC follow-up."

As for cable television, the report says the fairness doctrine and equal-time opportunities obligations familiar to broadcasters should not be imposed because of the multiplicity of channels available for response on a free or paid basis.

And the report would ease the special restrictions Congress has imposed on non-commercial broadcasting: It says the ban on editorializing is unconstitutional as a prior restraint of speech in violation of the First Amendment, and it calls for a narrow interpretation, if not elimination, of the statute requiring a "strict adherence to objectivity and balance in all programs or series of programs of a controversial nature."

The committee, whose members represent a broad cross-section of the communications bar, does not agree unanimously on all aspects of the report. But only one member, Mr. Cox, chose to file a separate statement. And it indicates that Mr. Cox, considered a hard-nosed regulator when an FCC commissioner, has not changed his views much since leaving the commission in 1970.

He endorses the idea of stressing the affirmative-obligation aspect of the fairness doctrine. But he would permit broadcasters to meet that obligation only through news and public affairs programming; the majority's definition would include such programming as religious and agricultural. And aside from the report's recommendations regarding noncommercial programming, he feels the softening approach it recommends to be unwarranted as well as unwise.

Indeed, he regards the proposed revision of fairness doctrine enforcement as being counterproductive. (He had been chief of the commission's Broadcast Bureau in 1961, when the commission abandoned a policy of reviewing fairness complaints at license-renewal time—because "it did not work"—in favor of the

case-by-case approach.) "I do not think that weakening the fairness doctrine, because of what I regard as mostly imaginary concerns that it has cowed broadcast newsmen, will advance the long-run interests of broadcasting," he said. "If the public finds that they no longer have any recourse in the face of what they regard—generally mistakenly—as abuse, I think that broadcasters will suffer a diminution in their credibility, and may eventually face more stringent controls on their freedom."

The committee members who participated in drafting the report were Dean Burch, Pierson, Ball & Dowd; Kenneth Cox, Haley, Bader & Potts; Paul Dobin, Cohn & Marks; Ben Fisher, Fisher, Wayland, Southmayd & Cooper; Henry Geller, Aspen Institute Program on Communication and Society; Henry Goldberg, Verner, Lipfert, Bernhard & McPherson; Katherine Hallgarten, Arent Fox Kintner Plotkin & Kahn; Richard A. Helmick, Morton I. Hamburg, Sinsheimer, Sinsheimer & Dubin; Albert H. Kramer, Arnold & Porter; Erwin G. Krasnow, Kirkland, Ellis & Rowe; Lee Loevinger, Hogan & Hartson; William R. Malone; Newton N. Minow, Sidley & Austin; A. Jared Silverman; Leonard W. Tuft, RCA Global Communications; Willard C. Unkenholz; Thomas Wall, Dow, Lohnes & Albertson; Howard A. White, ITT World Communications, and Donald Zeifang, National Association of Broadcasters.

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## Trespass case goes against WCBS-TV news

**Court sets damages of \$250,000 for crew's unauthorized filming in restaurant that had been charged with health-code violations**

In a decision that could have far-reaching effects, a television news team has been found guilty of trespass while covering a news story in a public restaurant.

A New York state supreme court jury ordered CBS to pay Le Mistral, an exclusive Manhattan restaurant, more than \$250,000 in damages because a camera crew from CBS's WCBS-TV New York entered without permission and took pictures that were later shown on the station's early-evening news.

Attorneys for CBS said they would appeal the decision, issued June 3. They had argued in the course of the case that such a decision would have "an impermissible chilling effect on the First Amendment." Some lawyers saw the decision as a threat to any reporter seeking information on private property.

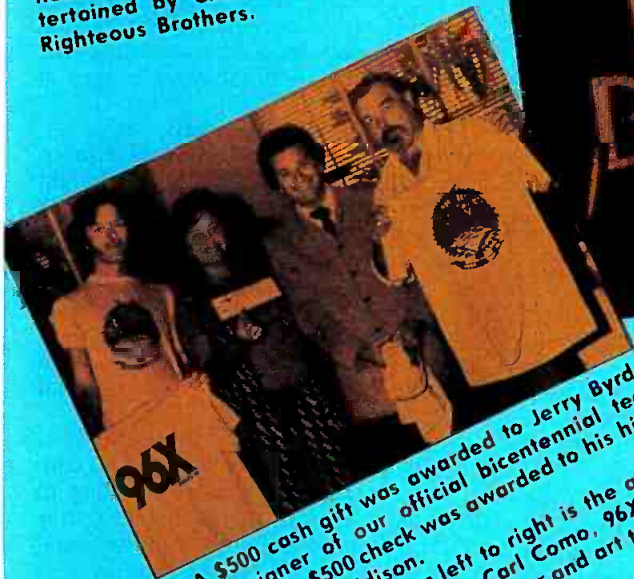
The jury decision followed a pre-trial ruling in which presiding Justice Martin B. Stecher granted a CBS motion to dismiss Le Mistral's charge that it had been

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defamed, but refused to dismiss its claim of trespass.

The "undisputed" facts about what happened, Justice Stecher said in his pre-trial decision on the motion, were that Lucille Rick of WCBS-TV and a cameraman went into Le Mistral in July 1972 to talk with the owner about charges of city health-code violations that the Health Services Administration had made against the restaurant, among others.

They went without permission and "with cameras rolling," were ordered to leave and did. The episode was shown that evening—July 6, 1972—on the 6 o'clock news, on which Miss Rich also reported health-code violation charges against 29 restaurants, including Le Mistral (and was shown in discussion of such charges with personnel of two other named offenders, the St. Regis hotel in Manhattan and Mike's Home Cooking restaurant in Brooklyn).

Justice Stecher, in dismissing Le Mistral's claim of defamation, said the Health Services Administration's actions "were a matter of legitimate public concern warranting public exposition," and that in publishing them WCBS-TV "acted in anything but an irresponsible manner, truthfully reporting the department action."

However, he continued:

"The right to publish does not include the right to break and enter or the right to invade or other right to enter upon and trespass upon the property of these plaintiffs. While the restaurant is a business establishment which by imputation extends an invitation to prospective diners to enter the premises and purchase a meal, that invitation is not extended to others whose business purpose is not the business purpose of the restaurant."

The ruling implicitly rejected the arguments of CBS counsel that the news team was seeking information from a public restaurant involved in a story of public interest and thus was not trespassing on the privacy of a private individual, and that "requiring the press to get prior consent for an interview from those involved in adverse publicity with respect to information about which the public has legitimate interest would have an impermissible chilling effect on the First Amendment."

The jury ordered that CBS pay the restaurant \$250,000 in punitive damages and \$1,200 in compensatory damages. The verdict is subject to review by the presiding justice and if allowed to stand may then be appealed—which CBS counsel said they would do.

## Brinkley, Brokaw move

NBC came out with some new anchorman assignments last week:

David Brinkley is returning to his old co-anchor spot on the *NBC Nightly News* "for the remainder of the political year," according to Richard Wald, president of NBC News.

Since August 1971, Mr. Brinkley has contributed editorials and special reports

to the nightly network newscast. But during the primary season this year, Mr. Wald said; Mr. Brinkley's co-anchor appearances with John Chancellor on special late-night reports from the various primary states have helped NBC's coverage chalk up consistently higher ratings than ABC's and CBS's. "We want to maintain the momentum," Mr. Wald continued, "right on through the conventions and election."

After next January's inauguration of the President, NBC sources said, the nightly newscast will probably revert to Mr. Chancellor as sole anchor, with Mr. Brinkley again picking up on his role as reporter-commentator.

Mr. Brinkley's co-anchor duties began with the June 7 telecast.

Also, Tom Brokaw, NBC News White House correspondent for the past three years, will join the *Today* program (Mon.-Fri., 7-9 a.m.) as host at the end of August. NBC News said that Jim Hartz, who has been co-host with Barbara Walters, will become a traveling co-host of *Today* and be an occasional anchorman on other news projects. Among Mr. Brokaw's enticements: an agreement that he need not present commercials.

## Madison Square Garden problems soft-pedaled by news executives

**Reassurances that Democratic national convention union hassles aren't as bad as they might be leave observers to wonder if they're not worse than anyone wants to say**

Network news executives supervising the transformation of New York's Madison Square Garden for their coverage of the Democratic presidential nominating convention there July 12-15 are encountering problems aplenty, "but nothing we hadn't anticipated."

That was the word last week from Bob Asman of NBC News, the network pool producer for Democratic convention coverage, and it was broadly endorsed by officials of ABC News and CBS News.

Less complacent were some radio broadcasters who complained bitterly—but anonymously, asking that their identities not be disclosed—about "price gouging" and "wholesale rip-offs" by the multitude of unions that must be dealt with at Madison Square.

Newspaper representatives were even more vocal, carrying their protests to the Democratic National Committee about rental prices—among other things—that they said ranged up to \$50 a day for a television set, \$55 each for typewriter stands, \$140 for a filing cabinet, \$8 for a wastebasket—plus a \$5 delivery charge. The AP reported it had been quoted a price of \$46,420 for the one-time installation and removal of equipment and facilities that were installed and removed twice

at the Democratic and Republican conventions at Miami Beach in 1972 for a total of \$14,000.

These protests were presented at a Tuesday meeting that the DNC held primarily for newspaper representatives, although some radio representatives also were reported to have been present.

One radio news executive, who asked not to be identified, said he had not been invited to that meeting but had heard of it and attended and that "the whole thing looks like a union rip-off to me." He said that, as a further example, his company had been advised by a securities officers' union that firms occupying adjoining space in the Garden could not share the cost of guards but would each have to hire its own.

Another radio representative, who also asked not to be identified, said afterward that his company had no complaints because it anticipated that problems would arise "and we're working with them or around them," but that he knew of other broadcasters less fortunate. None of the relatively few broadcasting representatives at the meeting with Democratic party officials took an active part in the session, according to the best available information.

Robert S. Strauss, Democratic national chairman, was said to have assured the meeting of his concern and promised to do the best he could to ease the problems, working with the garden management, contractors and labor unions and also seeking assistance from New York Mayor Abraham Beame and Governor Hugh Carey.

Mr. Asman acknowledged that "some of the construction costs are higher than anticipated" but said that "we're trying to negotiate on those" and that the networks have not formally complained. By and large, he said, "both the pool and the networks are coming along all right," and the pool, at least, "is not that far over its budget." Other network sources said they, too, were operating within budget range, at least thus far.

They expressed concern, however, about the possibility of severe union problems, which some sources thought might come to a head this week. A total of 28 unions operate in the Garden, making it a fertile ground for jurisdictional conflict over such questions as, in the words of one source, "who carries a piece of gear from Point A to Point B, who takes it from Point B to Point C, who takes over at Point C—and who, again, does all these things if it's on wheels."

Some radio broadcasters complained bitterly about the costs facing them and contended the TV networks were willing to meet exorbitant demands because they could pass the costs along to advertisers, whereas radio broadcasters had much less leeway in that respect. They differed as to whether the cost situation in New York was worse than in Kansas City, where the Republican convention will be held in August. Some said Kansas City costs were just as bad as New York's; others said New York's were twice as high as Kansas City's.



## Pole showdown in Carolina as phone company disconnects ATC

**Cable operator retaliates with suit for injunction against dismantling**

The continuing pole-attachment dispute between cable television operators and utility companies heated up last week when Carolina Telephone & Telegraph disconnected two systems owned by American Television & Communications from its poles for failing to pay increased rental rates.

Cable television service was cut off last Tuesday (June 8) in the ATC system serving Dunn and Erwin, N.C., and the one serving Whiteville-Chadbourn, N.C. Both systems total about 1,300 subscribers. A larger ATC system at Fayetteville, N.C., which serves more than 22,000 subscribers, is faced with disconnection tomorrow (June 15) unless a settlement is reached. CT&T, a wholly owned subsidiary of United Telephone Co., has also served notice of upcoming disconnection on Vision Cable Communication's system at Jacksonville, N.C. (about 3,000 subscribers).

No other cable systems having pole contracts with either CT&T or other United Telephone subsidiaries have been put on notice for disconnection, according to a United spokesman.

ATC has filed suit in the U.S. District Court for Eastern North Carolina seeking a preliminary injunction and damages from CT&T. (The court was expected to hear the case before the Fayetteville disconnection.) The ATC coaxial cable is still mounted on the poles but has been disconnected at the splitter in the trunk section of the cable plant. ATC is seeking a court injunction that would bar CT&T from dismantling the cable.

The cable TV industry, which has been battling both phone and power companies for years over proposed rate increases, hopes the North Carolina action will prompt FCC action. The commission had sent a letter to CT&T, before the disconnection, offering to sit down with both sides and mediate a solution using the FCC staff's rate formula guidelines. CT&T refused.

The possibility of cable pole disconnection is not unique to North Carolina or United Telephone, however. Jay Ricks, a Washington attorney specializing in cable industry pole negotiations, estimated there were "hundreds" of similar cases, where cable companies independently have resisted paying higher rates that they feel are unjustified by costs.

It has been the deadlock between cable people and pole owners on how pole at-

tachment rates should be calculated that has repeatedly brought the issue before the FCC. The commission has generally tried to avoid asserting jurisdiction, preferring to mediate an arrangement between the opposing parties. Toward that end, the commission's staff devised a basic rate formula in April 1975. Using that formula, the FCC helped mediate an agreement last fall between the CATV industry and AT&T—the largest single provider of pole attachments (BROADCASTING, Oct. 6, 1975). Other telephone companies as well as power companies that provide CATV pole attachments were not involved, however, and have so far not used the AT&T agreement as an example for setting their own rates.

Many cable systems have gone along with pole-attachment rate increases, feeling there was little alternative. CT&T, which serves 39 counties in eastern North Carolina, claims six cable companies at 10 locations have paid the new rate.

ATC did not go along and continued to pay the charge of 34 cents per 100 "strand" feet per month that was stipulated in its earlier contract. (Some pole-attachment contracts are based on a cost per pole; others involve a "strand" rental cost that includes use of both the pole and the "strand" or wire rope that supports the coaxial cable from pole to pole.) CT&T had raised the rate to 45 cents, effective April 12, 1975, and returned ATC payments that were based on the old rate schedule. Since bills are due six months in advance every six months, explained a CT&T spokesman, ATC was in arrears for about a year and a half before it was disconnected.

## Housekeeping at NCTA board meeting

**Members resolve to push for copyright and give up on forfeiture bill; committee on industry EEO is named**

The National Cable Television Association board met in Chicago last week. Copyright and the CATV forfeiture bill now pending in Congress grabbed the

most attention.

The board adopted a resolution recommending that NCTA push for passage of the copyright bill this year. But the resolution expresses opposition to an amendment offered by Representative Tom Railsback (R-Ill.) that would require the royalty tribunal to assess the impact on broadcasting of any FCC rule change affecting distant signal carriage. NCTA is concerned that the amendment introduces communications policy in the copyright bill and could invoke House Communications Subcommittee jurisdiction.

The board members concluded that passage of the bill that would give the FCC authority to fine cable systems for rule violations is probable and that further opposition would not be effective. Senator James Allen (D-Ala.) had put a hold on the bill in response to NCTA and Alabama cablecasters, but removed that hold last week, making passage almost certain. NCTA has argued that the forfeiture bill is premature since the FCC's authority over CATV is in question and the subject of congressional scrutiny.

And, responding to criticism that the cable industry has not been all that effective in the House Communications Subcommittee's cable hearings (BROADCASTING, June 7), the NCTA board expressed its intention to beef up efforts when those hearings resume, probably next month. As one board member put it, "we'll pack the room if it's necessary."

Also, members of the newly formed equal employment opportunity committee were announced last week, with the promise that an industry-wide EEO program or policy would be ready by the next board meeting, scheduled Sept. 20-21 in Washington. Committee members include James Cantor, Warner Cable; Beverly Land, Telecable; Don Anderson, Home Box Office; Charlotte Schiff Jones, Manhattan Cable; Dan Aaron, Comcast; Don Shuler, Viacom; Spencer Kaitz, California Community Television Association; Robert Felder, Mahoning (Ohio) Valley Cablevision; Clay Blanco Jr., UA-Columbia Cablevision; Sam Cooper, Cohn & Marks (Washington law firm); Mitchell Kleinhandler, Suburban Cablevision, and Audrey Sculthorpe, Teleprompter. Richard Munro, Time Inc., is chairman of the committee.

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### CINCINNATI—

Richard C. Crisler, Ted Hepburn, Alex Howard  
580 Walnut Street, 45202, phone (513) 381-7775

### TUCSON—

Edwin G. Richter Jr., Frank Kalil  
POB 4008, 85717, phone (602) 795-1050

## FCC pre-emption of rate regulation is urged by cable

**It is unnecessary and burdensome, they say; broadcasters disagree**

Broadcasters and cable operators came out with opposing positions in comments on the FCC's request for information on who should regulate cable TV subscriber rates (BROADCASTING, March 22).

In general, cable interests advocated the elimination of all regulation, especially at the local community level, while broadcasters were in favor of some form of regulation.

Warner Cable Corp. said the commission should "totally pre-empt and preclude rate regulation," but any regulation plan "should be discretionary at the option of the franchising authority rather than mandatory." The National Cable Television Association set down a recommendation that all the cable comments agreed on: The commission should "adopt a policy which permits the marketplace to determine rates," since, NCTA said, it "knows of no evidence that suggests that in those areas where basic subscriber rates are regulated by marketplace forces that this process has led to abuse."

Abuse was a key word in the cable comments. To bolster their arguments for elimination of regulation—especially on the local level—the cable firms claimed that local authorities use rate-increase requests as political tools. A group of 70 systems filing joint comments said that "Cable TV rate-increase procedures have become highly politicized and those who do try to regulate in good faith are often understaffed and have far more pressing matters at hand."

The problem of local officials not having enough staff or knowledge to regulate was cited by Warner, which claimed that expenses it incurred in hearings and other actions while trying to get a rate increase "often exceed and negate the...revenues generated by an increase. Any requirement for local approval places an unnecessary burden on the cable operator, the subscriber and the community without any appreciable benefits to offset these burdens."

Warner went on to suggest that systems be allowed to raise rates when they want to, with the franchising authority having the power to review the increase afterward and set a retroactive rollback in rates if necessary.

ABC and a number of independent stations, on the other hand, said "the commission should encourage CATV subscriber rate regulation at state levels." Unlike the situation with smaller municipalities, it said, "states have sufficient resources available to accomplish effectively this function. The summary disposal of all regulatory controls is neither warranted nor compatible with the commission's statutory directive."

## Cable Briefs

**Continental financing.** Continental Cablevision of Lansing has closed \$5.6 million loan agreement with Heller-Oak Finance Corp. to fund 650-mile CATV system serving Lansing and Holland, both Michigan. First section of system was turned on last January, with completion expected in mid-1977. System will offer 25-channel service in addition to Cinevue pay-cable movie package.

**New firm.** Cablequities Corp. has been formed by Arthur and Robert Baum, original pioneers of Vikoa Inc., to provide CATV system brokerage and management services. Cablequities has regional offices in Tenafly, N.J., and Hallandale, Fla.

**And Bethlehem makes five.** Adams-Russell, broadcast cable TV and equipment manufacturing firm, has been granted CATV franchise for Bethlehem, N.Y., its fifth franchise in that state. Bethlehem, with approximately 8,000 homes, brings to more than 18,000 total number of homes under Adams-Russell franchise for adjacent counties in Albany area.

## FCC won't bring back leapfrogging rules

**It turns down requests for another look at its decision to drop them**

Broadcaster requests to the FCC for reconsideration of its decision to delete the cable leapfrogging rules have been denied.

The commission dropped its leapfrogging rules last winter (BROADCASTING, Dec. 22, 1975) so that cable-TV system would no longer be required to carry the signals of the closest broadcast stations in preference to more distant ones. The FCC said the prohibition against leapfrogging over nearby signals had caused some CATV systems to be unable to obtain a full complement of distant signals without incurring substantial expense.

The commission concluded that removal of the leapfrogging rules would have a minimal impact on the structure of TV broadcasting.

Broadcasters however, maintained allowing CATV systems to import more distant signals would have an adverse impact particularly on independent UHF stations and their ability to offer local broadcast service. They feared cable systems would import major-market VHF stations into smaller TV markets and cause audience fragmentation that could thwart the growth of additional independent stations in rural areas.

Broadcasters seeking reconsideration included the Association of Independent Television Stations, ABC, the Association of Maximum Service Telecasters and a group of TV station licensees (BROADCASTING, March 1).

## Programming

## Boycott threatened against Lear show

**Black group protests elimination of 'Good Times' father character**

Norman Lear's decision to drop the father figure from his CBS-TV comedy series, *Good Times*, has drawn fire from the chairman of the Washington-based National Black Media Coalition, Pluria Marshall, who says that the group will begin looking into the possibility of "striking at the advertisers" whose spots are placed in the show.

The controversy started two months ago when Mr. Lear's office notified John Amos, the actor in question, that it would not be picking up his option for the show's fourth season. Sources at T.A.T. Communications, Mr. Lear's company, said the writers of *Good Times* wanted to focus more on J.J., the wisecracking older son, played by Jimmie Walker. A month later, Mr. Marshall issued a press release recounting the substance of a letter the coalition had sent to Mr. Lear asking him to reconsider the firing of John Amos. "Black children, who watch TV an average of six hours a day," the release said, "desperately need positive black male images." The father's being written out of *Good Times* signifies "the death of prime-time TV's only positive black adult male character."

In response, Mr. Lear said the *Good Times* decision is irrevocable and pointed to the father in *The Jeffersons* and Fred Sanford of *Sanford and Son* as fitting the category of positive male images for blacks. Mr. Marshall said last week that *The Jeffersons* and *Sanford and Son* are nowhere near as virile and strong as the John Amos character.

Meanwhile, John Amos has signed up for a leading role in *Roots*, the 12-hour made-for-TV movie that ABC will play off as a mini-series beginning next January.

## 'Saturday Night' routine figures in press gag order

*NBC's Saturday Night*, the late-night satire series, figures in a gag order that took effect last week on pre-trial publicity in the Claudine Longet manslaughter case.

The series had aired a sketch on April 24 showing various skiers being gunned down in mid-slalom at the "Claudine Longet Invitational Ski Tournament in Vail, Colo." Miss Longet has been indicted in the fatal shooting of skier Spider Sabich.

According to sources familiar with the case, Miss Longet's lawyer showed the *Saturday Night* clip to Judge George Lohr of the ninth judicial district, covering Aspen, Colo., where pre-trial hearings are

about to begin, as a sample of allegedly unfair publicity.

Judge Lohr then issued an order requiring that all pre-trial hearings be closed and prohibiting parties to those hearings from talking to reporters. Judge Lohr's decision was subsequently upheld by the Colorado supreme court and later the U.S. Supreme Court as the order was appealed by Denver TV stations and area newspapers.

Meanwhile, Miss Longet's lawyers prevailed on NBC to issue an on-air statement during the *Saturday Night* telecast of May 29, which said, in part, that the skit "was fictitious, and only humorous in intent . . . We want to correct any misunderstanding that we were suggesting that, in fact, a crime had been committed."

## Critics take after Abbott-sponsored show on ABC TV's

**Documentary on malnutrition was backed by formula-food maker; group denies any impropriety**

Should television stations accept substantial funding from a corporation for a documentary program in which the business firm has a direct financial interest? That question cropped up last week when the five ABC-owned TV stations carried a half-hour documentary, *The Unfinished Child's* that focused on malnutrition in pregnant women and newborn infants as the main cause of mental retardation, brain damage and learning disabilities in children. The program costs were an estimated \$370,000, and \$200,000 of that amount was provided by Abbott Laboratories, Chicago, and its subsidiary, Ross Laboratories, which makes formula foods for infants. There were no commercials in the program, but Abbott and Ross received donors' credits before and after the telecast.

Newspaper reports last week challenged the arrangement and a related facet: Abbott was given the right to show the documentary later to health-related organizations and government agencies. The implication was that Abbott would exploit the film for sales purposes.

Tom Craig, director of medical and scientific relations for Abbott, contended that "there is absolutely no intent to use the film as a sales tool. If that were so, we would have had an industrial film produced. This film is an educational vehicle; we use it in the same way we use other educational material."

ABC issued a statement saying its sole objective in producing *The Unfinished Child* was to "focus public attention on the unnecessary waste in human life." It said ABC "maintained total editorial control over the content of the program" and "neither the fact of sponsorship, nor any potential peripheral use of the film, influenced content in any way."

The program was produced for the ABC-owned stations by Lirrol Productions,

**PITS splits.** Paramount Pictures Television, a major production company, and International Creative Management, a major talent agency, have called off their joint distribution venture (BROADCASTING, June 7), just four days after it was announced. The venture, which was to have been called Paramount International Television Sales (PITS), caused "a great deal of confusion within the industry," said Alvin Schulman, the president of Marvin Josephson Associates, which owns ICM. "A lot of people thought we were getting out of the agency business, including some of our own clients." There was widespread speculation—unconfirmed by the principals—that the deal aborted on fears of antitrust complications (talent agencies are precluded from participation in TV production) or union-talent disapproval (a number of Hollywood guilds prohibit agents from being active in production, to prevent their working both sides of the street).

Los Angeles, and was narrated by Patricia Neal. Following the program, each of the stations carried a locally produced half-hour discussion show.

Philip Boyer, vice president of programming for the ABC-owned TV Stations, said critics ignored "the positive aspects" of the program. He said ABC was sure there was nothing inappropriate in the arrangement with Abbott. But he also said ABC would be careful in the future to avoid any similar situation.

## U.S. attorney eyeing WNJR in payola probe

**Four years of records subpoenaed; station denies any wrongdoing**

The books, logs and financial records for the past four years of WNJR(AM) Newark, N.J., have been subpoenaed by the U.S. attorney's office in Newark as part of a payola investigation.

Harvey Lynch, general manager of the black-oriented station, confirmed last week that the subpoena had cited "payola and extortion." He heatedly denied the station had engaged in such practices.

A source in the U.S. attorney's office would neither confirm nor deny the inquiry had started.

Though Mr. Lynch had been quoted in New Jersey newspapers as saying that WNJR is one of a large number of black radio stations that were being victimized by the "very biased attitudes" of the investigators, he was more cautious last week. He said he did not want to comment further, pending action of the authorities.

WNJR has not had a permanent licensee since 1971 when the FCC denied renewal to Continental Broadcasting, a subsidiary

of Rollins Broadcasting. The station had been accused of logging and brokerage violations. An interim management partnership, WNJR Radio Co., ran the station until last November when it was removed. Since that time, a new three-group partnership, 1430 Associates, has assumed the operation. Four independent groups are now in the running for the permanent license.

## Programing Briefs

**'Music' men.** Metromedia Producers Corp. will syndicate new daily 60-minute talk-variety series *The Lorenzo & Henrietta Music Show*. MTM Enterprises, which will produce series in Los Angeles, says taping will begin next month for September debut. All six Metromedia-owned TV stations will carry series.

**One won, one lost.** Two television husbands were among those waiting for California primary results as their wives sought Democratic nominations. Sabrina Schiller won chance to run for California state senate. Mrs. Schiller is credited with inspiring political-campaign storyline on *Maude* series (Maude lost); husband Bob Schiller is producer of *Maude*. Wallace Albertson, wife of *Chico* and *The Man* costar Jack Albertson, was unsuccessful in her campaign for nomination to House seat available through retirement of Democrat Thomas Rees. That district represents western Los Angeles area.

**Laughing all the way.** Paramount Television Sales has now sold its half-hour off-network sitcom, *The Brady Bunch*, in 147 markets. Most recent signers include WMC-TV Memphis, WBMG Birmingham, Ala., and KENS-TV San Antonio, Tex.

**Rehabilitation.** Louise Lasser, star of *Mary Hartman, Mary Hartman*, has been placed on six-month drug diversion program following appearance in court on charges of cocaine possession. Ms. Lasser had been arrested last month (BROADCASTING, May 10). If first offenders successfully complete diversion program, criminal proceedings are dropped.

**Up and up.** Writers Guild of America West has shown fiscal 1976 gross earnings for TV, radio and motion pictures up more than \$16 million over fiscal 1975, to record \$73,491,621. Legal fees and expenses—including those for family viewing suit—rose more than \$50,000 over fiscal 1975, to \$92,501. Total registration fees for manuscripts also rose, from \$51,483 to \$62,967.

**Buying adventure.** R.D. Citron Associates, Miami, has acquired full ownership of *Great Adventure* series. Series was co-owned by Citron and WTVJ/Wometco Enterprises, also Miami. Company, headed by Richard Citron, producer and originator of *Great Adventure*, will also handle syndication.

## Protecting TV is priority in WARC recommendations

### FCC group urges preservation of present allocations and return of channels 14-20 to UHF

Surveys and suggestions on future U.S. communications needs are starting to arrive at the FCC in preparation for the 1979 World Administrative Radio Conference. The conference will establish spectrum allocations for the various communication services that will be used throughout the rest of the century.

The Television Broadcast Service Working Group of the FCC's Broadcast Bureau has been studying TV spectrum needs and made several recommendations, the primary one being that "the full complement of frequencies presently available for television broadcasting be preserved." More specifically, the report said that since the VHF band is nearly saturated, "it is UHF television that uniquely can meet the American people's needs for more and diverse television broadcast services"—therefore "land-mobile sharing of UHF television channels 14-20 should be terminated quickly."

This concern for UHF improvement and development was also apparent when the report said that proposals for more stations through changes in technical standards (such as drop-ins) should not be considered if they impair or degrade present TV service in any way.

A technical standard that should not be changed, the report said, is the 6 mhz bandwidth of television channels. Another is the band designated for Instructional Television Fixed Service (2500-2690 mhz). In addition to keeping this intact, the report stated, ITFS should be given another 200 mhz in the 2300-2500 mhz band "to insure the viability and continued growth of the ITFS."

The 11.7-12.5 ghz band for use with satellites has been allocated for several uses, including the terrestrial broadcasting service, and the study recommends that "experimentation with these proposed television broadcasting systems be accommodated in this band" and that the U.S. reaffirm this international allocation.

Satellite use was the topic of another study presented to the commission. This one was by the Public Interest Satellite Association and presented data to show the needs of the nonprofit sector for low cost satellite communications to "serve its telecommunications requirements." It urged that policy options be left open in the matter of development of satellites capable of transmitting telephone, data, radio and television signals to three- to 10-foot diameter dish antennas.

The report surveyed 897 nonprofit organizations which indicated a desire to use such a service.

**Shift in space.** RCA has switched orbital positions of its two domestic communications satellites and transferred all traffic to newer Satcom spacecraft. Spokesman said Satcom II provides more concentrated signal coverage to western Alaska and to East Coast states and Puerto Rico. Move makes RCA Satcom II satellite primary spacecraft for relaying radio and TV programs, private-line voice messages, closed-circuit pay TV and data communications; Satcom I will drift to new position and be available for operations in RCA satellite system.

**Not so.** "Entirely without merit."—So said spokesman for CBS Inc. to \$14.5-million lawsuit filed in federal district court in New York by Philadelphia electronics firm. Industrial Patent Development Corp. charged CBS with licensing out IPDC's own developed quadraphonic technology without paying it any royalties.

**Multideck cart machines.** Broadcast Electronics, Silver Spring, Md., has introduced Spotmaster series 5000 multideck tape cartridge machines available in three- and five-deck models. Features include modular construction, hinged front panel, slide-out decks, plug-in electronics and ribbon cable.

## AMST, NAB urge FCC to guard TV from CB interference

### But at same time, there is move in Congress to increase number of channels for that service

The Association of Maximum Service Telecasters and the National Association of Broadcasters have filed comments with the FCC expressing alarm over what they say is the growing problem of interference citizens band radio is causing television reception.

But in Congress, Representative Kenneth L. Holland (D-S.C.) introduced legislation to double the number of channels available to CB, from 23 to 46. The FCC is considering the possibility of expanding the number of channels available to CB, but, the congressman said, it is moving too slowly.

The two major broadcaster groups expressed their alarm in the proceeding to which the congressman referred; it concerns the 27 mhz band.

AMST referred to "a mobile transmitter operated pursuant to the commission's proposal . . . becoming a moving source of serious interference to television." And it said the interference now generally regarded as a problem primarily for stations on channels 2 and 5 would be experienced by stations on channel 6 as well, if the proposal were adopted.

NAB said the problem is already greater than that. It said an in-depth sampling of members of the NAB engineering advisory committee "categorically confirms that

CB interference to television reception on all VHF-TV channels is a matter of paramount concern."

AMST's solution is to move CB into the sparsely occupied 900 mhz band. Reallocation of personal use radio to that band could be achieved without significant disruption to or interference with present services, AMST said. Furthermore, it said, equipment characteristics permit the design of satisfactory, compact transceivers in the 900 mhz region.

NAB's principal recommendation is that the commission defer action on many changes in its CB rules and procedures regulations pending the report of a newly organized Personal Use Radio Advisory Committee.

## CPB breathes life into satellite plan

### Deals with Western Union for bird, Collins Radio for earth stations, lenders for the money are in works

Momentum behind a satellite-distribution system for noncommercial television networking has been regained after a four-month hiatus that began when the Corporation for Public Broadcasting took control of the project from a four-party Satellite Working Group composed of CPB, the Public Broadcasting Service, National Public Radio and the Ford Foundation.

"We are very much rolling again," said one CPB board member last week. CPB may sign a contract with Western Union, the satellite carrier, within the next couple of weeks, and contracts with Collins Radio, the hardware contractor, and the various financial lenders are expected over the next couple of months, according to CPB sources.

Toward those ends, the CPB board at its meeting in Chicago last week appropriated \$600,000 to run through next October for further implementation of the satellite project and authorized execution of the Western Union agreement.

Revised satellite timetables discussed at last week's CPB board meeting suggest that the first applications to the FCC will be filed by August and the entire system of 165 earth stations would be in place by late 1978 or early 1979. Still to be worked out before the first applications go in is how noncommercial radio will be accommodated on the satellite system. Firm commitments from both Collins and the project's lenders must also be received.

The originally projected \$38.4-million capital outlay for the satellite project has been raised to \$40 million, according to CPB.

Other CPB board business included a directive to CPB management to initiate a "blue ribbon review" of public broadcasting's first 10 years and where it is headed. The study, to be modeled after the Carnegie Commission Report that launched CPB 10 years ago, will be conducted by an outside group.

# The Broadcasting Playlist Jun 14

## Contemporary

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a 10a	3p 3p	7p 7p	12p 12p
1	1	<b>Silly Love Songs</b> (5:54) Paul McCartney & Wings—Capitol	1	1	1	2
2	2	<b>Love Hangover</b> (3:40) Diana Ross—Motown	2	2	2	1
5	3	<b>Get Up and Boogie</b> (4:05) Silver Convention—Midland Int'l.	4	3	3	3
7	4	<b>Misty Blue</b> (3:38) Dorothy Moore—Malaco	8	4	4	4
3	5	<b>Shannon</b> (3:50) Henry Gross—Lifesong	3	8	5	6
11	6	<b>Shop Around</b> (3:23) Captain & Tennille—A&M	5	5	7	7
4	7	<b>Welcome Back, Kotter</b> (2:48) John Sebastian—Reprise	7	9	6	8
10	8	<b>Foiled Around and Fell In Love</b> (2:58) Elvin Bishop—Capricorn	6	7	10	10
9	9	<b>Sara Smile</b> (3:07) Hall & Oates—RCA	11	6	11	5
8	10	<b>Theme from "Happy Days"</b> (2:40) Pratt & McClain—Reprise	10	10	8	9
6	11	<b>Boogie Fever</b> (3:25) Sylvers—Capitol	9	11	13	11
17	12	<b>Kiss and Say Goodbye</b> (2:24) Manhattans—Columbia	12	12	9	14
13	13	<b>Never Gonna Fall in Love Again</b> (3:45) Eric Carmen—Arista	15	15	12	12
14	14	<b>More, More, More</b> (3:02) Andrea True Connection—Buddah	14	14	15	13
12	15	<b>Rhiannon</b> (3:45) Fleetwood Mac—Reprise	13	13	14	15
37	16	<b>Turn the Beat Around</b> (3:21) Vicki Sue Robinson—RCA	16	16	16	16
39	17	<b>I Want You</b> (3:35) Marvin Gaye—Tamla	18	17	17	17
18	18	<b>Afternoon Delight</b> (3:10) Stariand Vocal Band—Windsong	17	18	19	19
32	19	<b>The Boys Are Back in Town</b> (3:26) Thin Lizzy—Mercury	24	19	18	18
19	20	<b>Moonlight Feels Right</b> (3:38) Starback—Private Stock	19	20	20	21
24	21	<b>Making Our Dreams Come True</b> (2:29) Cyndi Grecco—Private Stock	21	21	22	23
31	22	<b>Let Em In</b> (3:28) Paul McCartney & Wings—Capitol	22	23	23	27
35	23	<b>I'll Be Good to You</b> (3:30) Bros. Johnson—A&M	23	22	27	29
21	24	<b>Movin'</b> (3:49) Brass Construction—United Artists	20	24	26	32
29	25	<b>Love Is Alive</b> (3:24) Gary Wright—Warner Bros.	25	28	28	30
27	26	<b>Today's the Day</b> (3:15) America—Warner Bros.	26	25	29	31
25	27	<b>Takin' It to the Streets</b> (3:20) Doobie Bros.—Warner Bros.	34	31	33	20
33	28	<b>Rock N' Roll Music</b> (2:26) Beach Boys—Reprise	*	40	21	22
36	29	<b>You're My Best Friend</b> (2:49) Queen—Elektra	33	26	30	33
23	30	<b>Love in the Shadows</b> (3:18) Neil Sedaka—MCA	39	29	31	24
20	31	<b>A Fool to Cry</b> (3:59) Rolling Stones—Rolling Stone	38	*	24	28
22	32	<b>Let Your Love Flow</b> (3:16) Bellamy Bros.—Warner Bros.	28	27	32	38
26	33	<b>Rock N' Roll Love Letter</b> (2:52) Bay City Rollers—Arista	37	34	34	25
28	34	<b>Take the Money and Run</b> (2:48) Steve Miller Band—Capitol	27	36	36	35
34	35	<b>You'll Never Find Another Love...</b> (3:36) Lou Rawls—Phila. Int'l.	29	32	37	34
15	36	<b>Bohemian Rhapsody</b> (5:55) Queen—Elektra	31	30	35	40
38	37	<b>Let Her In</b> (3:03) John Travolta—Midland Int'l.	32	33	40	39
-	38	<b>If You Know What I Mean</b> (3:43) Neil Diamond—Columbia	30	38	39	37
-	39	<b>Got to Get You Into My Life</b> (2:27) Beatles—Capitol	*	*	25	26
-	40	<b>Get Closer</b> (3:45) Seals & Crofts—Warner Bros.	35	35	38	*

**Bolting.** *Turn the Beat Around* (RCA) by Vicki Sue Robinson wins a "Playlist" bolt this week (from 37 to 16). Disco tune is fast moving both in tempo and in radio reaction: WABC(AM) New York debuts it at 10 this week. In Chicago, Jim Smith of WLS(AM) names Thin Lizzy's *The Boys Are Back in Town* (Mercury) as its hottest mover. "Playlist" moves it from 32 to 19. It also draws good reviews at WENE(AM) Endicott and WYSL(AM) Buffalo, both N.Y. **On the Way.** Harv Moore of WYSL says England Dan's *I'd Really Love To See You Tonight* (Big Tree/Atlantic)—not yet charted—is worth mention, and Bob Hughes of WASH-FM reports that love song moving rapidly in Washington. **Off the silver screen.** The theme from "Nashville," *I'm Easy*, on ABC by Keith Carradine, apparently on its way to the top 40 next week, shows up at 50 this week. Response to this tender song is mainly female. In Louisville, Jerry Malloy of WHAS(AM) says that station played the record after it won an Oscar and has stayed with it ever since. It's also on at KOIL(AM) Omaha, Neb., and KONO(AM) San Antonio, Tex. **Moving north.** Getting strong Southern airplay is *Tear the Roof Off the Sucker* (Casablanca) by Parliament, just off the edge of this week's list at 41. In Columbus, Ga., Bill Lenkey of WCLS(AM) names it as the hottest thing on that station's list. It's also making it in New York City at WXLO(FM). **Repeating.** *Mamma Mia* (Atlantic), by the Swedish foursome Abba, is an add on a number of stations this week including KONO(AM) San Antonio, KRSP(AM) Salt Lake City and WNDE(AM) Indianapolis.

## Country

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a 10a	3p 3p	7p 7p	12p 12p
6	1	<b>I'll Get Over You</b> (3:12) Crystal Gayle—United Artists	1	7	1	1
1	2	<b>One Piece at a Time</b> (3:10) Johnny Cash—Columbia	2	1	2	3
14	3	<b>I'd Have To Be Crazy</b> (3:24) Willie Nelson—Columbia	5	2	3	6
8	4	<b>You've Got Me To Hold On To</b> (3:04) Tanya Tucker—MCA	3	11	4	2
3	5	<b>El Paso City</b> (4:13) Marty Robbins—Columbia	4	8	5	5
7	6	<b>Lonely Teardrops</b> (2:56) Narvel Felts—ABC/Dot	6	5	7	8
15	7	<b>She'll Throw Stones at You</b> (2:58) Freddie Hart—Capitol	8	6	8	4
18	8	<b>The Door is Always Open</b> (2:42) Dave & Sugar—RCA	7	10	6	12
16	9	<b>Don't Pull Your Love... Goodbye</b> (3:18) Glen Campbell—Capitol	10	4	14	9
21	10	<b>Stranger</b> (3:10) Johnny Duncan—Columbia	9	9	12	7
20	11	<b>Walk Softly</b> (3:02) Billy "Crash" Craddock—ABC/Dot	14	3	11	14
2	12	<b>After All the Good is Gone</b> (2:56) Conway Twitty—MCA	11	15	9	11
22	13	<b>What Goes On When the Sun...</b> (2:51) Ronnie Milsap—RCA	12	12	10	10
10	14	<b>Hurt</b> (2:05) Elvis Presley—RCA	15	13	15	13
13	15	<b>What I've Got in Mind</b> (2:39) Billie Jo Spears—United Artists	16	16	13	15
-	16	<b>America the Beautiful</b> (2:27) Charlie Rich—Epic	13	14	17	16
11	17	<b>That's What Made Me Love You</b> (2:48) Bill Anderson & Mary Lou Turner—MCA	17	17	16	17
-	18	<b>Mr. Doodles</b> (2:46) Donna Fargo—Warner Bros.	18	21	18	24
4	19	<b>All These Things</b> (3:07) Joe Stampley—ABC/Dot	23	19	20	21
-	20	<b>My Eyes Can Only See as Far as You</b> (2:36) Charley Pride—RCA	19	*	19	19
19	21	<b>Forever Lovers</b> (3:42) Mac Davis—Columbia	21	23	22	*
9	22	<b>Suspicious Minds</b> (3:57) Waylon Jennings & Jessi Colter—RCA	25	18	*	20
-	23	<b>The Winner</b> (5:11) Bobby Bare—RCA	27	20	21	18
-	24	<b>You Are So Beautiful</b> (2:24) Ray Stevens—Warner Bros.	*	22	23	*
5	25	<b>Here Comes the Freedom Train</b> (3:25) Merle Haggard—Capitol	*	*	*	22

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A (▲) indicates an upward movement or 10 of more chart positions.

# Fates & Fortunes

## Media



Constant



Cooney

**A.H. Constant**, president, Chronicle Broadcasting Co., San Francisco, elected chairman of board/chief executive officer. **C.E. Cooney**, general manager, Chronicle's KRON-TV there, elected corporate president and assumes additional duties as president of KRON Division. **Paul A. Wischmeyer**, general manager, Chronicle's WOWT(TV) Omaha, given additional post as president of WOWT Division.



Perry



Levin

**Sheldon Perry**, VP, business affairs, CBS-TV, New York, elected VP, business affairs, Hollywood. **Alan Levin**, director of business affairs, sports department, CBS-TV, New York, also elected VP, business affairs.

**George E. Castrucci**, VP, administration and planning, Taft Broadcasting, Cincinnati, elected VP, chief financial officer, succeeding **Dorothy**

**S. Murphy**, who has retired but who will remain on board of directors and serve as financial consultant.

**Robert A. Manning**, general manager, KXLR(AM) North Little Rock, Ark., promoted to same position at co-owned KUDL(AM) Fairway, Kan.-KUDL-FM Kansas City, Kan. **Joseph R. Dickey**, KXLR local sales manager, succeeds Mr. Manning.

**Richard E. Wickham**, VP/general manager, WXLW(AM) Indianapolis, named general manager, WROY(AM)-WRUL(FM) Carmi, Ill. and secretary/treasurer of owner, Carmi Broadcasting Co. there.

**Joaquin Blaya**, general manager, WLTW(TV) Miami, appointed VP/member of board of owner, Spanish International Communications Corp., New York.

**Michael P. Cefaratti**, business manager, WLVI-TV Boston, joins Belo Broadcasting Corp., Dallas, as corporate accounting manager. Belo owns/operates WFAA-AM-TV-KZEW(FM) Dallas and KFDM-TV Beaumont, Tex.

**Don Locke**, sales manager, KUSH(AM) Cushing, Okla., named station manager, KOLS(AM)-KKMA(FM) Pryor, Okla.

**Joeffrey Bartman**, program specialist and administrative assistant for National Endowment for the Arts, Washington, joins National Association of Broadcasters public relations department as writer/editor.

Newly elected officers, Rhode Island Broadcasters Association: **John Franks**, WHIM-AM-FM Providence, president; **David Russell**, WWON(AM) Woonsocket, VP; **Dick Rakovan**, WPRO-AM-FM Providence, secretary, and **John Robinson**, WTEV(TV) New Bedford, Mass., treasurer.

**Janice Gray**, promotion manager, WTAJ-TV Altoona, Pa., and **Michael Cannon**, promotion director, Bonneville Productions, Salt Lake City, appointed supervisors of corporate promotion, KIRO-TV Seattle.

**Henry Briggs**, production manager, WPHL-TV Philadelphia, named creative services director.

**Rosalie B. Sayyah**, production staff, KOMO-TV Seattle, appointed audience promotion manager.

**Farrell Melsel**, promotion director, WGNO-TV New Orleans, joins KPLR-TV St. Louis in same capacity.

**Patricia Mooney**, traffic manager, WCCB(TV) Charlotte, N.C., named operations manager.

**Tim O'Brien**, president, Think People advertising, Worthington, Ohio, joins WRFD(AM) Columbus, Ohio, as director of newly formed marketing/promotion department.

**Gordon Peil**, program manager, WKYS(FM) Washington, appointed operations manager.

**Ken Hissong**, account executive, WOIO(AM) New Boston, Ohio, joins WJAN(TV) Canton, Ohio, as operations manager.

**Tom DeMuth**, general sales manager, WAVE(AM) Louisville, Ky., promoted to newly created position of programing/operations manager, succeeding as operations manager **Harry Lockhart**, retired.

**Walter Pinkston**, production director, WJBO(AM) Baton Rouge, appointed operations manager.

## Broadcast Advertising

**Jack O'Sullivan**, assistant director, sales development, CBS-TV network sales, named director, sales development.



O'Sullivan



Hendler

**Hilary Hendler**, manager, Eastern sales, NBC Spot Television Sales, New York, appointed director.

**Howard Mendelson**, New York sales manager, Television Advertising Representative Inc. and **Daniel Cosgrove**, group sales manager, TVAR, named VP's.

**Roy Lindau**, Eastern director of sales development, Major Market Radio, New York, named to new position of national director of sales development.

**Martin Yazmir**, associate research director, **James Sprouls**, associate director of account research services, **Jack Morris**, associate research director, **Sidney Firestone** associate research director, and **Howard Leonard**, manager of market and survey research, Young & Rubicam, New York, elected VP's.

**William E. Chambers Jr.**, executive VP of D'Arcy-MacManus & Masius, New York office, has resigned but will continue with agency as

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consultant for next three years. **Jere B. Chamberlin**, broadcast productions director, W.B. Doner, Baltimore, appointed senior producer, broadcast department, DM&M, Bloomfield Hills, Mich. **Dennis M. Vocson**, regional marketing director, Hardee's Food Systems, Rocky Mount, N.C., joins DM&M's Bloomfield Hills office as account supervisor. Other promotions within Bloomfield Hills office: **Patricia Aulgur**, secretary, to account coordinator; **John W. Crawford**, account executive, sales promotion department, to sales promotion/merchandising account executive; **Bonnie F. Fantini**, account coordinator, to account executive; **D. Bruce Hutchinson**, project director, marketing/research services, to account executive; **E. David Parmenter**, account coordinator, to account executive and **George E. Lefevre**, accounts payable/production billing manager, financial department, to project supervisor, marketing department.

**Amelia Grinstead** and **Frank Tomeo**, associate media supervisors, J. Walter Thompson, New York, elected VP's.

**Craig B. McKee**, account executive, Blair Radio, Chicago, appointed to head new regional sales office in Minneapolis-St. Paul. Office will be in same quarters as new Blair Television sales office there: *Suite 1438, Midwest Plaza Building West, 801 Nicollet Mall, Minneapolis 55402* (BROADCASTING, June 7).

**William Hartzman**, VP, Lindsey, Bradley & Johnston advertising, Chattanooga, appointed VP/general manager of agency's new divisional office in Memphis: *6263 Popular Avenue, Suite 405*.

**Charles Scimeca**, associate media director, Diener/Hauser/Greenthal advertising, New York, subsidiary of Ted Bates & Co., promoted to media director.

**Susan D. Hampton**, assistant account executive, Peters Griffin Woodward, Dallas, named account executive, Avery-Knodel Television there.

**Walter J. McLaughlin**, with Interpublic Group of Companies, New York, joins Sawdon and Bess Advertising there as controller.

**Jeanne Oates**, local sales manager, WRC(AM)-WKYS(FM) Washington, named WRC general sales manager.

**Robert A. Fishman**, national sales manager, WPHL-TV Philadelphia, joins WNYS-TV Syracuse, N.Y., as general sales manager.

**Joseph Mazza**, national sales manager, WXIX-TV Newport, Ky. (Cincinnati), promoted to general sales manager.

**Gall A. Englehart**, national sales assistant, KWGN-TV Denver, appointed sales service manager.

**Carlos R. Kivett Jr.**, salesman, WEZK(FM) Knoxville, Tenn., appointed local sales manager.

**Wayne Courtney**, account executive, WBYU(FM) New Orleans, appointed sales manager, WJBO(AM)-WFMF(FM) Baton Rouge.

**John Varel**, graduate, Broadcast Center of America, St. Louis, named sales manager, KWKI(FM) Kansas City, Mo.

**Allen Gantman**, account executive, WHND(AM) Monroe, Mich. and co-owned WMJC(FM) [formerly WHNE(FM)] Birmingham, Mich., appointed sales manager of both stations.

**Mary Beth Widmayer**, assistant producer/film distributor, Creative Arts Studio, Washington, named commercial producer, WTNH-TV New Haven, Conn.

**G.R. Daugherty**, sales representative/production director, WXVW(AM) Jeffersonville, Ind., promoted to sales manager.

## Programing



Carsey

**Marcia Carsey**, general program executive, ABC Entertainment, Los Angeles, elected VP, prime-time comedy-program development.

**Charles Halrston**, administration manager, program department, NBC-TV, New York, appointed manager, feature films/program development.

**Bob Rosenbaum**, executive production supervisor, "The Deadly Game" movie for Paramount Television, New York, named executive production supervisor for Paramount Television. **Bruce Fowler**, independent production manager, joins Paramount as production manager.

**James Pratt Jr.**, program director, WFAA-TV Dallas, joins Metromedia Producers Corp., New York, as Southwestern divisional sales manager.

**Mae Helms**, director of program clearance, CBS-TV program practices, New York, appointed director, feature films.

**Edward McMullen**, with WOR(AM) New York in various sales capacities for 13 years, named sales director of newly formed radio syndication firm, Talkradio there (BROADCASTING, June 7).

**Glen Powers**, program director, KILT-FM Houston, joins TM Programing, Dallas, as operations coordinator/consultant for TM syndicated stations.

**Richard H. Chaplin**, senior VP, finance and operations for Chanel Inc., New York, appointed treasurer and chief financial officer of Teletronics Inc. there, production facilities firm for TV commercials, programs and video cassettes.

**Dick Moran**, head of RPM Inc., Ridgewood, N.J., named Eastern representative, Bill Burrud Productions, Los Angeles.

**Rocco Urbisci**, co-producer, late-night weekly contemporary-music series, *Midnight Special*, NBC-TV, Los Angeles, appointed producer, *The Peter Marshall Show*, weekly 90-minute talk-variety series produced by Group W Productions in Los Angeles for September start. Second producer is **Neal Marshall**, former co-producer of NBC-TV *Celebrity Sweepstakes*, Los Angeles.

**Richard Block**, consultant to Lorimar Productions, Burbank, Calif., and Viacom, New York, has been engaged by National Association of Television Program Executives as program consultant for its next conference to be held in Miami Feb. 12-16, 1977.

**George E. Von Kaenel**, associate production director, Sacred Heart Program, St. Louis, named production director.

**Anthony P. Hatch**, executive producer, WCBS-TV New York, appointed director of public affairs programing.

**Jack Schell**, air personality, KVIL(AM) Highland Park, Tex., joins KRLD(AM) Dallas as program director, replacing **Gary Brandt**, who becomes director of Dallas Cowboy football programing.

**Fran Couch**, music librarian/air personality, KTOW(AM) Sand Springs, Okla.-KGOV(FM) Broken Arrow, Okla., assumes additional responsibility as program director.

**Fred Woskoff**, assistant traffic manager, WPHL-TV Philadelphia, promoted to production manager.

**Bob Byrd**, production director, WGST(AM) Atlanta, joins WLW(AM) Cincinnati, as creative director.

**Richard H. Kingman**, news director, WALE(AM) Fall River, Mass., elected VP of owner, Keynote Broadcasting there, and named WALE program manager.

**Beverly Poston**, program assistant, WCCB(TV) Charlotte, N.C., promoted to program director. **Val Griggs**, on news department staff, promoted to community affairs director.

**Al Kaline**, former Detroit Tiger, joins Tiger

**New AAF top command.** Members of American Advertising Federation at its annual convention last week (see page 34) elected the following officers for 1976-77: **James S. Fish**, General Mills, Minneapolis, chairman; **Lydia Reeve**, Honig-Cooper & Harrington, Los Angeles, senior vice chairman, Western region; **G.K. Ingraham**, Sears, Roebuck and Co., Chicago, vice chairman, Central region; **William Sharp**, Coca-Cola USA, Atlanta, vice chairman, Eastern region (re-elected) and **Raymond J. Petersen**, Hearst Magazines, New York, secretary/treasurer. Newly elected directors-at-large: **Herbert Klein**, Metromedia, Los Angeles; **Howard C. Shank**, Leo Burnett, USA, Chicago; **Don Johnston**, J. Walter Thompson, New York; **Robert McGhee**, Lever Brothers, New York, and **W.L. Abbott**, Nabisco, New York. Newly elected officers, Ad II club: **Greg J. Helm**, United Missouri Bancsharers, Kansas City, Mo., national chairman; **Bill Cosby**, Mace Advertising, Atlanta, Eastern region chairman; **Marti Niemczyk**, Drackett Co., Cincinnati, Central region chairman and **Judi Claybourn**, Arizona Bank, Phoenix, Western region chairman. Newly elected officers, AAF/ADS, AAF college division: **Donald R. Vance**, University of Texas, Austin, national chairman and **Leonard W. Lanfranco**, University of South Carolina, Columbia, national vice chairman. **James Ward**, WLAC-AM-FM Nashville, was elected chairman of the AAF council of governors and will serve on the AAF board and executive committee. Other officers elected by the council of governors: **Duane Hill**, KSL-TV Salt Lake City, vice chairman, and **James F. Anderson**, Anderson & Lewis Advertising, San Antonio, Tex., secretary/treasurer.

baseball broadcast team at WWJ-TV there.

**Denis McNamara**, freelance producer of live concerts for WNEW(FM) New York, appointed music director of WLIR(FM) Garden City, N.Y.

**Bruce Dillon**, staff announcer, WSWW-AM-FM Platteville, Wis., promoted to music director.

**Ted Kohl**, program director, NTV Network, Kearney, Neb., joins WXEX-TV Petersburg, Va., in same position.

**Raymond S. Nunn**, from noncommercial WHA-TV Madison, Wis., joins noncommercial WJCT(TV) Jacksonville, Fla., as reporter for community affairs programs.

## Broadcast Journalism

**James Cusick**, executive news producer, WCBS-TV New York, appointed assistant news director.

**Mike Williams**, reporter, KWTW(TV) Oklahoma City, named managing news editor. **Brian Edwards**, KWTW weekend assignment editor/reporter/photographer, promoted to assignment editor.

**Robert White**, executive news producer, KIRO-TV Seattle, named news director.

**Bob Horner**, news supervisor, Harriscop Broadcasting Corp., group station owner, Los Angeles, joins WNEB-TV Saginaw, Mich., as executive news producer.

**Henry Schmitt**, news director, WLEE(AM) Richmond, Va., joins WWBT(TV) there as assignment editor.

**Dennis Anderson**, reporter/anchor, WDIO-TV Duluth, Minn., named news director, replacing **Jim Schwinn**, who joins Frank Magid Associates, Marion, Iowa, program consultant. **Linda Peinovich**, graduate, St. Cloud (Minn.) State University, named reporter, WDIO-TV.

**Peter Burns**, anchorman, WISN-TV Milwaukee, joins KHJ-TV Los Angeles as co-anchor.

**Sharon Noble**, reporter, KXAS-TV Fort Worth, assumes additional duties as Dallas bureau chief for KXAS-TV news.

**Steve Smith**, anchorman, KDKA-TV Pittsburgh, joins KHOU-TV Houston in same position.

**Don Postles**, anchorman, WLWD(TV) Dayton, Ohio, named to same post, WKBW-TV Buffalo, N.Y.

**Kai Maxwell**, reporter, WCVB-TV Boston, joins WTNH-TV New Haven, Conn., in same capacity.

**Reggie Harris**, reporter, WLCY-TV Largo, Fla., joins WJXT(TV) Jacksonville, Fla., in same position.

**Don Kobos**, reporter, WGHP-TV High Point, N.C., and **Kevin Ragan**, reporter, Capitol Hill News Service, Washington, join WWBT(TV) Richmond, Va., as reporters.

Newly elected officers, Association of News Broadcasters of Kansas: **Ray Griffin**, KBEA(AM) Mission, president; **Jerry Bohnen**, KMAN(AM) Manhattan, VP; **Phil Taylor**, KLOE(AM) Goodland, treasurer; **Bob Fidler**, instructor, Kansas State University, Manhattan, secretary.

**Nancy King**, reporter/newscaster, KAAY(AM) Little Rock, Ark., joins Arkansas Radio Network and KARN(AM) Little Rock as feature editor/reporter.

**Richard D. Hunt**, reporter, WKRC-AM-TV Cincinnati, named co-anchor, WIBG(AM) Philadelphia.

**Les Coleman**, public relations manager, Southern Co., electric power firm, Atlanta, joins WSGN(AM) Birmingham, Ala., as news director.

## Cable

**Thomas P. Willett**, marketing director, Continental Cablevision, Boston, appointed marketing VP. **W. Austin Cross**, chief technician, Continental's Keokuk (Iowa) Cablevision, named operations manager of both that system and co-owned Carthage (Ill.) Cablevision.

Newly elected officers, Illinois-Indiana Cable Television Association: **Thomas Wendt**, Marion (Ind.) Cable Television, president; **Fred Furnish**, General Electric Cablevision, Decatur, Ill., VP; **Bob Ossenberg**, Telesis Corp., Evansville, Ind., VP and **Shirley Watson**, Sullivan (Ind.) Systems, secretary/treasurer.

## Equipment & Engineering

**Bruce D. Buck**, general sales manager, Caldwell A/V Equipment Co., Scarborough, Ont., Canada, named VP, international sales, of owner, CCA Electronics, Gloucester City, N.J.



Buck



Bonvouloir

**Felix D. Bonvouloir**, VP/regional manager, Visual Electronics Corp., Chicago, joins International Video Corp., Glenview, Ill., as Midwest regional manager, broadcast sales.

**Charles A. Steinberg**, VP/general manager, audio/video systems, Ampex Corp., Redwood City, Calif., appointed VP, audio/video systems and data products.

## Allied Fields

**David B. Woolfson**, account executive, Nielsen Station Index, New York, appointed office manager of new NSI sales/service office in Atlanta: 62 Perimeter Center East, N.E. 30346. (404) 393-1010.

**Joseph V. Chaplinski**, data systems director, Storer Broadcasting, Memphis, joins Compu/Net Television, New York, as product manager, responsible for development and operation of new TV system, headquartered in Rockville, Md.

**Thomas M. Kirwan**, staff VP, CBS/Publishing Group, New York, elected president, CBS Professional Publishing Division, succeeding **Theodore vanden Beemt**, who will retire.

**Andrew T. Hatcher**, White House press secretary to late President John F. Kennedy and later senior VP, Hill & Knowlton, New York, joins Sydney S. Baron & Co., public relations/management consultants, New York, as VP, international.

Officers elected by National Broadcasters Club, Washington, last week: **Leonard Tuft**, RCA Communications, president; **Roy Easley**, Association of Maximum Service Telecasters, first VP and treasurer; **Wally Briscoe**, National Cable Television Association, second VP; **Patti Grace**, National Association of Broadcasters, secretary. Elected to board: **Mr. Tuft**; **Miss Grace**; **Sam Sharkey**, FCC; **R. Russell Eagan**, Kirkland, Ellis & Rowe; **Chalmers Marquis**, Public Broadcasting System, and **Bruce Lovett**, American Television & Communications Corp. Re-elected to board: Messrs. **Easley** and **Briscoe**; **Charles Macatee**, WMAL(AM) Washington; **Warren Zwicky**, Storer Broadcasting Co., and **Ogden Prestholdt**, A.D. Ring & Associates.

**Joseph McCaffrey**, reporter, WMAL-TV Washington, named to Journalists Hall of Fame of Washington chapter of Sigma Delta Chi, Society of Professional Journalists.

## Deaths

**E. Boyd Seghers Jr.**, 66, VP and manager of sales promotion, research and advertising, WGN Continental Broadcasting Co., Chicago, died June 6 at his home in Winnetka, Ill. Before joining WGN-AM-TV Chicago in 1963 as sales promotion supervisor, he had been with WTPS(AM) New Orleans as salesman and with Fitzgerald Advertising there as program and commercials producer. He is survived by his wife, Lillian, and five children—Carolyn, Alicia, Boyd II, Danielle and Nathalie.



Seghers



Abbott

**David Abbott**, 52, general manager, WSPA-TV Spartanburg, S.C., since 1973, died June 6 after apparent heart attack. He joined station from same position at WLWC(TV) Columbus, Ohio. During his career he had served as general sales manager of WHDH-TV Boston and of WLWT(TV) Cincinnati. He is survived by his wife, Marion, three daughters and one son.

**John C. Kelly**, 83, founder of Kelly, Nason Inc., New York agency, died June 3 at his home in Greenwich, Conn. Survivors include his wife, Dorothy, one daughter and three sons.

**Ervin Dettman**, 60, manager of Teleprompter's Coquille, Ore., cable system, died May 28 after extended illness. He helped build Coquille Community Cable System, which was acquired by Teleprompter in 1960. In 1964 he was appointed manager. Survivors include his wife, Bernice, and son, Dean.



# Professional Cards

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<p><b>GAUTNEY &amp; JONES</b> CONSULTING RADIO ENGINEERS 2922 Telestar Ct. (703) 560-6800 Falls Church, Va. 22042 Member AFCE</p>	<p><b>LOHNES &amp; CULVER</b> Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCE</p>	<p><b>A. EARL CULLUM, JR.</b> CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCE</p>	<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b> 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member AFCE</p>
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<p><b>DAWKINS ESPY</b> Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (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 7801 BURFORD DRIVE McLEAN, VA 22101 Tel (703) 358-0504 Member AFCE</p>	<p><b>SPOT YOUR FIRM'S NAME HERE</b> 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>	<p><b>contact</b> BROADCASTING MAGAZINE 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>

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# 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 (BROADCASTING, May 3).

■ **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. 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. Sisk subcommittee, however, plans to keep pushing idea (BROADCASTING, June 7). Poll of House members showed two-thirds approval for broadcasts ("In Brief," May 17). 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 CRTC was cool (BROADCASTING, March 22) and indications are that government will proceed with proposed 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). Hearing on family viewing and children's TV is scheduled for July 9 in Denver by House Communications Subcommittee ("In Brief," June 7).

■ **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 tentatively completed markup of cable section of its bill, H.R. 2223 ("In Brief," May 24).

■ **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.). Number of parties had petitioned commission to reconsider its order, but commission denied them. FCC did, however, deny Justice Department petition seeking to break up crossowned WIBW-AM-FM-TV Topeka, Kan. (BROADCASTING, May 24).

■ **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 (BROADCASTING, Feb. 23); matter is scheduled for commission consideration on June 30. Commission has received some support for its EEO authority over broadcasters but not, as it had hoped, over cable operators in Supreme Court decision involving Federal Power Commission (BROADCASTING, May 31).

■ **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



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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 in Writers Guild case was abruptly halted when district judge called for out-of-court settlement but parties could not come to terms (BROADCASTING, May 24).

**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.). Oral arguments have been held in that case (BROADCASTING, May 31). More than 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).

■ **Food advertising.** Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10). Trade regulation rule would involve such areas as nutrition claims and comparisons, and energy and calorie claims. Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975 et seq.). Public hearings on certain aspects of proposal will begin July 21 in San Francisco, moving later to other cities (BROADCASTING, June 7).

**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 WXP(N) Philadelphia \$2,000 for obscene and indecent broadcast, has begun hearing on license on ground of

licensee abdication of responsibility. FCC has sent to Congress draft bill that would ban obscene and indecent broadcasts (BROADCASTING, June 7).

**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.** There is no date set, but House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has said there will be hearings this year on bills to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican, Lou Frey (R-Fla.). Mr. Frey has also said he thinks bill can go through this session, but with longer renewal term for radio than for TV ("In Brief," May 24). 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. So far more than 150 representatives and 20 senators have sponsored or cosponsored 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, 1975). 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) although it is unlikely that anything will come of their efforts in this Congress ("Closed Circuit," May 31). Also, 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 however, has killed duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.), as amendment to copyright revision bill pending there (H.R. 2223) (BROADCASTING, May 31).

**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 reruns shown during prime-time.

**Public broadcasting funding.** First-ever long-range appropriation for Corporation for Public Broadcasting has been written into legislation by House Appropriations Subcommittee on Labor, Health, Education and Welfare (BROADCASTING, May 10). Bill would fund CPB for next three fiscal years at these levels: \$96,750,000 in 1977, \$107,150,000 in 1978 and \$120,200,000 in 1979. Government money is available under matching plan requiring CPB to raise \$2.50 privately for every federal dollar. CPB appropriation for this year of \$78.5 million has passed both houses. Also, bill authorizing \$30 million for improvement and construction of educational broadcasting facilities has cleared House and Senate and awaits President's signature.

■ **Ratings.** Nielsen prime-time averages season-to-date (39 weeks): CBS 18.8, ABC 18.6, NBC 17.3. Thirty-ninth week alone: ABC 15.6, CBS 14.6, NBC 14.1.

**Section 315.** U.S. Court of Appeals in Washington has upheld FCC's change of its administration of equal-time law. Democratic National Committee had asked for full-court rehearing of decision but was turned down by

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court (BROADCASTING, May 24). 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).

**Sports antiblackout.** House/Senate conferees have agreed on bill to extend permanently experimental sports antiblackout law that expired at end of last year. Compromise provides that professional baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV. It would also reduce 72-hour cutoff to 24 hours for postseason games in baseball.

basketball and hockey. Conferees also agreed to one-year trial of amendment to limit blackout zone to 90 miles around town where game is played. Congress will hold up bill for FCC annual report on effect of experimental bill (BROADCASTING, May 24).

**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); matter is scheduled for commission consideration on July 30.

**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 for the period May 31 through June 4 and based on filings, authorizations, petitions and other actions announced by the FCC.

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

### New stations

#### TV application

■ El Paso, Tex.—Missionary Radio Evangelism Inc. seeks ch. 14 (470-476 mhz); ERP 387 kw vis., 36.4 kw aur., HAAT 1982 ft.; P.O. address: c/o Pete Warren Jr., 3100 N. Stanton. El Paso 79902. Estimated construction is all donated; first-year operating cost \$425,220; revenue \$438,000. Legal counsel Jack Torbet and Associates; consulting engineer Michael D. Gaglio. Principals: Applicant is non-stock corporation with 12 equal owners; none with broadcast interests. Ann. June 3.

#### AM application

■ Huntingdon, Pa.—Raystown Radio seeks 1080 khz. 1 kw-D. P.O. address: 306 W. Main St., Everett, Pa. 15537. Estimated construction cost \$56,195; first-year operating cost \$19,337; revenue \$59,000. Format: Top 40, oldies. Principals: Thomas L. Hanks (76%) and Larry S. McCahan (24%). Mr. Hanks is sales manager of WSKE(AM) Everett, Pa.; Mr. McCahan is part owner of pharmacy. Ann. May 25.

#### AM licenses

Broadcast Bureau granted following licenses covering new stations:

■ WACD Alexander City, Ala. (BL-14132); WIAF Clarkesville, Ga. (BL-13954); KTWG Agana, Guam (BL-14015); WQIN Lykens, Pa. (BL-14028); WQK1 St. Matthews, S.C. (BL-14025). Actions May 28.

#### FM applications

■ Gilmer, Tex.—Daniels Broadcasting seeks 95.3 mhz. 1.4 kw. HAAT 420 ft. P.O. address: 616 West Scott. Gilmer 75644. Estimated construction cost \$88,946; first-year operating cost \$45,325; revenue \$58,000. Format: contemporary. MOR. Principal: Jack E. Daniels (98%) is assistant engineer at \*KNTV(FM) Denton, Texas. Ann. June 1.

■ \*Cazenovia, N.Y.—Cazenovia College seeks 90.9 mhz, 10 w. P.O. address: Cazenovia College, Cazenovia 13035. Estimated construction cost \$2,500; first-year operating cost \$1,000. Format: Variety. Principal: Applicant is private, educational institution with non-profit charter. Ann. June 3.

#### FM actions

Broadcast Bureau granted following CP modifications to extend completion time to date shown:

■ KBOI-FM Boise, Idaho, to October 15 (BMPH-14821); \*KRUD Las Vegas, to July 1 (BMPED-1338); WBXB Edenton, N.C. to June 16 (BMPH-14702); \*KBOO Portland, Ore., to August 5 (BMPED-1393); KBOP-FM Pleasanton, Tex., to December 1 (BMPH-14814). Action May 28.

#### FM starts

■ \*KRBD Ketchikan, Alaska—Authorized program operation on 105.9 mhz, TPO 10 w. Action May 13.

■ \*WCIE-FM Lakeland, Fla.—Authorized program operation on 91.3 mhz. ERP 50 kw, HAAT 330 ft. Action May 20.

■ \*WBHR Bellair, Ohio—Authorized program operation on 88.7 mhz, TPO 10 w. Action May 12.

■ \*KCB1 Dallas—Authorized program operation on 89.3 mhz. ERP 1.5 kw, HAAT 660 ft. Action May 19.

■ KXOX-FM Sweetwater, Tex.—Authorized program operation on 96.7 mhz. ERP 2.6 kw, HAAT 58 ft. Action April 7.

■ \*W1UV Castleton, Vt.—Authorized program operation on 91.3 mhz, TPO 10 w. Action May 13.

#### FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ WBIP-FM Boonesville, Miss. (BLH-6942); \*WJSU Jackson, Miss. (BLED-1424); \*WVLS Jackson, Miss. (BLED-1421); WONA-FM Winona, Miss. (BLH-6935); KCRI Helena, Ark. (BLH-5370); KRGA Lake Charles, La. (BLH-6955); KSNS Lake Charles, La. (BLH-6919); \*KNWD Natchitoches, La. (BLED-1513); KTKC Springhill, La. (BLH-6831). Action June 2.

### Ownership changes

#### Applications

■ KBIS(AM) Bakersfield, Calif. (970 khz, 1 kw-U, DA-2)—Seeks assignment of license from Westco Media to Thunderbird Broadcasting for \$382,500 and \$100,000 noncompetition covenant. Seller: Edward G. Atsinger III (50%), is also licensee of KDAR-FM Oxnard, Calif. and is part-owner of application for FM in Shafter, Calif. Stuart Epperson (50%) owns WKBA(AM) Vinton, Va. and WRBX(AM) Chapel Hill, N.C. Mr. Epperson has interests in applications for two new FM's. Buyer owns KUZZ(AM) in Bakersfield and wishes to sell that station and acquire this one (see following). Ann. June 4.

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## Summary of Broadcasting

### FCC tabulations as of April 30, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,442	3	27	4,472	49	4,521
Commercial FM	2,748	0	58	2,806	125	2,931
Educational FM	795	0	37	832	60	892
Total Radio	7,985	3	122	8,110	234	8,344
Commercial TV	699	1	8	708	56	764
VHF	508	1	4	513	10	523
UHF	191	0	4	195	46	241
Educational TV	231	9	12	252	15	267
VHF	90	3	4	97	7	104
UHF	141	6	8	155	8	163
Total TV	930	10	20	960	71	1,031

\*Special temporary authorization

\*\*Includes off-air licenses

■ **KUZZ(AM)** Bakersfield, Calif. (800 khz, 250 w-D)—Seeks assignment of license from Thunderbird Broadcasting to International Church of the Four-square Gospel for \$100,000. Seller: Assignor wishes to acquire full-time station in Bakersfield (KBIS(AM)) and so is assigning license of KUZZ. Thunderbird also owns KUZZ-FM in Bakersfield. Principal, Alvis E. Owens Jr., also owns KNIX(AM) Tempe—KNIX-FM Phoenix, both Ariz. Assignee is nonprofit, nonstock corporation, and is licensee of KHIS(FM) Bakersfield, and KFSG-FM Los Angeles, both Calif. Ann. June 4.

■ **KKAM(AM)** Pueblo, Colo. (1350 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from KKAM Inc. to Thomas Farley and Bret Kelly to Heptarchy Inc. for \$285,000. Sellers: Thomas T. Farley and W. Bret Kelly who have no other broadcast interests. Principals in buyer are Ric Thom, John Graham Finley, David Sevieri, Leon Peterson and Ray Moran. Mr. Moran has interests in KTEZ(FM) Lubbock, Tex., and KRZY(AM) Albuquerque, N.M. Messrs. Thom, Sevieri and Peterson work at KRZY, and Mr. Finley is Albuquerque attorney. Ann. May 28.

■ **WONS(AM)**-**WBGW(FM)** Tallahassee, Fla. (AM: 1410 khz, 5 kw-D; FM: 98.9 mhz, 100 kw)—Seeks assignment of license from Campdown Industries to Forward of Florida for \$650,000. Seller: Campdown owners wish to devote time to other pursuits; no other broadcast interests. Buyer is owned by Forward Communications Corp., Wisconsin corporation. Forward, or its subsidiaries, is licensee of WIFC(FM)-WSAU-AM-TV Wausau and WMTV(TV) Madison, and WKAU-AM-FM Kaukana, all Wis.; KCAU-TV Sioux City, Iowa; WTRF-FM-TV Wheeling, W.Va.; KVG-B-AM-FM Great Bend, Kan.; WRAU-TV Peoria, Ill. and KOSA-TV Odessa, Tex. Company has 21 stockholders. Ann. June 2.

■ **WVPC-FM** Monmouth, Ill. (97.7 mhz, 3 kw)—Seeks assignment of license from Richard P. Lamoureux to Midwest Radio Group for \$125,000. Seller has no other broadcast interests. Principals in buyer are Kendall M. Light (60%) and four other equal owners. Mr. Light owns one-third of KCI(AM) Washington, Iowa. Stockholders also have CP for new FM station in Clarinda, Iowa. Ann. June 2.

■ **WLTH(AM)** Gary, Ind. (1370 khz, 1 kw-D)—Seeks assignment of license from Northeastern Indiana Broadcasting Corp. to Inter-Urban Broadcasting for \$190,000. Seller: Assignor wishes to sell station to local black group, to make "first black-owned broadcast outlet in Gary." Principal in buyer is Thomas P. Lewis (51%), who has banking interests. Five others, one of whom is reporter for WBBM-TV Chicago. Ann. June 4.

■ **WBKO(TV)** Bowling Green, Ky. (ch. 13)—Seeks assignment of license from Professional Telecasting Systems to Bluegrass Media for \$1.75 million. Sellers: D.C. Combs and John M. Berry who have no other broadcast interests. Buyer is owned by Clyde Payne (20%), present general manager, and eight business and professional men from Bowling Green, none of whom has any broadcast interests. Ann. June 1.

■ **WNRS(AM)** Saline-WIQB(FM) Ann Arbor, both Mich. (AM: 1290 khz, 500 w-D; FM: 102.9 mhz, 10 kw)—Seeks assignment of licenses from Community Music Service to Radio Ann Arbor for \$235,000. Seller, also licensee of WCMF(FM) Rochester, N.Y., is principally owned by James Trayhern and Richard Wissell. Mr. Trayhern also has interest in KLIV(AM) San Jose-KARA(FM) Santa Clara, Calif. Buyer is owned by John Casciani, former general manager of WBNY(FM) Buffalo, N.Y., who has no other broadcast interests. Ann. June 2.

■ **WMNS(AM)** Olean, N.Y. (1360 khz, 1 kw-D)—Seeks assignment of license from Radio Olean to Great Dane Broadcasting for \$200,000 and \$50,000 noncompetition covenant. Seller: James C. Gleason who has no other broadcast interests. Buyer principals are Robert Bums and Kenneth Pederson. Mr. Bums is general manager and has interest in WFLR-AM-FM Dundee and WSFE-AM-FM Seneca Falls, all New York. Mr. Pederson is Penn Yan, N.Y., contractor. Ann. June 2.

■ **WKQW(AM)** Spring Valley, N.Y. (1300 khz, 500 w-D, DA)—Seeks assignment of license from Jeffrey Sapir, trustee in bankruptcy, to Rockland Media Corp. for \$50,000. Seller: Station is silent and in bankruptcy. Principals in buyer are Elton L. Spitzer (43.2%), Eugene W. Gugig (22.7%) and six others. Mr. Spitzer is station manager with stock interests in WLIR(FM) Garden City, N.Y. Mr. Gugig holds position with WTFM(FM) Lake Success, N.Y. Some other stockholders have employment with WLIR. Ann. May 28.

■ **WTAB(AM)**-**WKSM(FM)** Tabor City, N.C. (AM: 1370 khz, 5 kw-D; FM: 104.9 mhz, 3 kw)—Seeks transfer of control of Tabor City Broadcasting Co. from original stockholders to Joe N. Ross, William Benton, et al. Consideration: \$45,000. Principals: Five original stockholders have been selling stock to Mr. Ross, Mr. Benton and others. Ms. Ruby McPherson now wishes to sell her interest, which would put Messrs. Ross and Benton over 50% ownership, necessitating FCC approval. Purchase price reflects only sale of Ms. McPherson's stock. Mr. Benton has interests in WMAP(AM) Monroe, N.C. and station in High Point, N.C. Mr. Ross has interest in WIXE(AM) Monroe, N.C. Ann. June 4.

■ **KDDR(AM)** Oakes, N.D. (1220 khz, 1 kw-D)—Seeks assignment of license from Berry-Iverson Co. of N.D. to Frontier Broadcasting for \$100,000. Sellers: Ron Iverson and Alfred G. Berry are also selling KSDR(AM) Watertown, S.D. Buyer is owned by Timothy Branson and Robert Norlund who own ambulance services in Wadena and Alexandria, Minn. Ann. June 4.

■ **KRBB-AM-FM** Sallisaw, Okla. (AM: 1560 khz, 250 w-D; FM: 95.9 mhz, 3 kw)—Seeks transfer of control of Big Basin Broadcasters from executors of estate of Wheeler Mayo; Paul and Levoey Demaree (100% before; none after) to Demaree Enterprises (49% before; 100% after). Consideration: \$120,740. Principals: Sellers include Mayo family and Demaree brothers. Wheeler Mayo is deceased. Buyers are Paul and Levoey Demaree (50% each). Levoey Demaree also has interest in KFAY(AM)-KKEG(FM) Fayetteville, Ark. Ann. June 2.

■ **WBFD(AM)**-**WAKM(FM)** Bedford, Pa. (AM: 1310 khz, 5 kw-D; FM: 100.9 mhz, 3 kw)—Seeks assignment of license from Inquirer Printing Co. to Bedford Broadcasting Co. for \$265,000. Sellers: John H. Biddle and Hugo K. Frear. Mr. Biddle is officer and director of WCPA-AM-FM Clearfield, WHUN-AM-FM Huntingdon and WDAD(AM)-WQMV(FM) Indiana, all Pennsylvania. Mr. Frear is publisher of *Bedford Inquirer*. Buyer is owned by Paul D. Imgrund who is sports director at stations. Ann. May 28.

#### Actions

■ **KCKC(AM)** San Bernardino, Calif.—Broadcast Bureau granted involuntary transfer of control of Dimarc Broadcasting Corp. from Harry Trenner and Julius Lefkowitz, trustees under last will and testament of Florence Ann Trenner, to Douglas M. Trenner, et al., as a family group, and as special administrator of estate of Harry Trenner (BTC-7936). Action May 28.

■ **WADS(AM)** Ansonia, Conn. (AM: 690 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Valley Broadcasting Co. to A.D.S. Broadcasting for \$160,000. Sellers wish to devote time to personal professional interests. Buyer is Jerome D. Dawson, retired dentist. Dawson family also owns WKND(AM) Windsor, Conn. and WXL(FM) Willimantic, Conn. Action June 1.

■ **KPEL-AM-FM** Lafayette, La. (AM: 1420 khz, 1 kw-D, 500 w-N; FM: 99.9 mhz, 38 kw)—Broadcast Bureau granted 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 (BAL-8651, BALH-2270, BASCA-738, BALRE-3005). Action May 28.

■ **KASO(AM)** Minden, La.—Broadcast Bureau dismissed application for acquisition of negative control of Cook Enterprises by each Harold Ray Cook and M.S. O'Dell Jr. through transfer of one share of stock to M.S. O'Dell Jr. from Harold Ray Cook (BTC-8027). Action June 1.

■ **WEBR(AM)**-**WREZ(FM)** Buffalo, N.Y. (AM: 970 khz, 5 kw-D; FM: 94.5 mhz, 105 kw)—Broadcast Bureau granted assignment of license from Queen City Radio Corp. to Western N.Y. Educational Television Association for \$1,950,000. Seller: Queen City, also owner of WCBE Inc., licensee of WREZ, is selling because of losses. Western is nonstock educational corporation, and is licensee of \*WNED-TV Buffalo, N.Y. (BAL-8587, BALH-2231, BALST-292, BALRE-2963). Action May 26.

■ **WANR(AM)** Toledo, Ohio (1520 khz, 1 kw-U)—Broadcast Bureau granted assignment of license from Raystay Co. to Gore Broadcasting for \$350,000. 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 (BAL-8647, BALRE-2999). Action May 28.

■ **WSDC(AM)** Hartsville, S.C. (1490 khz, 250 w-U)—Broadcast Bureau granted assignment of license from Community Broadcasting Company of Hartsville to Community Broadcasting Co. Inc. of Hartsville for \$12,576. Seller: Edmond F. Baddour is selling his 60% ownership to his partner, Harold L. Bledsoe, who owns 40%. Final reorganization of corporation would have Mr. Bledsoe and brother John owning 61.64% and seven others owning equal shares. No other broadcast interests (BAL-8604). Action May 26.

■ **KWAT-AM-FM** Watertown, S.D. (AM: 950 khz, 1 kw-D; FM: 96.1 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Midland National Life Insurance Co. to Sorenson Broadcasting for \$571,000. Seller: C.A. Sammons, who has 80% ownership of KTRN(AM) Wichita Falls and K1XZ(AM) Amarillo, both Texas; KELI(AM) Tulsa, Okla. and KHOG(AM) Fayetteville, Ark. Buyers are Dean Sorenson and Jerry Simmons, owners of KCCR(AM) Pierre and KYNT(AM) Yankton, both South Dakota (BAL-8620, BALH-2254, BALRE-2982). Action May 28.

■ **WSMT-AM-FM** Sparta, Tenn. (AM: 1050 khz, 1 kw-D; FM: 105.5 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Upper Cumberland Country Broadcasting Co. from Joe L. and Martha Ann Kuhn, Van L. and Sylvia Marie Slack (100% before; none after) to White County Broadcasting (none before; 100% after). Consideration: \$196,200. Principals: Sellers wish to retire from radio business. Buyer: Tollye Wayne (90%) and Joyce C. (10%) Tittsworth. Mr. Tittsworth is general manager of WAKI(AM) McMinnville, Tenn. (BTC-7925). Action May 28.

## Facilities changes

#### TV application

■ **WOWL-TV** Florence, Ala.—Seeks CP to change ERP to 1410 kw vis., 400 kw aur.; change trans. location; change type ant. and HAAT 730 ft. Ann. May 28.

#### TV actions

■ **\*KTEH** San Jose, Calif.—Commission granted application by Santa Clara County Board of Education to

make changes in facilities of station. Commission waived certain minimum mileage separation rules and authorized KTEH to relocate its trans. from a site with in San Jose to Monument Peak, about 10 miles north of San Jose; to increase power from 295 kw to 643 kw; and increase ant. height above average terrain to 1910 feet from minus 30 feet. Commission denied objections filed by Association of Maximum Service Telecasters and denied informal requests for conditions filed by Gill Cable and Camellia City Telecasters. Action June 1.

■ **WCKT Miami**—Broadcast Bureau granted modifications of license covering decrease of aur. ERP to 30.2 kw (BMLCT-802). Action May 28.

■ **WGNO-TV New Orleans**—Broadcast Bureau granted CP to change ERP to 340 kw vis., 50.2 kw aur.; make changes in ant. system (BPCT-4908). Action May 28.

■ **KEVN-TV Rapid City, S.D.**—Broadcast Bureau granted modifications of CP to change ERP to 224 kw (H) vis., 22.4 kw (H) aur.; change type trans.; ant. height 670 ft. (BMPCT-7622). Action May 28.

■ **WBIR-TV Knoxville, Tenn.**—Broadcast Bureau granted modifications of license covering decrease of aur. ERP to 36.3 kw (BMLCT-803). Action May 28.

#### AM applications

■ **KHCS Phoenix**—Seeks CP to increase power to 1 kw. Ann. June 3.

■ **KEZY Anaheim, Calif.**—Seeks CP to increase daytime power to 10 kw; install DA-2; make changes in ant. system. Ann. June 3.

■ **WCHK Canton, Ga.**—Seeks CP to increase daytime power to 5 kw; add nighttime operation with 500 w, DA; change hours of operation to unlimited. Ann. June 3.

■ **KXRB Sioux Falls, S.D.**—Seeks CP to increase power to 50 kw; install 10 kw-CH; change ant. system. Ann. June 3.

■ **KYKR Port Arthur, Tex.**—Seeks CP to increase power to 5 kw; install DA; change ant.-trans. location. Ann. June 3.

#### AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KULF Houston** (BP-19,764), May 13; **WLBM Mattoon, Ill.** (BP-20,005), May 13; **WNMT Garden City, Ga.** (BP-20,091), May 14.

#### FM applications

■ **WIVY-FM Jacksonville, Fla.**—Seeks CP to change trans. location; change studio and remote control location to 1295 Gulf Life Dr., Jacksonville; install new trans. and ant.; change TPO; ERP 60 kw and HAAT 572 ft. Ann. June 1.

■ **\*WKGC-FM Panama City, Fla.**—Broadcast Bureau granted CP to operate by remote control from studio location at 5230 West Highway 98, Panama City; install new trans. and ant.; make changes in ant. system; change location to East 15th St., Panama City; ERP 9.2 kw; ant. height 270 ft.; condition (BPED-2154). Action June 2.

■ **\*WRUC Schenectady, N.Y.**—Seeks CP to change frequency to 89.9 mhz; change trans. location; operate by remote control from studio location; install new trans. and ant.; change TPO; ERP 14 kw and HAAT 822 ft. Ann. June 3.

#### FM actions

■ **KFMG Albuquerque, N.M.**—Broadcast Bureau granted modifications of CP to change trans. location and studio to Airisco Drive, Albuquerque; delete remote control; change trans. and ant.; make change in ant. system; ERP 77 kw; ant. height —41 ft.; condition (BMPH-14766). Action June 2.

■ **\*KAOS Olympia, Wash.**—Broadcast Bureau granted modifications of CP to change trans.; ERP 400 w.; ant. height —14 ft.; remote control permitted (BMPED-1354). Action May 27.

■ **\*WQBE Charleston, W.Va.**—Broadcast Bureau granted CP to change trans. location; install new trans. and ant.; make change in ant. system; ERP 50 kw (H&V); ant. height 500 ft. (H&V); remote control permitted (BPH-9546). Action May 26.

#### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KMAX Arcadia, Calif.** (BPH-9770), May 19; **KNXR Rochester, Minn.** (BPH-9481), May 21; **KSEO-FM**

## Call letters

### Applications

Call	Sought by
<b>New FM's</b>	
*WVPR	South Carolina Educational Television Commission, Rock Hills, S.C.
WVLA	Mesabi Communications Systems, Eveleth, Minn.
WRBI	Donald G. Davis, Batesville, Ind.
KTAK	Riverton Broadcasting Co., Riverton, Wyo.
<b>Existing AM's</b>	
WBBN	WBOY Clarksburg, W.Va.
WQZQ	WJAK Jackson, Tenn.
KNWZ	KDEF Albuquerque, N.M.
WRNN	WCRM Clare, Mich.
WRGC	WMSJ Sylva, N.C.
WVLV	WJWD Lebanon, Pa.
WDDL	WGAL Lancaster, Pa.
WCRJ	WIAD Jacksonville, Fla.
<b>Existing FM's</b>	
WIZM-FM	WWLA La Crosse, Wis.
WOTE	WABJ-FM Adrian, Mich.
WFMG	WAAT Johnstown, Pa.
WJAO	WTOT-FM Marianna, Fla.
KIEL	KTRM-FM Beaumont, Tex.
WIVQ	WRKT Cocoa Beach, Fla.
WWCS	WARK-FM Hagerstown, Md.
KKTX	KCNW Kilgore, Tex.
WNCE	WGAL-FM Lancaster, Pa.

### Grants

Call	Assigned to
<b>New AM's</b>	
KRWT	Winters Radio, Winters, Tex.
WJAL	Kingston Broadcasting Co., Conway, S.C.
WJTP	J.T. Parker Jr., Newland, N.C.
KVLI	John and Janet Ridenour, Lake Isabella, Calif.
<b>New FM's</b>	
KXDD	KUTI Communicators, Richland, Wash.
KXOX-FM	Stein Broadcasting, Sweetwater, Tex.
*WKFR-FM	Vassar College, Poughkeepsie, N.Y.
KMXX	Dynamic Communications of Austin, Austin, Tex.
*KAZI	Austin Community Radio, Austin, Tex.
KFRN	Jimmy Swaggart Evangelistic Assn., Amarillo, Tex.
WRJC-FM	George S. Blum, Mouston, Wis.
*WXDR	University of Delaware, Newark, Del.
*WLHI	Fort Wayne Lutheran Assn., Fort Wayne, Ind.
KQHJ	Harold A. Jahnke, Hampton, Iowa
KBCT	Carousel Broadcasting Corp., Fairfield, Iowa
KCNW	Radio Kilgore, Kilgore, Tex.
<b>Existing TV</b>	
WCFC	WCFL-TV Chicago
<b>Existing AM's</b>	
KAYK	KOVO Provo, Utah
KFTN	KIXX Provo, Utah
<b>Existing FM's</b>	
KPAM-FM	KPAM Portland, Ore.
WRLR	WHUN-FM Huntington, Pa.
WKTC	WCPS-FM Tarboro, N.C.
KMEZ	KTLC Dallas
WNNN	WPDM-FM Potsdam, N.Y.
KAYK-FM	KFMC Provo, Utah

Durant, Okla. (BPH-9380), May 19; **WITW Cadillac, Mich.** (BPH-9693), May 19; **WLOV-FM Washington, Ga.** (BPH-9800), May 19; **WNRN Bellevue, Ohio** (BPH-9462), May 21.

## In contest

### Designated for hearing

■ **St. Louis, TV proceeding:** Midwest St. Louis Inc. and New Life Evangelistic Center, competing for ch. 24

(Doc. 20820-1)—Commission designated for hearing mutually exclusive applications of Midwest and New Life for new commercial television station, Midwest St. Louis is wholly-owned subsidiary of Midwest Radio-Television, licensee of WCCO-AM-FM-TV Minneapolis. Midwest Radio-Television is 47 percent owned by Minneapolis Star and Tribune Co., which owns KTVH(TV) Hutchinson, Kan. Robert B. Ridder, president of Midwest St. Louis, has 50 percent interest in WDSM(AM) Duluth, Minn. Neither New Life Evangelistic Center nor any of its officers or directors has any other broadcast interests. Action May 25.

### Procedural ruling

■ **WRPL(AM) Charlotte, N.C., renewal proceeding:** Voice of Charlotte Broadcasting Co. (Doc. 20701)—ALJ Joseph Stirmer scheduled hearing for Sept. 14 in Charlotte. Action May 27.

## Complaints

■ Total of 7,579 complaints from public was received by commission during April, decrease of 3,217 from March. Other comments and inquiries for April totaled 1,597, decrease of 1,394 from previous month. Commission sent 1,724 letters in response to comments, inquiries and complaints.

## Fines

■ **WJAM(AM) Marion, Ala.**—Broadcast Bureau notified licensee it incurred apparent liability for \$250 for failing to make required weekly inspections of transmitting equipment or by failing to make required entries in maintenance log. Action June 1.

■ **KFRB(AM) Fairbanks, Alaska**—Broadcast Bureau notified licensee of apparent liability of \$500 for failure to have licensed operator in actual charge of transmitting system. Licensee has 30 days to pay or contest forfeiture. Action May 27.

■ **\*KEET-TV Eureka, Calif.**—Commission issued letter of reprimand to Redwood Empire Educational Television, licensee, for violations of various sections of FCC rules. Violations included construction of new facilities in advance of FCC authorization, visual transmitter power output and aural transmitter power output calibrations not made every six months as required, monthly frequency measurements not referenced and combined operating and maintenance logs not kept in orderly manner. In view of KEET's status as noncommercial educational licensee, commission did not impose monetary forfeiture since fine would only diminish station's resources available for programming. Instead, FCC said it would place letter of reprimand in station's license file. Action May 26.

■ **WPKE(AM) Pikeville, Ky.**—Broadcast Bureau notified licensee it incurred apparent liability of \$1,500 for failing to operate at times specified in basic instrument of authorization. Action May 28.

## Other actions

■ **KROQ(AM) Burbank-KROQ-FM Pasadena, both Calif.**—Commission ordered licensees of stations to forward licenses for cancellation. Licensees were given opportunity to request oral argument before commission on their license renewal applications within ten days. KROQ is licensed to George E. Cameron Jr. Communications. KROQ-FM is licensed to Burbank Broadcasting Co. Burbank Broadcasting owns capital stock of Cameron and stations are under common ownership. Both stations have been off air since July 29, 1974. Licensees have been evicted from studio premises and they have lost possession of broadcast equipment through foreclosures (Docs. 20629-31). Action June 2.

■ **\*WEDH(TV) Hartford, Conn.; \*WEDN(TV) Norwich, Conn.; \*WEDY(TV) New Haven, Conn.; \*WEDW(TV) Bridgeport, Conn.**—Broadcast Bureau granted modifications of licenses covering change of name from Connecticut Educational Television Corp. to Connecticut Educational Telecommunications Corp. (BMLET-134, BMLTT-68, BMLTS-751, BMLTI-569, BMPTI-468, BMLTP-369, BMLQ-69). Action May 28.

■ **WIFE (AM) Indianapolis**—Commission ordered Star Stations of Indiana to terminate its operation of WIFE on grant of program test authority to Indianapolis Broadcasting Inc. (IBI) for new AM station on WIFE's frequency (1280 khz). FCC also returned IBI's application for assignment of "WIFE" call letters; authorized IBI to utilize "WIFE" call letters for its new AM station through October 1; and directed IBI to request permanent call letters within 45 days. Action May 26.

■ **KQRS-AM-FM Golden Valley, Minn.**—Commission renewed licenses to April 1, 1977, remainder of regular renewal period for Minnesota stations. Both stations are licensed to Hudson Broadcasting Corp. Stations had been granted short-term renewals for period ending June 1, 1976, because in past, FCC said, licensee failed to maintain expected degree of control and supervision of operating logs. Action May 26.

■ **WHBI (FM) Newark, N.J.**—Commission denied application of Cosmopolitan Broadcasting Corp. for renewal of its license. ALJ Ernest Nash, in initial decision released July 25, 1974, denied renewal application on grounds that Cosmopolitan operated station virtually abandoning all interest and control over programming to time brokers, religious broadcasters and commissioned salesmen. Judge Nash found broadcast of lottery information, false and misleading advertising, improper logging, failure to meet filing requirements and inadequate record keeping. These violations, Judge Nash said, were result of "practices followed by a licensee who minimized his participation in programming to the extent that he virtually abandoned his licensed facility to the use of others." Commission said primary reason for Cosmopolitan's lack of control and supervision over programming and operations was because almost every available minute of broadcast time on WHBI was sold to time brokers who either provided programming or resold smaller blocks of time to sub-brokers. Action May 19.

## Allocation

### Action

■ **Oologah, Okla.**—Broadcast Bureau proposed assigning FM ch. 291 (106.1 mhz) to Oologah as that community's first FM assignment. Action was in response to rulemaking petition filed by William L. Wright (Doc. 20830). Action May 27.

## Rulemaking

### Actions

■ Commission clarified rules to emphasize cable television operator's responsibility to have regulations prohibiting presentation of obscene or indecent material on access channels, and to keep such material off cable system. Action June 2.

■ Commission denied petition by Community Broadcasters for amendment of rules governing imposition of forfeitures against broadcast station licensees. Community, licensee of WGHN-AM-FM Grand Haven, Mich., requested new rule that no notice of apparent liability may be issued to licensee for any rule violation that took place two or more business days after Broadcast Bureau received information that similar violation had been committed unless FCC on business day following receipt of that information sent to licensee summary of particular alleged violation. Community held that repeated violations could be avoided by prompt notification by FCC to licensee of error. Action June 1.

■ FCC adopted its 11th reregulation order. Changes made include: (1) AM stations may now install static electricity drain and tower lighting components across antenna terminals, (2) deleted requirement for certain antenna monitor readings, (3) clarified rules for reading and logging base currents for stations with directional antennas, (4) station licenses may now be kept in binders as alternative to hanging on wall, (5) removed anomaly in rules requiring more frequent base current measurements from some stations, (6) refined rules regarding proofs of performance, (7) substituted rules for FM field strength measurements and (8) amended requirements for remote control for noncommercial FM stations. Action May 25.

■ Commission amended rules governing certain aspects of design of directional antennas for AM stations to allow antenna designer increased latitude in developing radiation pattern meeting FCC allocation requirements. Under modified rules, two basic changes in mathematical assumptions were adopted: Assumption concerning loss resistance in antenna system (method of determining efficiency of antenna system) was relaxed; and mathematical compensation in systems using tall towers (over one-half wavelength) was increased for calculations predicting little or no radiation when in fact there will be radiation. Several minor rules changes also were adopted, including methods of plotting of antenna patterns, and type of paper on which antenna patterns must be filed (Doc. 20645). Action June 1.

## Translators

### Applications

■ **Midnight Sun Broadcasters, Camp Lonely, Alaska**—Seeks CP for ch. 7 rebroadcasting KENI-TV and KTVA Anchorage and KFAR-TV and KTVF Fairbanks, Alaska; also seeks ch. 10 in Prudhoe Bay, Alaska, rebroadcasting same stations. Ann. May 28.

■ **K04AO Dolores, Colo.**—Seeks CP to change frequency from ch. 4 (66-72 mhz) to ch. 5 (76-82 mhz); change type of trans. and make changes in ant. system. Ann. June 4.

■ **Ohio Educational Television Network Commission, Mansfield, Loudonville and Millersburg, Ohio**—Seeks CP's for (respectively): ch. 47 rebroadcasting WOSU-TV Columbus, Ohio; ch. 65 rebroadcasting WOUC-TV Cambridge, Ohio; and ch. 69 rebroadcasting same. Ann. June 3.

■ **Ohio Educational Television Network Commission, Newark, Ohio**—Seeks CP for ch. 31 rebroadcasting WOSU-TV Columbus, Ohio. Ann. June 4.

### Actions

■ **Fannin County Broadcasting Co., Cartecay, Ga.**—Application for ch. 272 rebroadcasting WPPL Blue Ridge, Ga., dismissed at request of applicant. Ann. May 28.

■ **Gallup, N.M.**—FCC granted application of Hubbard Broadcasting for new 100-watt VHF translator station to operate on unassigned channel 6. Commission also waived rules to allow station to operate on channel not listed in TV Table of Assignments. Commission pointed out that waiver should not be considered precedent. It said consideration of similar grants would be limited to situations where such action is necessary to resolve conflict to avoid hearing between bona fide applicants. Hubbard is licensee of station KOB-TV Albuquerque, N.M. and would rebroadcast that signal on translator station. Action June 1.

■ **Bryce Lions TV Committee, Utah**—Broadcast Bureau ordered license authorizations forfeited and call letters deleted for following VHF translators: K03CP Tropic, Cannonville and Henrieville, Utah, on ch. 3 rebroadcasting KTVX Salt Lake City; K06EN, same as above, on ch. 6 rebroadcasting KUTV Salt Lake City; K07HJ Bryce Canyon and Airport, Utah, on ch. 7 rebroadcasting KTVX; K08FM, same as K03CP, on ch. 8 rebroadcasting KSL-TV Salt Lake City; K09HT, same as K07HJ, on ch. 9 rebroadcasting KUTV; and K12FR, same as above, on ch. 12, rebroadcasting KSL-TV. Ann. June 1.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ **Dekalb Cable Co., for Waterloo and Garrett, Ind.** (CAC-06665-6): WGN-TV, WSNS, Chicago; and delete WKBD-TV Detroit; WMSH-TV South Bend, Ind.

■ **Blue Ridge Cable Television, for Lansford borough, Pa.** (CAC-06667): Requests certification of existing operations.

■ **Alpine Cablevision, Box 217, Damascus, Va.** 24236, for (town of) Newland, N.C. (CAC-06668): WUNE-TV Linville, N.C.; WCYB-TV Bristol, Va.; WJHL-TV Johnson City, Tenn.; WKPT-TV Kingsport, Tenn.; WBTV, WSOCTV, WRET-TV, Charlotte, N.C.

■ **TV Cable of Sulphur, for Sulphur and Davis, Okla.** (CAC-06669-70): KXTX-TV Dallas.

■ **Rockland Cablevision, for (village of) W. Haverstraw, (village of) Haverstraw, (town of) Haverstraw and (town of) Stony Point, N.Y.** (CAC-06658-61): WBTV-TV Newark, N.J.

■ **Evansville Cable TV, 1018 Lincoln Ave., Evansville, Ind.** 47714 for Evansville, Ind. (CAC-06662): WEHT, WFIE-TV, WTVW, WNIN, Evansville, Ind.; WVUT Vincennes, Ind.; WKMA Madisonville, Ky.; WTTV Bloomington, Ind.; WGN-TV Chicago.

■ **Bluffton Cable Co., for Bluffton, Ind.** (CAC-06663): WGN-TV Chicago; WHMB-TV Indianapolis; and delete WXIX-TV Newport, Ky.

■ **Microwave TV, for Jesup, Ga.** (CAC-06671): WJCT Jacksonville, Fla.

■ **Leesburg Lakeshore Mobile Home Park, 1341 West Griffin Rd., Leesburg, Fla.** 32748, for Leesburg (mobile home park), Fla. (CAC-06672): WESH-TV Daytona Beach, Fla.; WFTV, WDBO-TV, WSWB-TV, Orlando, WTOG St. Petersburg, WTVT, WFLA-TV, Tampa, WLCY-TV Largo, all Fla.

■ **Bangor Cablevision Ltd., 526 S. Burdick St., Kalamazoo, Mich.** 49006, for Bangor, Mich. (CAC-06673): WKZO-TV Kalamazoo, Mich.; WUHQ-TV Battle Creek, Mich.; WOTV, WZZM-TV, WGVC, Grand Rapids, Mich.; WGN-TV, WSNS, WFLD-TV, Chicago; WNIT-TV South Bend, Ind.

■ **Minneapolis Cable, Box 4364, Topeka, Kan.** 66604, for Minneapolis, Kan. (CAC-06674): KBMA-TV, KMBC-TV, Kansas City, Mo.; and delete KCKT Great Bend, Kan.; KSNB-TV Superior, Neb.; KPTS, KTVH, Hutchinson, Kan.; KAKE-TV Wichita, Kan.; WIBW-TV Topeka, Kan.

■ **Teleprompter Cable Communications Corp., for Galena and Hanover, Ill.** (CAC-06675-6): WSNS Chicago.

■ **Alpena Cablevision, for Alpena, Alpena township, Maple Ridge township and Sanborn township, Mich.** (CAC-06677-80): CBET Windsor, Ontario.

■ **Continental CATV of New York, for Peekskill, (village of) Buchanan, Montrose, Crugers and Verplanck, all N.Y.** (CAC-06653-7): WBTV-TV Newark, N.J.

■ **Dekalb Cable Co., for Auburn, Ind.** (CAC-06664): WGN-TV, WSNS, Chicago; and delete WKBD-TV Detroit; WMSH-TV South Bend, Ind.

■ **Rock Cablevision, for Boomer, Charlton Heights, Falls View, Scarbo, Red Star, Hilltop, Prudence, Glen Ferris, Cannelton, Page, Kincaid, Beards Fork, Dorothy, Mammoth, Winifred, London and Hugheston, all W.Va.** (CAC-06636-52): Requests certification of existing operations.

■ **Tele-Tenna Corp., for Victoria, Tex.** (CAC-06191 amended): KUHT Houston.

■ **Oxnard Cablevision, for Oxnard, Port Heuneme and portions of Ventura county, Calif.** (CAC-06630-2): XEWT-TV Tijuana, Mexico.

■ **Sheridan Cablevision, for unincorporated areas of Sheridan county, Wyo.** (CAC-06633): KBTV, KMGH-TV, KOA-TV, KRMA-TV, Denver.

■ **Hawaiian Cable Vision Corp., for Lahaina district, Hawaii** (CAC-06634): KHON-TV, KITV, KHET, Honolulu.

■ **Rock Cablevision, for Jodie, W.Va.** (CAC-06635): Requests certification of existing operations.

### Other actions

■ **Astro Cablevision Corp., Corapolis borough, Crescent township, Moon township and Neville township, Pa.**—CATV Bureau granted special temporary authority to carry WOR-TV New York, in lieu of WUAB Lorain, Ohio, for 90 days or until commission action on pending applications for certificates of compliance, whichever occurs first. Action June 2.

■ **Sareco Cable TV, Abbeville, S.C.**—Broadcast Bureau granted waiver of signal carriage rules for major market cable system to allow carriage of nonnetwork programming of WIS-TV Columbia, S.C., in lieu of second independent station, on existing cable system of Abbeville (CSR-912). Action May 26.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**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 O-220, BROADCASTING.

**General Manager** for AM station in major midwestern market. Must be strong in sales and have management experience. Reply with full resume to Box T-38, BROADCASTING.

**General Manager.** Unique opportunity with top rated contemporary station in major Southwest market. Candidates must have successful track record that can be documented by previous employers. 40K base plus incentive. Stock participation available to right person. Rush complete background information to Box T-61, BROADCASTING.

**Southern Texas one** station market has opening for experienced ass't manager. Must be good in sales & public relations. Send resume and salary requirements to Box T-64, BROADCASTING.

**Group broadcaster** seeks experienced sales-oriented general manager for major west coast AM-FM. Rare growth opportunity. Send resume with salary requirement to Box T-66, BROADCASTING.

**WBAI-FM, Pacifica** Radio in New York City, seeks manager. Modest salary. Women and minority candidates encouraged. Send resumes to Manager Search Committee, WBAI, 359 East 62nd Street, New York, NY 10021.

**Public radio station** manager, pioneer 5,000 watt AM NPR affiliate. MA preferred, plus four years professional experience, one year in management. Start September 1, 1976. Salary competitive. Send resume and reference to: Gordon Tuell, Radio-Television Services WSU, Pullman, WA 99163. Application review begins July 15, 1976. Equal Opportunity/Affirmative Action Employer.

**Sales Manager.** CBS sports oriented MOR. Area's finest AM signal. Must be able to lead a three man retail sales team. Right deal for the person with an outstanding track record of personal sales plus leadership ability. Send resume and details in complete confidence to Don Kelly, General Manager, WWYN Radio, 3204 State Street, Erie, PA 16508.

### HELP WANTED SALES

**Immediate opening** for experienced RAB sales manager, in growing market, who can generate own accounts, train, and supervise sales staff. Salary, override, incentives, benefits. Box S-306, BROADCASTING.

**Sales Manager. Aggressive** leader for medium market North Carolina AM-FM. Needs good track record. Will become member of management team. Compensation negotiable. Box T-19, BROADCASTING.

**An account executive.** Proven street fighter, who not only can successfully meet the demands of the street, but thoroughly enjoys both the challenges and rewards, salary, bonuses, and benefits. Box T-32, BROADCASTING.

**Wanted: Anncr-Sales combo.** Do live AM show. 15 hours a week, then sell for automated upstate New York station. Box T-37, BROADCASTING.

**Experienced sales/sports** director. Beautiful Midwest small city with superior quality of life. Permanent position with expanding group. Aggressive crew. Open now. Contact: Rick Charles, KAGE-AM-FM, Winona, MN.

**Adult music FM** station, looking for aggressive sales person. Excellent opportunity with progressive group. Send resume to Allen Carstens, Box 971, KCPI Radio, Albert Lea, MN 56007.

### HELP WANTED SALES CONTINUED

**Super radio sales** person wanted. Must be able to bill at least \$10,000 per month in market of 100,000+. Salary \$800 with 10% over \$4,000. If capable of billing minimum, base pay goes up to \$1,000. Steve Leon, KNTQ-FM, Wichita Falls, TX. 817-723-6688.

**Still looking** for the right person to fill top spot in aggressive local sales department. Excellent growth market, opportunity and draw, immediate opening. WBNR, PO Box 511, Beacon, NY 12508. 914-831-1260.

**Florida coastal radio** sales opening. Looking for aggressive person with two years sales experience. No floaters. Great place to live by ocean. Big growth market. Stable economy. Send resume and requirements to Randolph H. Miller, WIRA/WOVV-FM, PO Box 3032, Ft. Pierce, FL 33450. Equal Opportunity Employer. Special consideration to women and minorities.

**Madison, WI.** Excellent career opportunity for bright problem-solving sales person on the way up, strong on creativity with ability to build campaigns. Six station group seeks person with management potential. Job opening result of promotion. Our people earn far more, city offers superior living, you'll have opportunity for management and equity. WISM, Madison, WI Box 2058, 53701. A Midwest Family Station.

### HELP WANTED ANNOUNCERS

**Quality announcer** wanted for automated station, central Indiana. Training provided for right voice. Send resume. Equal Opportunity. Employer. Box S-273, BROADCASTING

**Country music** program director needed soon. Must know promotion inside and out, for exceptional C&W station in top Southwestern market. Send resume and example(s) of promotions you have created to Box S-300, BROADCASTING.

**Florida MOR station** has opening for personality announcer. Must be good in production as well as on the air. Minimum two years experience with a solid work record. Salary 10,000 to 13,000 per year. Coastal growth market with stable economy. Equal Opportunity Employer. Send resume to Box S-317, BROADCASTING.

**Community minded. Experienced,** personable, warm, good voice, adult communicator. Production a must. Third please. AM/FM combination. New York metro area. Box T-23, BROADCASTING.

**Mid-atlantic area.** Announcer opening. Sales opening. Easy listening station. New or experienced. Box T-82, BROADCASTING.

**1st ticket disco-soul** experienced format announcer Denver market. Mail info to KDKO, Box 418, Littleton, CO 80120. No calls. EOE.

**Drive Time announcer/personality.** Good production. First phone desirable, experience necessary. Growing company. No. 1 ratings, good pay and benefits. Modern country. Strong news and community involvement. Charlie Tuma, KLIX Radio, PO Box 1259, Twin Falls, ID 83301. 1-208-733-1310.

**Immediate opening.** First phone, announcer-salesperson. Base and commissions approx. \$750 to start. Contact Butch Luth, Station Mgr., KIML, Gillette, WY. EOE.

**Have immediate opening** for adult contemporary for mature announcer with first phone. Looking for a PM drive slot between 7:00 and midnight. Experience and track record in ratings are a must. Good salary. Send tape and resume to James Poston, WCOG, PO Box 8717, Greensboro, NC 27410. No calls please.

### HELP WANTED ANNOUNCERS CONTINUED

**WDBR, Springfield, IL** needs morning communicator for contemporary format who has an interest in sales. This rare opening offers stability, pleasant working conditions, and good money. As a jock, you must be a pro; we'll teach you sales. Tape and vita to Steve West, Box 3166, Springfield 62708. EOE.

**All night show.** Opening August 1, for contemporary announcer. Minimum 1 year experience and 3rd class ticket endorsed required, production helpful. EOE. Send tape, resume first letter to Tom O'Shea, P.D., WHAP Radio, PO Box 621, Hopewell, VA 23860.

**Top station** in Indiana's 7th largest city needs creative, personable air person. Ideal opportunity for that move to a professional medium market. EOE. WHUT, 317-644-1255. Mike Kase, PD.

**News, sports, Pa.** Talk, board, production. New facilities. Send tape and resume to WLO AM/FM, PO Box 255, Frankford, IN 46041.

**One of the nation's** outstanding medium sized market stations has current opening for staff announcer. Resume along with audition tape should be forwarded to W.R. Williamson, General Manager, WIOU Radio Station, PO Box 2208, Kokomo, IN 46901. Starting salary negotiable with experience. This is a rare opening in an outstanding radio market. Format of station is Contemporary MOR, ABC Information News, heavy emphasis on local news. WIOU is an Equal Opportunity Employer.

**An unusually successful** station in Bloomington-Normal, Illinois is looking for a strong, adult-appeal personality to handle a major daytime show. WJBC dominates its market like few stations do because it attracts and keeps strong people on its staff, promotes like crazy, and keeps heavily involved with the real world. A creative, mature, radio person simply won't be bored in Bloomington. Show me what you can do in a tape. Don Munson, WJBC, Bloomington, IL 61701, an Equal Opportunity Employer.

**No. 1 station** playing Country and Western has opening for a disc jockey and production person. If you are qualified to work with the best personnel in the area and have a good personal background, contact Vernon Arnold, Station Manager, WJEM, Valdosta, GA.

**Immediate opening** for announcer who is strong on copy and production. Format is adult contemporary. Send tape and resume to Program Director, WSSC, Box 1468, Sumter, SC 29150.

**Talk show host** needed now. Experience mandatory. 1st phone preferred. Send tape and resume directly to: WSUM, Cleveland, OH 44133.

**Entertaining midday personality** needed, for No. 1 rate mid Florida contemporary station. We're a major market sound in a five station city. Rush tape, resume and salary requirements to Chuck Morgan, P.D., WTMC, Box 897, Ocala, FL 32670. No calls please.

**We are seeking** a special caliber of person, who has some knowledge of the fundamentals of communication. Prior experience is not required, but a first ticket is, for those of you who want to learn our brand of radio. Call or write Broadcast Enterprises, Box 968, Powell, WY 82435.

**Dedicated morning personality** with PBP experience needed by central Nebraska's top sports station. Right person could work into management. Write General Manager, Box 465, Holdrege, NE 68949, include resume and tape, or call 308-995-4020. EOE.

**Gospel radio station** in Northeast has combo air personality-public relations position available. Third endorsed FCC license and experience necessary. Phone: 518-272-1010. Equal Opportunity Employer.

**5000 watt AM** stereo FM adult contemp needs aggressive anncr to fill permanent slot. Send tape, resume to J. Rising, Parade Rd., Laconia, NH 03246.



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**HELP WANTED ANNOUNCERS  
CONTINUED**

**Wanted. Dynamic contemporary** personality for young and beautiful music station. If you are willing to give 110% so are we! Send tape and resume to: Bill Braman, PO Box 98, Willimantic, CT 06226.

**Opportunity for good MOR DJ.** Good station for your first step up. We need you now! Call 308-284-2051 or send tape PO 733, Ogallala, NE 69153.

**Unusual opportunity.** Top rated station has opening for morning air personality. Must be a creative entertainer preferably with news or talk background and good interview ability. Call C. David Hamilton, Rockford, IL 815-399-2233.

**Engineer/Announcer.** Need two with 1st phone for new AM in Lebanon, Pa. Must be good announcer, with train technical. Call Art. Greiner, Shippensburg, 717-532-4105.

**Progressive jock.** Experienced only. Must know country rock. Tape and resume to: Eric Stephens, PO Box 42, Laurel, MD 20810.

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**HELP WANTED TECHNICAL**

**Chief Engineer** for top ten market in Southwest. 5 KW AM with 3 tower directional, 100 KW FM stereo. Looking for hardworking, creative talent, preferably with contemporary format experience. Rush resume to Box T-44, BROADCASTING.

**Chief Engineer/announcer** wanted for AM/FM combination. 500 watt AM non directional, 3000 watt FM. Enjoy the good life in beautiful college town in Mid-Nebraska. Call Ron Swanson, KICS AM-FM at 402-463-1314 collect or send resume to KICS, PO Box 1005, Hastings, NE 68901.

**Chief Engineer:** Major public FM, originates for regional real-time network. NPR affiliate. Heavy experience in studio maintenance, remote broadcast and news staff support, 950 mhz link equipment. Salary open. Resume and salary to: Shields, KSJN, 400 Sibley, St. Paul, MN 55101. EOE.

**So. Calif.** Directional AM-automated FM has opening for top notch chief. Excellent equipment. Good working conditions. Ideal place to live. Please, only first rate experienced engineers reply. EOE. Minorities urged to reply. Call or write Lyle Richardson, KUDE, PO Box K-1320, Oceanside, CA 92054. 714-757-1320.

**Excellent opportunity** for qualified assistant chief of WCIT/WLSR, Lima, Ohio. Must have first phone and engineering experience. You will train under competent chief. AM/FM, stereo, automation. Pleasant working conditions. Top equipment and facilities. Will consider recent graduate. An Equal Opportunity Employer. Call Ray Allen, Chief, for appointment 419-228-9248.

**Fully experienced part time** contract engineer for AM, FM stereo and automation. Weekly inspections, regular maintenance, proofs, emergency availability, knowledge FCC regulations, etc. Will consider full-time employment if applicant is willing and qualified to operate in other departments. Include detailed experience and financial requirements first letter. Beautiful Shenandoah Valley. C. Leslie Golliday, Owner, WEPM/WESM, PO Box 767, Martinsburg, WV 25401.

**Chief Engineer.** Class 4 AM and stereo Class A automated FM, remote pickup. Must have commercial experience in all of these. Immediate opening. Good salary to start. Excellent opportunity for right person. Call Mr. Johnstone, WMID-WGRF, Atlantic City, NJ. Phone number: 609-344-5113. EOE.

**South Georgia fulltimer** needs experienced engineer-announcer. Must have proven record of dependability with good references which will be thoroughly checked. Come join us in a beautiful college community on Interstate 75. Send resume and tape to: Al Cohen, WTIF, Box 968, Tifton, GA 31794.

**Chief Engineer.** Southampton, Long Island. Automated, FM stereo, good music. Just moved to new facilities in resort hotel. Opportunity for take charge individual in growing group situation. Secondary services desirable for on-air relief work, etc. Starting salary \$10,000. Please write WWRJ, Southampton, NY 11968 or call 516-283-5200.

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**HELP WANTED TECHNICAL  
CONTINUED**

**Arkansas Company looking** for chief engineer and engineer/operator. Contact James Cope 501-376-9292.

**Chief Engineer,** fulltime engineer. 5 KW-D country, all news "C" FM, mobile units, public address equipment installation. New 4-tower possible. 268th market. Cascade Mountains of Oregon. If you like outdoor living, you'll love this country. Pays better than many larger markets. Lower living costs. EOE. Mr. Smith 503-882-8833 to arrange interview.

**Chief Engineer** for 3-tower, 1000 W, nite-time, directional in "Rose Capitol of World" Tyler, Tex. Our chief engineer is retiring. Good conditions with good company, but must know your stuff. Send resume to Box 929, Tyler, TX 75701.

**Chief Engineer.** Chicago area AM directional FM stereo seeking experienced chief engineer. Send resume and salary requirements to Lake Valley Broadcasters, 145 Virginia Street, Crystal Lake, IL.

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**HELP WANTED NEWS**

**News Director** for two person midwest department. Personal interview required. Box S-239, BROADCASTING.

**News director** with talk show experience. Sports opportunity if qualified. Small northeast market. 3 man news staff. 3rd endorsed, EOE. Box S-293, BROADCASTING.

**News professional experienced** news director wanted to dig, write and air news. Minimum of 5 years experience. Handle CATV interview programs also. Play by play helpful but not necessary. Established Ohio station, network station, mobil equipment. Send resume, availability in first letter to Box T-9, BROADCASTING.

**News Director** Virginia station. Dig, write, air, interviewing, stress local news, affiliated network. Write Box T-63, BROADCASTING.

**Station manager** to supervise sales, programing and create sales promotions. Station in multiple facility market needs energetic, capable individual who can prove ability by documented past performance. Stock options for manager who can make our billings grow from present level. Box T-73, BROADCASTING.

**News Director** for 5,000 watt AM/FM combination; must have good presentation, be aggressive, and know how to use actualities. Strictly local news responsibility; city 25,000, county 50,000; AM-top rated contemporary; FM country; EOE; salary flexible to \$200 weekly, with news car; good references important. J.A. West, KDMS-KRIL, PO Box 1565, El Dorado, AR 71730. 501-863-5121.

**Top news-oriented** contemporary station seeks two news people. Experience helpful, but ability is more important. Positions open now. Rush tape, resume and writing samples to: Rick Sampson, N.D., KLWW Radio, 1110 26th Ave. S.W., PO Box 876, Cedar Rapids, IA 52406.

**Love local news?** Actualities? Jimmy Carter's home! Number 1 contemporary needs compatible self-starter that can follow directions. Hustle, move up to larger group station. No career academics! Immediate. Rush tape. Joe Langworthy, Manager, WDEC, Americus, GA 31709.

**Immediate openings** for summer relief/weekend news and production at one of the country's best beautiful music stations, WEZN, Bridgeport. Automation experience helpful. Call Paul Roger 9 AM-Noon. 203-366-9321.

**News & sports director** combo. Needed as soon as possible. Must have minimum 2 years experience. 3rd ticket endorsed. Heavy emphasis on local news & sports, play by play football & basketball. Send complete resume & tape first letter to Tom O'Shea, P.D., WHAP Radio, PO Box 621, Hopewell, VA 23860. An Equal Opportunity Employer.

**Intelligent,** ambitious reporter for expansion of Maine's best radio news department. Station owned, operated by national award winning newsmen. Send resume, audition, writing quickly. WKXA-AM-FM, Brunswick, ME.

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**HELP WANTED NEWS  
CONTINUED**

**News Director** for No. 1 station in Wisconsin's third largest market. Must be experienced and willing to work. Top 40 format with ABC/C net. Send tape & resume to: Dick Lange, G.M., WRKR, 2200 N. Green Bay Road, Racine, WI 53405. EOE MF.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Experienced Beautiful Music** programmer wanted by top syndication service. Tremendous opportunity for right person. Send resume to Box S-290, BROADCASTING.

**Ohio Powerhouse** with midwest coverage looking for production/traffic director. A perfect position for the right person. Prior experience is desirable. Excellent benefits, salary. EOE. M/F. Send examples of work, tapes, a resume, references and salary requirements to Box T-11, BROADCASTING.

**Operations director** for upper Midwest medium market adult contemp. Full responsibility for programing and production in addition to air shift. Must be creative and well organized, able to take charge and get the job done. 1st and technical skills a plus. Salary/benefit package commensurate with experience. Send resume with references to: Box T-15, BROADCASTING.

**Opening June 17,** traffic manager for WLSR-FM, Lima, Ohio. Excellent opportunity for graduate with third phone wanting to get into broadcasting. Must be good typist. Some air work. An Equal Opportunity Employer. Call Mr. Riggs for appointment. 419-228-9248.

**WQXI-FM,** one of the country's best album-oriented rockers needs a great production director. More than just a voice, you need imaginative, professional writing and production skills. We offer a good salary, tons of creative expression, and a great team of talented people. Send tapes and resumes to: Creative Services, WQXI Radio, Suite 240, Tower Place, 3340 Peachtree Rd., N.E., Atlanta, GA 30326. WQXI is an Equal Opportunity Employer.

**If you can** program a personality oriented contemporary station where news and public service is important, send resume, tape and expected compensation to P. Jay III, Box 90408, Nashville, TN.

**Station Manager,** 100,000 watt, FM, educational radio station. Supervise full and part-time staff and practicum students; administer budget and grants; continue development of college credit instructional programs plus news, weather, farm, sports, and public affairs programing. As instructor, teach radio production and broadcasting classes. Desire experienced broadcaster with master's degree; salary commensurate with educational background and experience. Closing date is July 1, 1976. This institution actively follows the policy of nondiscrimination on the basis of race, color, religion or national origin in regard to all employment practices. Apply to: Public Relations Director, Central Missouri State University, Warrensburg, MO 64093.

**P.D. 5000 watt AM stereo** FM, Springfield, Vt. Strong aggressive group ownership. Take charge and work with group P.D. 4 hr. airshift. Call Jim Rising 603-524-1323. Parade Road, Laconia, NH 03246.

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**SITUATIONS WANTED MANAGEMENT**

**G.M. available.** Excellent track record. Solid all facets. East coast preferred but all considered. Box T-34, BROADCASTING.

**Professional GM seeking** owner that desires Christian management. Currently GM of exceptionally successful MOR station. Extensively involved in all facets of administration, programing, promotion, production, sales & traffic, FCC, etc. 15 years experience. Extremely community oriented. Close-knit family. 34. Prefer Southeast medium market. Box T-75, BROADCASTING.

**G.M. Proven performance,** excellent track record, increased sales and listenership. Knowledgeable in sales, administration and programing. Box T-85, BROADCASTING.

### SITUATIONS WANTED MANAGEMENT CONTINUED

**Business manager.** Sales experience. Solid EDP exposure. MBA accounting. CPA candidate. 6308 E. Tenth, Wichita, KS 67208.

### SITUATIONS WANTED ANNOUNCERS

**DJ, 3rd phone,** tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**Avid sports fan** seeks opportunity in radio sports. College journalism grad, currently employed at 5000 W NBC Top 40 station. 3rd endorsed, locate anywhere. Box S-268, BROADCASTING.

**5 years,** 3rd on the way to 1st, seeks top spot C&W in mid or Southwest. Voted Top D.J. in Ohio in 1974. Married looking to settle. News pro with local angle. Soon. Box T-20, BROADCASTING.

**B.A. degree,** 3rd endorsed, free-lance experience and broadcast internship. Good voice, intelligent communicator. Production and news. Box T-35, BROADCASTING.

**Pro communicator,** AM or PM drive as P.D. Family man, nine airwave years. Leader but can follow. Top rockers only. Box T-46, BROADCASTING.

**Announcer: Program Manager/Morning man;** married, college grad and 3rd phone endorsed. Warm, friendly style. Strong production. Can write both copy and news well. Desire locate permanently in/near western mountains. Box T-49, BROADCASTING.

**Friendly and fun.** Number one in my market. 3 years experience, midday shift music director, pbp, production, excellent music & sports knowledge. 25, married, college grad. Looking for place to settle. Northeast preferred, anywhere considered. Box T-80, BROADCASTING.

**1A 50,000 watt** play-by-play pro seeks more play-by-play. Box T-84, BROADCASTING.

**Highly motivated college** grad, 3rd endorsed, able to handle any announce/DJ format, sports, PBP, news, production, sales and copywriting. Very personable, good voice. An asset to your station. From New England, but will readily relocate. Box T-87, BROADCASTING.

**Pennsylvania, Maryland, Virginia.** Communicator willing to do it your way. Experienced. 215-256-6330, John LaMonica.

**Hello California Radio!** Experienced DJ, newscaster available for any schedule. Call 213-874-7236 mornings.

**Small markets!!** Young aggressive announcer, deejay, news, copy, production, 3rd endorsed. Some experience. Do anything. Rich Logan, 215-K14-8292 collect.

**Young aggressive D.J.** w/5 years experience, BA, 3rd, looking for progressive or jazz gig or MD post. Production, news. Resume, memo and references upon request. Neal Monastersky, 26 Bedford Court, Spring Valley, NY 10977. 914-356-7244.

**Experienced in news,** talk and AM shift. 3rd endorsed, married, references tell my story better than I. Available July 1st. Prefer Southeast medium, MOR/News market. Call 703-984-8537 evenings.

**3rd endorsed hardworking** young DJ. Personable, college experience in production, news, and PR. Consider all offers. Tapes available. Frank Ryan, 1051 9th Ave., Brackenridge, PA 15014. 412-224-4052.

**Have sports will** travel. All P-B-P. Need first break. Can handle MOR DJ and news. Contact Jim Gonsalves 415-782-3207.

**Progressive jock,** college grad with experience in 4th largest metropolitan market. Conrad Daniel, 609-227-7096.

**Mature announcer.** Quality copywriter. Deep commercial voice best suited to commercials, news, better music. Third endorsed. Northeast-midwest preferred. Canadian inquiries welcome. Barry Ritenour, 79 Peter Street, Buffalo, 716-876-7759.

**Nine years experience** as country P.D.-announcer. Steady family man. Scott Stephenson, 815-933-9989.

### SITUATIONS WANTED ANNOUNCERS CONTINUED

**Personality seeks morning** drive in medium market uptemp MOR. Nearly 5 years experience. Call 308-632-7357 after 6 PM MDT.

**Young, single announcer** ready to come and work for Top 40 or Contemporary station. 3 yrs. experience with 3rd endorsed. Tape and resume on request. 919-346-9009 ask for Paul.

**DJ-Newscaster, 3rd,** experienced and tight board. Can start immediately, will travel. William Peter Smith, 560 W. 218 Street, New York, NY 10034. 212-569-2121.

**One to one** communicator. 8 yrs. experience as prod. mgr. P.D. M.D. Desires good family atmosphere and stable station. Prefer MOR format. R.N. Turner, 2622 W. 6th St., Greeley, CO 80631. Ph 303-353-9288, or 667-6355.

**Young T40 jock/engineer,** 1st phone, heavy on maintenance, 7 yrs. air experience. Prefer eastern medium to large market. Consider all. Rich 412-561-4664.

**Mature, experienced and** creative morning personality would like a morning shift plus sales, no waves, I want a permanent! Phone 1-701-252-1499.

**Mature announcer** (early 40's) sincere, warm, one-to-one sound. Will relocate, prefer southwest, but not essential. Community oriented. More information about me can be found in the May 24th issue of Broadcasting. It's hard to say a year from now you'll be glad you hired me without sounding egotistical, but this might help. Call 608-257-1743 or write John Cleve, Apt. 502, 501 N. Henry, Madison, WI 53703.

### SITUATIONS WANTED TECHNICAL

**Experienced chief radio** and TV. Prefer South Midwest or West. Box T-53, BROADCASTING.

**AM/FM Ch. engr.** 17 yrs. experience. Enjoys use of on air talent too. Capital to invest in small/medium New England market. Box T-57, BROADCASTING.

**Chief Engineer** for medium size radio station. BS degree. CEI. First phone. Willing to do some non-technical work. Box T-76, BROADCASTING.

**Rockies or West:** If your live, FM operation requires substantial engineering competence, let's communicate. Sixteen years experience, excellent references. Box T-83, BROADCASTING.

**Hello from N.J.-N.Y. area** ambitious, energetic, stable+++ dependable 50 year old Central N.J. resident with excellent voice, dictation, references and 25 years P.R. background desires board work evenings or weekends. Holding a 3rd broadcast endorsed license with some experience 25 years ago. This enthusiastic gentleman with positive attitude offers these qualifications with possible advantages to you in exchange for opportunity to re-train and re-establish. Call Charlie evenings or weekends at 201-985-7655.

**Vacationing engineer.** July, August. Proofs, maintenance, short-term relief board, copy, production. 20 years experience. PO B No. 9, Wallace, CA 95254.

**Engineer, FM/audio,** electronics. Desires work in NYC area. P/T or F/T. Design, installation, maint. 1st phone, degree. Own tools and test eqpt. 212-795-6616.

**Creative hard working** 1st phone 3 years experience as engineer, DJ, etc. Seeking engineering and/or DJ evenings. 1-901-784-5306.

### SITUATIONS WANTED NEWS

**Female news director** who gathers/writes/delivers hard local news at No. 1 medium AM/FM. Under contract. Prefer East or Colorado. Box S-180, BROADCASTING.

**Total news professional** looking for a challenge! I have experience in anchoring newsbooks, writing, producing and street work. I want a position that I can get my teeth into. Box S-274, BROADCASTING.

**Outstanding interviewer** and experienced news professional is seeking a station that needs an aggressive, dedicated and talented man in their news department. Box S-277, BROADCASTING.

### SITUATIONS WANTED NEWS CONTINUED

**Fifteen years experience** last five Top Ten TV market. Play by play/color hockey, football, basketball; street, six-eleven strip. Strong investigative, opinion pieces, tight scripts. Personable, no nonsense package. 313-352-6672 or Box T-12, BROADCASTING.

**Award winning female** seeks medium market station committed to news. On-air position. 2 years experience. Box T-42, BROADCASTING.

**Newsman experienced** would like Iowa or Arizona. 20 years experience. Dependable with references. Box T-71, BROADCASTING.

**Top-rated sports director/news anchor/production** announcer, available now! Six years medium markets. 616-759-8289. Box T-81, BROADCASTING.

**Sports Director.** Pro football, college basketball & baseball PBP. Network reporting, plus commentary, interviews and specials. This sports pro seeks medium major market sports oriented operation heavy on play-by-play. You'll see game on radio. If you take sports seriously, I'm your man. Box T-88, BROADCASTING.

**Experienced newsman, award winning** M.A., major market/PR background. A digger. Box T-89, BROADCASTING.

**Newsman/Editor.** 4 years experience. No small markets. NIS stations preferred. 313-534-0251.

### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Community minded/involved** country air personality. Background includes controversial telephone talk, public affairs, interviewing, news; also, sales and programming. Under contract. Box S-179, BROADCASTING.

**Suburban Top 5** major market PD, looking for a change. Experienced in license transfer and application. Box T-58, BROADCASTING.

**Programming for people** by people. Want people? Let's talk. Box T-68, BROADCASTING.

**Am now** in TV engineering. But I'm no engineer. I am air talent. Call 1-404-458-3986! If you need air talent for radio (jock or PD) or TV booth announcer or sports anchor or weekend weather. Versatility is my only virtue.

**Single female 26,** 1st phone, seeks job in production, news or sales and advertising. Some experience in news and production. Much in public relations. 219-583-7078 Barbara.

**Professional and creative** air personality, salesman, program director, music director and more. Knowledgeable in country, rock, pop and oldies music. Will consider on-air programming position. Mike 716-763-9807.

## TELEVISION

### HELP WANTED MANAGEMENT

**We need a creative,** talented production manager. A person thoroughly versed in all phases of TV production, including 16mm film, studio, and videotape. Our person must be a self-starter. An active example in the quality and quantity of work produced. Experience with retailers is necessary. Salary open. An Equal Opportunity Employer. Reply to Box T-43, BROADCASTING.

**Community CCA Awards Inc. (Club).** Two resident area sales managers (Midwest and West Coast). Full-time travel (Monday-Friday). Radio/TV sales management experience prerequisite. Salary, commission, incentives, provide unlimited earnings opportunity in excess \$20,000 base. Availability, background, references, first letter. John C. Gilmore, Box 151, Westport, CT 06880.

**TV News Director.** Top 50 market VHF affiliate in Southeast seeking creative administrator for strong news operation. Salary commensurate with experience. Call or write Dave Boylan, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. 312-693-6171. Confidentiality assured.

### HELP WANTED MANAGEMENT CONTINUED

**Think you can raise \$2,000,000 a year in voluntary contributions?** Think you can do it while working with a 300-member Viewers' Advisory Committee, 100-member Advisory Council, a 19-member Board of Trustees, and a staff of 110 persons? Experience in multi-million level fund raising is required along with experience in public and instructional television production conceptualization and funding. Position is that of General Manager for major market public TV organization. Station is an Equal Employment Opportunity-Affirmative Action Employer, but persons without five to ten years of successful public television management responsibility need not apply. Send resumes to: Search Committee, PO Box 24130, St. Louis, MO 63130.

### HELP WANTED SALES

**Television Account executive.** Newly created position for major Mid-West videotape post-production/duplication center. Must have videotape background and current contacts with advertising agencies, production firms and corporations. Excellent fringe benefits accompany liberal salary. Your resume should include your salary history. Reply in confidence to: Box T-33, BROADCASTING.

**BIAS experienced person** needed immediately to assume National Sales Assistant position at NBC affiliate in major Texas market. Responsibilities include daily contact with national sales reps for clearance and confirmation of national orders. An Equal Opportunity Employer. Send resume and salary requirements. Box T-72, BROADCASTING.

### HELP WANTED TECHNICAL

**Group broadcaster/cable company** seeks qualified corporate technical director. Please submit resume, and description of how you would get the job done. Equal Opportunity Employer. Write Box T-69, BROADCASTING.

**Transmitter engineer with operation and maintenance experience.** Immediate opening. Equal Opportunity Employer. Contact: A.R. Garrell, KATV, PO Box 77, Little Rock, AR 72203.

**Engineer needed** with FCC first class license to work transmitter/studio shift. 40-hour week. Public television station. Applicant must have applicable knowledge of electronic theory and electronic equipment maintenance experience. Salary commensurate with experience. Applications received through June 21, 1976. Contact E. Hedges, Chief Engineer, KTWU-TV, 301 N. Wanamaker Rd., Topeka, KS 66604 or call 913-272-8181 for appointment. Washburn University, licensee of KTWU-TV, is an Equal Opportunity Employer M/F.

**Director/switcher,** 1st phone experienced in switching VTR editing, and general production duties. Send resume to Chief Engineer, WBKB TV, PO Box 35, Alpena, MI 49707. Phone 517-354-8216. An Equal Opportunity Employer.

**Studio engineer wanted** for sunny South Florida television station. First phone required. Experienced in videotape, camera control and switching. Send resume to Personnel Department, WPEC, Fairfield Drive, West Palm Beach, FL 33407. 305-848-7211.

**Chief Engineer,** Network affiliated UHF. In stable market have immediate opening for chief engineer capable of running the inside shop from administration to budget. Must have experience with ampex 1200's, RCA-TCR-100, GE PE 350, GE 240 cameras; and with BT-55U transmitter. First phone license required. Salary negotiable. Contact Robert Rice, President and General Manager, WRAU-TV, 500 North Stewart St., Creve Coeur, IL 61611. Telephone 309-694-4351. Extension 34.

**Maintenance Engineer midwest** medium market. Immediate opening for TV engineer. Maintenance and studio operations, remote controlled transmitter. Must have strong electronic background plus at least five years experience with the television broadcast industry. Must have maintenance experience with RCA-TCR-100, Ampex PE-350 and PE-240 cameras and gates; Remote controlled BT-55U transmitter and all phases of ENG. First phone license required. Salary negotiable. Contact Henry H. Osborne, Assistant to the President, WRAU-TV, 500 North Stewart Street, Creve Coeur, IL 61611. Telephone 309-694-4351, ex. 34.

### HELP WANTED TECHNICAL CONTINUED

**Nashville UHF seeks** maintenance oriented FCC licensed technician, experienced in VTR's, VCR's, cameras. Send resume to C.E., WZTV, Box 90764, Nashville, 37207. 615-385-1717.

**Operating Engineer.** First Class FCC license. To work studio and master control operations. Experience needed. Phone 517-755-8191. EOE.

### HELP WANTED NEWS

**Top Mid-America** newsroom needs on-air reporter, writer, some film television experienced woman or man. Box T-67, BROADCASTING.

**News Director.** Experienced manager & editor. Contact Jim Johnson, KHGI-TV, Kearney, NE 68847. 308-743-2494.

**News producer/reporter.** Assist news director in producing, writing, reporting on-air daily news; Pa: special events shows. BA and two years experience in broadcast news. S9-9500. Send resume, official college transcripts and audition tape by 7/12/76 to Ron Gargasz, WBGU-TV, Bowling Green, OH 43403. Equal Opportunity Employer.

**Anchor, experienced.** Must be able to edit, write and deliver news. Must be a reliable reporter, able to work with film and film cameras. Contact News Director, WEAU-TV, 1907 S. Hastings Way, Eau Claire, WI 54701. 715-832-3474.

**News Executive Producer.** Capital Cities Communications WTNH-TV New Haven. Qualified candidates only write: Bill Lawlor, News Director, 135 College Street, New Haven, CT 06510.

**Immediate opening.** News director/co-anchor. If you are really good and can help hold an established 44% share, write: E.D. Madden, PO Box 395, Evansville, IN 47703. Send complete resume and tape. An Equal Opportunity Employer.

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Assistant promotion manager** for net owned station in top ten market. Strong on-air, production and print background with 3-5 years experience preferred. Resume to Box T-25, BROADCASTING.

**Experienced production manager** for busy large market, group owned independent. This will be important challenge for creative, take charge person to manage large department. Equal Opportunity Employer. Send complete resume and salary requirements in confidence to Box T-36, BROADCASTING.

**Assistant or associate professor.** Doctorate preferred. Available Aug. 20, 1976. Box T-54, BROADCASTING.

**Associate professor,** Doctorate and production experience in commercial television preferred. Available July 1, 1976. Box T-55, BROADCASTING.

**Instructor, Master's** and color television experience required, Available Aug. 20, 1976. Box T-56, BROADCASTING.

**Operations/Promotions:** Number One TV station in Corpus Christi, Texas market is seeking person with heavy experience in promotion plus background in writing and production. Send resume to KIII-TV, Box 6669, Corpus Christi, TX 78411. An Equal Opportunity Employer.

**Community Program Writer/Producer.** Must have B.A. degree preferably in radio-TV; journalism background helpful. Must possess ability to write/produce/host all types of programming with emphasis on public affairs and cultural-entertainment programming for university public television station. Previous production experience necessary. Position available July 1, 1976. Salary \$8,000 to \$12,000, depending on experience, with fringe benefits. Application deadline is June 21, 1976. Please send application to Dave Pomeroy, Program Director, KTWU, Channel 11, 301 N. Wanamaker Rd., Topeka, KS 66604. Washburn University is an Equal Opportunity Employer. M/F.

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Film editor.** Experienced in 16mm single and double system editing, commercial production, shipping, booking and issuing reports. Top 10 station has a demanding position which needs someone who can meet these requirements and more. (Two years experience, B.A. preferred). Equal Opportunity Employer. Contact J. English, PO Box 311, Washington, DC 20044.

### SITUATIONS WANTED MANAGEMENT

**Recent graduate** with degrees in accounting and radio and television desires beginning accounting job in television station. Will relocate at my expense. Box S-310, BROADCASTING.

**Hey look me over.** Recent Masters degree in Telecommunications, strong sales background. Experienced closer with ambition. Seeking stairway to management. Midwest please. Box T-52, BROADCASTING.

**General Manager** who knows how to make a profit and has a record to prove it. In 10 years at helm of top 25 market station has tripled profits. Before that turned a radio station around from a 6-figure loser to a 6-figure winner 25 years of top management experience yet only 54 and looking for a new challenge. Box T-79, BROADCASTING.

### SITUATIONS WANTED TECHNICAL

**Chief Engineer, experienced,** UHF, VHF, management and technical skills including ENG. Available June 14. Ed Gordon 304-743-3042.

### SITUATIONS WANTED NEWS

**Top 5 market** assignment editor with on-air experience seeks reporting position. Box T-6, BROADCASTING.

**Weatherman, thirteen years** experience now in thirtieth market, desires a move up. Thirty-five, personable, understandable, educational, dedicated. Box T-21, BROADCASTING.

**Street reporter. Experienced,** Top 75, with BA Journalism. Currently full time radio, want back into TV or R-TV combo. VTR available. Box T-26, BROADCASTING.

**News Director** with experience in all phases TV news. 31. Also excellent anchor. Box T-39, BROADCASTING.

**Yes solid newperson.** Yes experienced. Gathering to disseminating. Yes top-rated anchor seeking fresh opportunities. Box T-40, BROADCASTING.

**14-year veteran** seeks news director of management position. Excellent qualifications and references. Box T-51, BROADCASTING.

**Goodbye N.Y. Hello** all markets! Experienced female TV talk show host/interviewer/writer/drama reviews. Tight budgets o.k. Radio City Station, PO Box 250, NYC, NY 10019.

**Reporter/anchor position** desired in small to medium size market, have had news room experience, resume and tape on request. Larry Schnadelbach, WDSU-TV News, 520 Royal Street, New Orleans, LA 70130.

### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Cinematographer.** Degree, experience in both single and double system ENG experience. Seeks PBS position. Resume and reel on request. Box S-155, BROADCASTING.

**News, sports, writer,** singer, ventriloquist, salesman. Completing contract July 15th. Interested in TV offers. Box T-78, BROADCASTING.

**Proven talent seeking** program director or executive producer position. Twelve years solid film production and television network experience. For resume write to L.G., PO Box 295, Fanwood, NJ 07023.

## WANTED TO BUY EQUIPMENT

**Want to buy 5 KW AM transmitter, two tower phasor, and emergency power generator.** Box T-47, BROADCASTING.

**Want to buy 5 or 10 KW FM transmitter, 3 1/8" transmission line, and STL Microwave system.** Box T-48, BROADCASTING.

**Need fairly news 50 KW transmitter in A-1 condition.** Send details, price to KXEN, Box 28, St. Louis 63166.

**Wanted for parts only:** Gates RCM-14 remote control. Write H. Starks, WKSJ, Pulaski, TN 38478.

**We need used 250, 500 1 KW, 10 KW AM and FM transmitter.** No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

**New 5 KW FM stereo educational station needs equipment.** Purchase or donation. Agape School, Inc., PO Box 112, Jefferson, OH 44047.

## FOR SALE EQUIPMENT

**Cart machines.** 2 play 1 R/P Rapid-Q, 4 years old. Good condition. Contact R.M. Hanseth, Technical Director, KNDE Radio, 355 Commerce Circle, Sacramento, CA 95815. 916-922-8851.

**Gates 11 Bay FM antenna,** used 6 years. Excellent condition. Asking \$7,500.00. Tuned to 107.9, can be returned. Model FMC-11. Presently off tower in storage. Contact R.M. Hanseth, Technical Director, KNDE Radio, 355 Commerce Circle, Sacramento, CA 95815. 916-922-8851.

**Collins Stereo console,** model 212S-1 with extend panel. Good condition, many spare parts. KSKU, 316-663-2115.

**Set up for television remote truck,** 1970 International Diesel Van. Model C01750 167" wheelbase 5 speed gearbox with 2 speed axle. 20"x8"x8" special foam insulated van. Full opening rear doors and side door. Storage bins and reinforced roof with railing. Call or write 702-565-9755. Jack Smith, KVVU/5, 1800 Boulder Highway, Henderson, NV 89015.

**Ampex VR-1200** Hi band quad, loaded except Vel Comp and editor. Includes bridge and 2 heads, available June 1. \$37,500.00 205-591-4800.

**I.G.M. automation series 730** 4 reels stereo, plus instant cart. Price new \$50,000. Will sell \$30,000. 4700 S.W. Council Crest, Portland, OR. 503-226-7676.

**Dolby 324 B processor,** Gateway II Audio console. (2) remote control systems. (2) equalizers. SASE for list or call 504-523-4753. WNOE, New Orleans, 70130.

**Collins 830 FIA,** 10 KW FM stereo transmitter. Perfect. Tuned and tested your frequency. \$10,500.00. PO Box 2154, Jackson, MS 39205. 601-362-2790 after 5:00 P.M.

**Heliast-tyroflex.** Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

**FM Transmitters:** CCA FM-10000-DS-10KW, Collins 830-F-1A-10KW, Visual FM-10000-KA-10KW, GEL FM-15A-15KW, ITA FM-10000-C-10KW, RCA BTF-10-D-10KW, RCA BTF-5-E-5KW, RCA BTF-5D-5KW, Gates FM-1C-1KW, Gates FM-1G-1KW, ITA FM-1000C-1KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

**2 Norelco PC72-B** cameras complete with Schneider TV 13 lens, range extenders, cable, control console, CZB 14 black and white monitor, RM529 wave form monitor, Vinton Mark 3 cam head, Vinton Mark 2 pedestal and Plumbicon tubes. Expertly maintained, approximately 50 hours use. Make offer: Byron Motion Pictures, 65 K St. N.E., Washington, DC 20002. Phone: 202-783-2700.

**Stereo limiter (Spotmaster).** Like new. 2 units both \$450.00. Box 33098, District Heights, MD 20028.

**Gates BC-1F** AM transmitter, taken out of service first of year 1KW/250 watt tuned to 1230. Stewart Graham, 912-283-1230. \$1,000 firm.

## FOR SALE Equipment CONTINUED

**Station going to "live" automated programming.** For Sale: Gates SP-10 stereo automation system, 4 decks with sensors, time announce, "55" multiple cart unit, 2 cartridge playbacks, network join, digital clock, silence, overlays, currently on air with Hit Parade in upper Plains area. \$12,000 or best offer. Camex International 213-464-0174.

**AM transmitters:** Good selection of used 1 KW, 500 watt, 250 watt, and a few 5 KW AM transmitters. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

**Contemporary comedy!** Most usable deejay service available! Hundreds have renewed! Freebie! 5804-B Twining, Dallas, TX 75227.

**365 days** of laughs, page a day. \$5 per month. Box 183, Prospect Heights, IL 60070.

**Deejays: 'Conversations'** are super fun! And they score! Free demo from Hip Pocket Productions, PO Box 339, Denver, NC 28037.

**Deejay's. Add variety** to your airtime with fresh, well written materials by experienced radio and television writer. Nostalgia, celebrity bio's, trivia, curious bicentennial info, plus many other unusual topics. Send \$10.00 for your July package now to: Resources, Box 345, Watertown, NY 13601.

**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

**L.A. Radio station.** Group of investors have one opening for 20% interest for \$100,000 cash. Box T-65, BROADCASTING.

**Prizes Prizes!** Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Washington, D.C. converted** movie, legitimate stage, control booths, lease—sale; Litt, 4956 Sentinel Drive, Bethesda, MD 20016; 301-320-4058.

**Personalized convention reports** for your station from New York and Kansas City. Flexible plans. National news network. 305-582-2474. Lantana, FL.

**Video air checks.** L.A. stations finest 3/4" U-Cassette equipment. Contact Research Associates, 20526 Pacific Coast Hwy., Malibu, CA 90265. 213-456-8228.

**Individualized reports** on participants from your city at Montreal Olympic games. Tell us your needs. Sports Corporation of America. 305-582-2474.

## EMPLOYMENT SERVICE

**Group Sales Manager.** Ambitious sales executive needed to recruit, hire and train sales people for multiple station ownership. Heavy travel. \$35,000 salary bonus arrangement and excellent insurance program. Confidential. Send resume and references to Box T-62. BROADCASTING.

## INSTRUCTION

**FCC License preparation.** Electronic courses. Compare out prices. Free home study school catalog. Genn Tech. 5540 Hollywood Blvd., Hollywood, CA 90028.

**Cassette recorded first** phone preparation at home plus one week personal instruction in Boston, New York, Philadelphia, Detroit, Atlanta, Chicago, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson radio license training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

## INSTRUCTION CONTINUED

**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.

**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.

**FCC License study guide.** 377 pages. Covers third, second, first radiotelephone 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 license. Over 90% of our students pass their exams. Classes begin June 21, August 2 and Sept. 13. Student rooms at each school.

**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.

**San Francisco.** FCC license 6 weeks, 6/28/76. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell St., 94102. 415-392-0194.

## RADIO Help Wanted Announcers

Magic, WMGK in Phila. has one full-time and one part-time opening for pleasant natural sounding experienced announcers, send tape and resume to

Dave Klahr  
WMGK  
2212 Walnut St.,  
Phila., Pa. 19103  
E.O.E. M/F

## YOU BELONG IN BROADCASTING!

1735 DeSales Street, N.W.  
Washington, D.C. 20036

## Help Wanted Sales

### RADIO SALES MANAGER

Responsible for AM personality MOR and beautiful music FM. Medium midwest market. Excellent facilities and major rep. Long-established company with top benefits. Applicants from all market sizes welcome. Compensation open. Degree and successful experience required. Equal opportunity employer M/F.

Box T-45, BROADCASTING.

## Miscellaneous

### 23' VIDEO MOBILE UNIT

Fully equipped with or without two CEI 280 color cameras and CBS 800 image enhancers, Tektronix 528 wave form monitors, Telemet 7945 production switcher and 4704 chroma key. Unimedia dual 9 color monitors, Telemation slide chain, Sparta 4515 audio tape, two IVC 870 and one IVC 760 video tape recorders. All equipment only year & half old.

Call or write

R.E. Joslin

Big Valley Cablevision, Inc.  
4955 West Lane

Stockton, CA 95207 (209) 466-1567

## Situations wanted Announcers

EXPERIENCED PBP 4 YEARS, ALL MAJOR SPORTS, ON 50 KW METRO NY FM STATION. INTERVIEWS, FEATURES, DRIVE TIME SPORTSCASTS—ALSO DJ, NEWS, PHONE AND TALK SHOWS, 3RD ENDORSED.  
BOX T-50, 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 T-77, BROADCASTING.

### JOE NIAGARA

One of America's top radio performers. A Philadelphia institution looking to relocate in Los Angeles, New York or Palm Springs. Jock, Program Director or both. Credits include WFIL, WIBG, KBIG as jock, WCAU talk. Let's move now. Air check and resume on request. Call 215 654-4855. Write 300 Meadow Lane, Merion, Pa., 19066.

## Situations Wanted News

Attention Pro & Major College Football Radio Nets Experienced PBP Announcer. 8 years major market. References, testimonials, & tape will convince you one of the best is available for freelance.

Box T-10, BROADCASTING.

## TELEVISION

### Help Wanted Management

#### TV GENERAL MANAGER

Top 50 market VHF affiliate in Southeast seeking exceptional administrator for highly profitable operation. Vacancy caused by company promotion. Rare opportunity in desirable market. Salary commensurate with individual's needs. Call or write Dave Boylan, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631, 312-693-8171. Confidentiality assured.

## Help Wanted Sales

**SWITCHER SALES:** Locate L.A. area, willing to travel West coast. Like to sell quality products. Write:

Nubar Donoyan  
Vital Industries, Inc.  
3700 N.E. 53rd Avenue  
Gainesville, FL 32601. Tel: 904-378-1581.

## Help Wanted Programing, Production, Others

### PROGRAM DIRECTOR

We are a small California market network affiliate with excellent ratings, and we are looking for an extremely aggressive and thoroughly knowledgeable television Program Director. Must be top flight Director-Producer, and writer, familiar with all types and phases of technical programming equipment (should be capable of performing any job in the Programming Department); well versed and experienced in license renewal, on-air promotion and commercial production, rating books; a tough film buyer and top flight administrator—with the ability and personality to "get the job done right" with a limited staff. You will start at \$17,500 and go to \$20,000 after first year. If truly an experienced TV PD and qualified under our stringent guidelines, and interested, send complete resume (present employer will not be contacted) to Box T-74, BROADCASTING.

AN EQUAL OPPORTUNITY EMPLOYER M/F

## Situations Wanted News

### NEWS MANAGER/ANCHOR

Creative professional with 12 years at local and network levels in on-air and administrative work. ENG background. Desires medium market, competitive situation.

Box T-86, BROADCASTING.

## Miscellaneous Continued

"On the road" will extend your Sunday music programming by 1/2 hour weekly! "On the road" features 27 out of 30 minutes of the best contemporary music available weekly! "On the road" is available free to your stations! "On the road" includes—practical religious advice! Beatles, Chicago, Beach Boys, & Elton! The peoples thought provoking viewpoint! Send for free demo tape: "On the road for Jesus" 1516 Hinman-suite 505, Evanston, Ill. 60201.

## Placement Service

### RADIO-TELEVISION CATV Looking For A Job?

Mail Us Your Resume Now!  
William J. Ellett, Jr.  
& Company, Inc.

205 Datura Street  
Suite 444 M  
West Palm Beach, Florida 33408  
305-659-4513

## Employment Service Continued

### V.P./General Manager

Have you ever wondered if there is a company in the broadcasting industry that would recognize your talent and give you all the responsibility and money you desire? If you're as good as you think you are, we're that company. Tell us your expectations and why we should arrange a meeting for further discussion regarding this unique management opportunity in a large mid-western market. Completely confidential.

Box T-80, BROADCASTING.

## Employment Service

### V.P./Radio

Rapidly expanding radio group with holdings in top 100 markets has created this new position to improve implementation of corporate strategy at each station. Position requires extensive knowledge of sales and station operations in medium markets. Executive selected will travel minimum of three days per week. We want an exceptional V.P./Radio and are prepared to meet income requirements of all qualified candidates plus offer ownership. Send resume with covering letter stating why we should arrange an interview with you. All replies confidential and promptly answered. Mail to President, Box T-59, BROADCASTING.

WE HAVE THE JOBS!!!  
Subscribe To:

Job Leads

Box 81, Lincoldale, N.Y. 10540  
Number "One" in Weekly Nationwide  
Employment Listings for Radio,  
TV, DJ's, PD's,  
News, Announcers, Sales & Engineers.  
\$15.00 3 mo. (12 issues); \$30.00 12 mo.  
(50 issues) No C.O.D.'s, Please

## 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

## Wanted To Buy Stations

Want to buy: AM station, \$700,000.00 or less, in Virginia, Maryland, Pennsylvania, New Jersey, New York, Connecticut, Massachusetts, Vermont or New Hampshire. "City should be 15,000 to 70,000 population."  
Box T-70, BROADCASTING.

### Sell or Merge?

Growth oriented group is interested in acquiring top 100 market FM stations or full-time AM/FM combinations. Cash or possibility of exchanging stock. Write Ron Curtis, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631 or call 312-693-6171.

## For Sale Stations

### FOR SALE

Regional fulltime, excellent market and frequency in South. Sacrifice at \$550,000 cash.  
Reply to Box T-41, BROADCASTING.

**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers  
Los Angeles Washington

Contact:  
Willem L. Walker  
Suite 808, 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



**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

M.W.	Small	FM	185K	54
S.E.	Small	Daytime	215K	83
East	Metro	Fulltime	1.9MM	900
Fla.	Small	Daytime	150K	Nego
East	Metro	T.V.	600K	Nego

Atlanta - Boston - Chicago - Dallas  
New York - San Francisco



**CHAPMAN ASSOCIATES\***  
nationwide service

1835 Savoy Drive, Atlanta, Georgia 30341

## For Sale Stations Continued

1000 watt Daytimer at 910 KHZ  
\*City area about 95,000 in metro area of about 295,000. \*Western part of Virginia. \*Only black programed station in the market. A must buy for many national and regional accounts. \*Volume about \$130,000.  
\*About 5 acres and building included. Possible to operate at transmitter site.  
\$250,000. Owner will help finance.  
BUSINESS BROKER ASSOCIATES  
615-894-7511

## W.R. IKE

Communications Investments

68 Post Street

San Francisco 94104

(415) 981-5510 - (408) 624-7710

## Buy-Sell-Trade



### CHARGE-A-TRADE

Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. FREE BOOKLET AVAILABLE CALL TOLL FREE 800-327-5555 (except Florida)

3081 E. Commercial Blvd Ft. Lauderdale, Fl 33308 (305) 431-2700  
FORT LAUDERDALE MEMPHIS ORLANDO NEW YORK ATLANTA

## BROADCASTING'S CLASSIFIED .

offers an extensive variety of opportunities and services.

"I've found your classified ads section quite effective in rounding up new announcer possibilities. As program consultant for a group operation, I've decided to use advertising in BROADCASTING fairly regularly to keep our active files current. Keep up the good work."

So, if you're looking for employment, the right employe, buying or selling equipment or have a product or service used in the broadcasting business, then BROADCASTING'S Classified section is the place to see and be seen in.

You belong in  
**BROADCASTING'S  
CLASSIFIED . . .**

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

### Rates, classified listings ads:

- Help Wanted, 50c per word - \$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).

- Situations Wanted, 40c per word - \$5.00 weekly minimum.

- All other classifications, 60c per word - \$10.00 weekly minimum.

- Add \$2.00 for Box Number per issue.

### Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.

- All other \$45.00 per inch.

- More than 4" billed at run-of-book rate.

- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc, count as one word. Hyphenated words count as two words.

Name \_\_\_\_\_ Phone \_\_\_\_\_

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

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_

# Stock Index

Stock symbol	Exch.	Closing Wed. June 9	Closing Wed. June 2	Net change in week	% change in week	High	1976 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
<b>Broadcasting</b>												
ABC	ABC	N	30 5/8	32	- 1 3/8	-	4.29	32 7/8	19 7/8	27	17,289	529,475
CAPITAL CITIES	CCB	N	46 7/8	48 3/8	- 1 1/2	-	3.10	52 5/8	42 1/4	13	7,716	361,687
CBS	CBS	N	54 3/4	54 3/4			.00	58	46 3/4	12	28,313	1,550,136
COX	COX	N	30 3/4	33	- 2 1/4	-	6.81	36 1/2	28 3/4	12	5,861	180,225
GROSS TELECASTING	GGG	A	10 3/4	11	- 1/4	-	2.27	12 3/8	10	7	800	8,600
LIN	LINB	O	15 1/8	15 1/4	- 1/8	-	.81	17 1/4	9 5/8	8	2,382	36,027
MOONEY	MOON	O	2 3/4	2 3/4			.00	3 7/8	2 3/8	5	425	1,168
RAHALL	RAHL	O	5 1/8	5 1/8			.00	5 1/4	4 1/2	14	1,297	6,647
SCRIPPS-HOWARD	SCRP	O	27	27 1/2	- 1/2	-	1.81	28 1/2	20 1/2	8	2,589	69,903
STARR**	SBG	M	2 5/8	2 1/2	+ 1/8	+	5.00	5	2 1/2		1,202	3,155
STORER	SBK	N	22 1/2	24 3/8	- 1 7/8	-	7.69	25 7/8	15 7/8	8	4,548	102,330
TAFT	TFB	N	27	28 1/4	- 1 1/4	-	4.42	29 3/8	23 1/4	10	4,046	109,242
									TOTAL		76,468	2,958,595

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3	3 5/8	- 5/8	-	17.24	4 3/4	2	7	1,258	3,774
AVCO	AV	N	10 3/8	11 1/4	- 7/8	-	7.77	12 3/8	4 1/2	2	11,481	119,115
BARTELL MEDIA**	BMC	A	1	1			.00	1 1/4	1/2		2,257	2,257
JOHN BLAIR	BJ	N	9 1/2	10 1/8	- 5/8	-	6.17	10 5/8	5	7	2,403	22,828
CHRIS-CRAFT**	CCN	N	5	5 1/8	- 1/8	-	2.43	6 3/8	5		4,162	20,810
COMBINED COMM.	CCA	N	17 1/2	18 1/2	- 1	-	5.40	18 1/2	12 5/8	10	5,807	101,622
COWLES	CWL	N	9 1/4	9 3/8	- 1/8	-	1.33	10	6 1/8	12	3,969	36,713
DUN & BRADSTREET	DNB	N	24 5/8	25 1/2	- 7/8	-	3.43	33 3/4	24 5/8	15	26,581	654,557
FAIRCHILD INC.	FEN	N	10 1/8	10 5/8	- 1/2	-	4.70	11 1/4	6 1/8	14	5,708	57,793
FUQUA **	FOA	N	7 1/2	7 3/4	- 1/4	-	3.22	8 7/8	4 1/2		8,551	64,132
GANNETT CO.	GCI	N	33	35	- 2	-	5.71	40	32 7/8	17	21,108	696,564
GENERAL TIRE	GY	N	19 5/8	19 1/2	+ 1/8	+	.64	23	17 5/8	6	21,914	430,062
GLOBETROTTER**	GLBTA	O	2 5/8	2 5/8			.00	2 7/8	1 1/2		2,783	7,305
GRAY COMMUN.	GR	O	6	6			.00	6 1/2	6	4	475	2,850
HARTE-HANKS	HHN	N	23 7/8	24 1/4	- 3/8	-	1.54	25	17 1/8	12	4,381	104,596
JEFFERSON-PILOT	JP	N	26	25 7/8	+ 1/8	+	.48	31 1/4	25 7/8	11	24,074	625,924
KAISER INDUSTRIES	KI	A	13 1/2	13 5/8	- 1/8	-	.91	13 5/8	8	7	27,598	372,573
KANSAS STATE NET.	KSN	O	3 1/2	3 1/2			.00	4 7/8	3	5	1,815	6,352
KINGSTIP	KTP	A	6 1/8	6 3/4	- 5/8	-	9.25	8 5/8	4 7/8	4	1,154	7,068
KNIGHT-RIDDER	KRN	N	32	33 7/8	- 1 7/8	-	5.53	36 5/8	28 7/8	14	8,305	265,760
LEE ENTERPRISES	LNT	A	16	16 5/8	- 5/8	-	3.75	25 1/2	15 3/8	10	3,352	53,632
LIBERTY	LC	N	14 3/4	14 5/8	+ 1/8	+	.85	17	9 1/2	6	6,762	99,739
MCGRAW-HILL	MHP	N	13 1/2	14	- 1/2	-	3.57	17	12 3/4	9	24,700	333,450
MEDIA GENERAL	MEG	A	15	16	- 1	-	6.25	19 1/2	14 1/4	8	7,272	109,080
MEREDITH	MDP	N	15 3/8	15 1/2	- 1/8	-	.80	17 5/8	10 1/4	4	3,041	46,755
METROMEDIA	MET	N	23 7/8	24 1/4	- 3/8	-	1.54	24 7/8	15	9	6,553	156,452
MULTIMEDIA	MMED	O	17 3/4	18 1/2	- 3/4	-	4.05	19 1/2	14 1/4	11	4,390	77,922
NEW YORK TIMES CO.	NYKA	A	13	13 3/8	- 3/8	-	2.80	17 3/8	11 1/2	12	10,931	142,103
OUTLET CO.	OTU	N	17 3/8	18	- 5/8	-	3.47	19	12 7/8	6	1,391	24,168
POST CORP.**	POST	O	10 1/2	10 1/2			.00	10 1/2	8		871	9,145
REEVES TELECOM**	RBT	A	1 3/4	1 5/8	+ 1/8	+	7.69	2 1/4	1 1/8		2,376	4,158
ROLLINS	RDL	N	21 3/4	21 1/4	+ 1/2	+	2.35	27 3/8	20 3/4	14	13,404	291,537
RUST CRAFT	RUS	A	7 3/4	7 7/8	- 1/8	-	1.58	9 7/8	5 5/8	6	2,291	17,755
SAN JUAN RACING	SJR	N	7 3/4	7 7/8	- 1/8	-	1.58	9 1/4	7 1/4	6	2,509	19,444
SCHERING-PLOUGH	SGP	N	49	50 3/4	- 1 3/4	-	3.44	59 3/4	47 1/2	18	53,995	2,645,755
SONDERLING.	SOB	A	10 1/4	10 3/8	- 1/8	-	1.20	13	6 3/4	5	729	7,472
TECH OPERATIONS**	TO	A	3 1/8	3 1/4	- 1/8	-	3.84	4 3/4	2 7/8		1,344	4,200
TIMES MIRROR CO.	TMC	N	20 1/4	20 3/4	- 1/2	-	2.40	23	18 1/4	13	33,881	686,090
WASHINGTON POST CO.	WPD	A	31 3/8	33 1/2	- 2 1/8	-	6.34	35	21 3/4	10	4,546	142,630
WOMETCO	WDM	N	16 1/4	17 1/4	- 1	-	5.79	19 1/2	13	7	6,292	102,245
									TOTAL		376,414	8,576,387

## Cablecasting

AMECO** *	ACO	O	1/2	1/2			.00	1/2	3/8		1,200	600
AMER. ELECT. LABS**	AELBA	O	1 1/4	1 1/4			.00	2 1/8	3/4		1,672	2,090
AMERICAN TV & COMM.	AMTV	O	16 3/4	16 3/4			.00	21 3/4	13 1/2	18	3,322	55,643
ATHENA COMM.** *		O	3/8	3/8			.00	1/2	1/8		2,125	796
BURNUP & SIMS**	BSIM	O	4 3/4	4 3/4			.00	6 1/2	4 5/8		8,351	39,667
CABLECOM-GENERAL	CCG	A	5 5/8	5 3/4	- 1/8	-	2.17	8 1/8	5 1/2	5	2,560	14,400
CABLE INFO.		O	1/2	1/2			.00	1/2	1/4	3	663	331
COMCAST		O	3	3			.00	3 1/8	1 7/8	38	1,708	5,124
COMMUN. PROPERTIES**	COMU	O	3 1/2	3 1/2			.00	3 3/4	1 7/8		4,761	16,663
COX CABLE	CXC	A	14 7/8	14 3/4	+ 1/8	+	.84	17 3/4	13	17	3,560	52,955
ENTRON	ENT	O	1 5/8	1 3/4	- 1/8	-	7.14	1 3/4	1 5/8	2	979	1,590
GENERAL INSTRUMENT	GRL	N	14 1/4	14 5/8	- 3/8	-	2.56	14 5/8	8 1/4	19	7,178	102,286
GENEVE CORP.	GENV	O	9	9			.00	9 3/4	6 1/2	60	1,121	10,089
TELE-COMMUNICATION**	TCOM	O	2 7/8	2 7/8			.00	5 1/4	2 7/8		5,181	14,895
TELEPROMPTER**	TP	N	6 7/8	7 3/8	- 1/2	-	6.77	9 3/8	5 3/4		16,634	114,358
TIME INC.	TL	N	58 1/8	64	- 5 7/8	-	9.17	69 1/2	58 1/8	12	10,036	583,342
TOCOM	TOCM	O	2 7/8	2 7/8			.00	3 1/4	1 5/8	10	617	1,773
UA-COLUMBIA CABLE	UACC	O	11 3/4	12	- 1/4	-	2.08	13	9	11	1,700	15,975
UNITED CABLE TV**	UCTV	O	2 3/8	2 1/2	- 1/8	-	5.00	3	1 5/8		1,879	4,462
VIACOM	VIA	N	8	8 1/4	- 1/4	-	3.03	11 3/4	7 7/8	9	3,654	29,232
VIKOA	VIK	A	3 1/4	3 1/8	+ 1/8	+	4.00	3 3/4	1 1/8	163	2,529	8,219
									TOTAL		81,430	1,078,490

Stock symbol	Exch.	Closing Wed. June 9	Closing Wed. June 2	Net change in week	I change in week	High	1976 Low	PIE ratio	Appr sh:	Total market capitalization (000.)	
<b>Programming</b>											
COLUMBIA PICTURES	CPS	N	4 1/2	5	- 1/2	- 10.00	7 7/8	4 1/2	5	6,748	30,366
OISNEY	DIS	N	50 5/8	53 1/8	- 2 1/2	- 4.70	63	50 1/8	23	31,005	1,569,628
FILMWAYS	FWY	A	7	7 1/8	- 1/8	- 1.75	10 1/4	5 1/4	7	2,164	15,148
FOUR STAR			3/8	3/8		.00	5/8	3/9	4	666	249
GULF + WESTERN	GW	N	24 1/4	24 5/8	- 3/8	- 1.52	26 7/8	19 5/8	5	30,058	728,906
MCA	MCA	N	29 3/8	32	- 2 5/8	- 8.20	79 1/8	29 3/8	5	17,344	509,480
MGM	MGM	N	13 3/4	13 5/8	+ 1/8	+ .91	15 3/4	12 7/8	7	13,091	180,001
TELETRONICS INTL.		O	5	5 1/2	- 1/2	- 9.09	9 5/8	3 3/4	8	887	4,435
TRANSAMERICA	TA	N	10 1/4	10 1/2	- 1/4	- 2.38	11 5/8	8 1/4	8	64,947	665,706
20TH CENTURY-FOX	TF	N	9 7/8	8 7/8	+ 1	+ 11.26	15	8 7/8	6	7,558	74,635
WALTER READE	WALT	O	1/8	1/4	- 1/8	- 50.00	3/8	1/8	6	4,296	537
WARNER	WCI	N	19 3/4	20 1/8	- 3/8	- 1.86	24	17 1/2	30	17,728	350,128
WRATHER	WCO	A	4	4 1/8	- 1/8	- 3.03	5 1/8	3 1/8	13	2,229	8,916
TOTAL									198,721	4,138,135	
<b>Service</b>											
B8DD INC.	BBDD	O	19 1/2	20 1/2	- 1	- 4.87	21	16 3/4	8	2,513	49,003
COMSAT	CO	N	24 7/8	25 3/4	- 7/8	- 3.39	31 3/4	23 7/8	6	10,000	248,750
DOYLE DANE BERNBACH	DOYL	O	12	12 1/8	- 1/8	- 1.03	13	8 7/8	8	1,816	21,792
FOOTE CONE & BELDING	FCR	N	12 3/8	12 3/4	- 3/8	- 2.94	14	10 1/4	7	2,130	26,358
GREY ADVERTISING	GREY	O	11	10 1/2	+ 1/2	+ 4.76	11	6 7/8	6	1,213	13,343
INTERPUBLIC GROUP	IPG	N	22	22 1/8	- 1/8	- .56	26 5/8	16 3/8	6	2,290	50,380
MARVIN JOSEPHSON	MRVN	O	8	8 3/8	- 3/8	- 4.47	10 3/8	7	8	1,952	15,616
MCI COMMUNICATIONS**	MCIC	O	1 5/8	1 5/8		.00	3 3/8	1 3/8	8	15,826	25,717
MDVIELAB	MDV	A	1 1/4	1 1/4		.00	2 5/8	1	5	1,407	1,758
MPO VIDEOTRONICS**	MPO	A	3 1/8	3	+ 1/8	+ 4.16	3 3/8	2 3/8	8	537	1,678
NEEDHAM, HARPER	NHMA	O	5 7/8	6	- 1/8	- 2.08	6 7/8	5 5/8	4	816	4,794
A. C. NIELSEN	NIELR	D	16 3/4	18 1/8	- 1 3/8	- 7.58	24 5/8	16 3/4	11	10,598	177,516
OGILVY & MATHER	OGIL	O	26 3/4	27 1/4	- 1/2	- 1.83	27 1/2	17	9	1,805	48,283
J. WALTER THOMPSON	JWT	N	10	10 3/4	- 3/4	- 6.97	13 7/8	7 7/8	9	2,649	26,490
TOTAL									55,552	711,478	
<b>Electronics/Manufacturing</b>											
AMPEX	APX	N	7 1/4	7 1/4		.00	8 1/8	4 3/4	73	10,885	78,916
CETEC	CEC	A	1 3/4	2	- 1/4	- 12.50	2 3/4	1 1/4	12	2,319	4,058
COHU, INC.	COH	A	2 1/4	2 1/4		.00	3 5/8	2	11	1,617	3,638
CONRAC	CAX	N	20 1/2	21 3/8	- 7/8	- 4.09	24	20	7	1,282	26,281
EASTMAN KODAK	EASKO	N	96 1/4	100	- 3 3/4	- 3.75	116 3/4	96 1/4	24	161,347	15,529,648
FARINON ELECTRIC	FARN	O	10	10		.00	11 1/2	7	19	3,937	39,370
GENERAL ELECTRIC	GE	N	52 3/4	52	+ 3/4	+ 1.44	56 3/4	46	15	184,427	9,728,524
HARRIS CORP.	HRS	N	44 1/2	44 7/8	- 3/8	- .83	46 3/8	33 3/4	11	6,066	269,937
HARVEL INDUSTRIES *	HARV	O	6	6		.00	6	6	16	480	2,880
INTL. VIDEO CORP.	IVCP	O	1 7/8	2 3/8	- 1/2	- 21.05	3 1/8	1 1/8	8	2,701	5,064
MICROWAVE ASSOC. INC	MAI	N	17 1/4	17 1/8	+ 1/8	+ .72	20	13 3/4	11	1,320	22,770
3M	MMM	N	52 1/2	55	- 2 1/2	- 4.54	63 1/2	52 1/2	22	114,240	5,997,600
MOTOROLA	MOT	N	54 5/8	55	- 3/8	- .68	55	41 1/4	31	28,300	1,545,887
N. AMERICAN PHILIPS	NPH	N	27 3/8	25 3/4	+ 1 5/8	+ 6.31	33	19 7/8	8	12,033	329,403
OAK INDUSTRIES	DEN	N	10 1/4	10 1/8	+ 1/8	+ 1.23	11 1/2	7 1/4	25	1,639	16,799
RCA	RCA	N	25 3/8	26 7/8	- 1 1/2	- 5.58	27 3/4	18 7/8	16	74,627	1,893,660
ROCKWELL INTL.	ROK	N	29	30	- 1	- 3.33	32 1/2	23 3/8	9	31,200	904,800
RSC INDUSTRIES	RSC	A	1 5/8	1 5/8		.00	2 1/2	1 3/8	8	3,440	5,590
SCIENTIFIC-ATLANTA	SFA	A	14	14 1/4	- 1/4	- 1.75	18 5/8	10 1/4	11	1,387	19,418
SONY CORP.	SNE	N	9 1/8	9 3/8	- 1/4	- 2.66	9 7/8	7 1/4	34	172,500	1,574,062
TEKTRONIX	TEK	N	56	59 5/8	- 3 5/8	- 6.07	62 1/2	44 1/4	17	8,671	485,576
TELEMATION	TIMT	O	1/2	1/2		.00	1	1/2	1	1,050	525
VARIAN ASSOCIATES	VAR	N	13 3/8	14 1/4	- 7/8	- 6.14	17 1/4	12	11	6,838	91,458
WESTINGHOUSE	WX	N	14 7/8	14 7/8		.00	17 3/4	13	7	87,091	1,295,478
ZENITH	ZE	N	29 5/8	32 3/8	- 2 3/4	- 8.49	38 1/4	23 5/8	17	18,799	556,920
TOTAL									938,196	40,428,262	
GRAND TOTAL									1,726,781	57,891,347	

Standard & Poor's Industrial Average 110.9 112.7 -1.8

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

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

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

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



## National attention is on Strul's local operation

Gene Strul and his news department at WCKT(TV) Miami have been on a hot streak this year, winning a triple crown of sorts in news broadcasting: Peabody, Sigma Delta Chi and National Headliner awards. Those honors will be added to the 152 others the department has picked up in the 19 years Mr. Strul has been in charge.

Not that Gene Strul wears his medals on his chest. He concedes the awards are "fine," but he stresses that the main mission of his department is to provide Miami-area viewers with a well balanced package of news, documentaries and editorial comment.

Mr. Strul, at 49, has spent virtually his entire professional career in broadcast journalism. He began in radio in 1947 with a station that was run on a shoestring and now he heads a large staff with the latest in electronic gadgetry.

Mr. Strul is low on flamboyance and high on diligence, seriousness and persistence. One close associate said, "Gene is not one for dramatics. He works hard and goes after a story with dogged stubbornness. He's a taskmaster, but he's hard on himself as well as his colleagues. And they respect him and even like him."

Miami has been home to Eugene Meyer Strul for 40 years. His family moved there from Brooklyn when he was 9 and he's never been seriously tempted to leave. Early in his broadcast career, he recalls, he discussed news opportunities in the North "but for some reason or other they didn't materialize." He pauses for a moment, and confesses, "It's funny, I really don't even like the sunshine very much."

As a youngster, Mr. Strul was preoccupied with reading and writing. At 13, he and two young friends published their own neighborhood newspaper, the *Miami-American*, which reached a circulation of 2,000. In high school, he edited the campus newspaper and also served as a sports writer for the *Miami News*. Following graduation in 1945, he served in the U.S. Army briefly—and again he was editor of the camp newspaper.

Following his discharge from the Army in 1946, Mr. Strul embarked briefly on a freelance writing career. His articles were published in *This Week* magazine, the *Philadelphia Inquirer*, the *Christian Science Monitor* and various Miami newspapers. During this period he enrolled at the University of Miami, restricting himself to journalism courses.

In 1947, at the recommendation of Howard Smith, a Pulitzer Prize-winning reporter for the *Miami News*, Mr. Strul landed a job as a reporter for WIOD(AM) Miami. He was the station's first street re-



Eugene Meyer Strul—news director, WCKT(TV) Miami; b. March 25, 1927, Brooklyn, N.Y.; U.S. Army, 1945-46; attended University of Miami, 1946-49; freelance writer for newspapers and magazines, 1946-47; reporter, WIOD(AM) Miami, 1947-49; director of news, WIOD, 1949-56; assignment editor and news producer, WCKT, 1956-57; news director, WCKT, since 1957; m. Shirley Dolly Silber of Antwerp, Belgium, 1949; children—Rick, 26; Gary, 24, and Eileen, 21.

porter. "We had no tape recorders in those days," he says. "We covered a story, wrote it and delivered it on the air."

After a year and a half as a reporter he was named news director of the station. He remained in that post until 1956 when he shifted to television as assignment editor and news producer at WCKT. In 1957, he was promoted to news director of the NBC-affiliated station.

Reporting to Mr. Strul are the hard news, documentary and sports units. He is a staunch advocate of on-the-scene coverage and this philosophy extends beyond Miami and Florida. From time to time the station has sent crews to the Soviet Union, Latin America, Cuba, Israel, Great Britain and the islands of the Caribbean.

"It's an on-and-off situation because expenses are high," he says "But in any instance, we only take on stories that can be localized."

WCKT carries over two hours of news per day. This covers periods from 12:30-1 p.m., 6-7 p.m., 11-11:30 a.m. and two-to-five-minute cut-ins on NBC-TV's *Today* program.

Mr. Strul is high on investigative reporting and stories of this type are carried regularly within news programs and occa-

sionally as fullblown documentaries. The station has tackled as investigative reporting projects such issues as phony auto repairs, discrimination in housing, crime and police involvement, and slum clearance programs.

Mr. Strul is convinced that TV journalism must accentuate investigative journalism. "You hear a lot about investigative reporting, but most of it is routine reporting," he says. "It's hardly the kind that shakes up a community."

"I also feel there is a lack of strong commentary on the air. Most of the commentary talks in generalities. You must name names and place the blame where it belongs. Richard Whitcomb is our news commentator and I appear on this segment too from time to time."

Because of his involvement with commentary and news coverage, Mr. Strul avoids membership in municipal and community groups and organizations. "It's better to be on the outside so you'll have no reluctance if you have to be critical," he says.

The advent of electronic news gathering provides a boost to TV coverage, he believes, but, he stresses "it is important not to overlay gadgets." He points out that WCKT has an ENG unit and has a second one on order, but adds:

"We try not to fall into the trap of using the ENG just for the sake of using it. We have a rule: A story must be very important before we'll break into another story. We have used ENG on fast-breaking stories like a major fire or a shoot-out in which police officers were killed."

Though station managers may disagree, Mr. Strul believes that television networks do need extra time for their evening newscasts.

"I see the longer newscast coming," he says, "but I'm not sure whether it should be 15 or 30 minutes longer. I would hope, however, that networks would use the added time to do some hard-hitting investigative reporting. With the clout that networks have, solid reportage on key issues would make television so much more important than newspapers."

Mr. Strul used to work six or seven days a week, but now limits himself to a five-day stint, starting at about 8 a.m. and running through 7:15 p.m. Outside of his job, his main interest is his family and he is proud of his three children. Rick is a graduate electrical engineer pursuing his master's degree in business administration at the University of Miami; Gary is a graduate of the U.S. Naval Academy, and recently completed training as a flight officer at Pensacola, Fla., and Eileen was a June graduate of Florida International University, where she majored in music and science.

## All the way

After a year of drafting, the FCC has produced a model bill to prohibit the transmission by radio, television or cable television of obscene or indecent material. In some ways the bill is as patently offensive as the material it seeks to proscribe.

To begin with, the commission proposes the repeal of a provision of the U.S. Criminal Code that now prohibits obscene, indecent and profane broadcasts. That part of the code was originally written years ago to subject prosecutions of broadcasters to the same protections of the courts that are accorded other media.

The FCC now explains that the U.S. Criminal Code is under sweeping revision in the Congress and that it doesn't want broadcasting and cable TV lumped in with other media in whatever new language is adopted to cover obscenity. Instead it wants the electronic media controlled by a "more stringent standard governing morally offensive material" than has been set by court decisions in cases involving other media. The standard would be inserted in the Communications Act.

"Because these media [electronic] come directly into the home and occupy such a large percentage of the time of so many persons," said the FCC, "they play too important a role to be allowed to disseminate morally offensive material absent stringent safeguards designed to protect children and nonconsenting adults from exposure."

With a rationale like that embedded in the legislative history, the FCC's bill, if enacted into law, would give the agency almost unlimited authority to intrude in broadcast and cable content. Violence, for example, can be "morally offensive" to segments of the audience. So can any number of other subjects: divorce, contraception, white ethnicity, black power, to name four that come at once to mind. There are those who take offense at the appearance of commercials in children's programming. If the FCC is to "protect" against obscenity and indecency according to more rigid standards than apply to other organs of communication, how can it resist demands to act against other broadcast material that offends, say, a powerful senator or an organized and vocal uplift group?

This is not a bill to keep dirt off the air. It is a charter for creation of the Federal Censorship Commission.

## Lowered temperatures

Directors of the National Association of Broadcasters meet this week in Washington to consider, among other things, a report by a fact-finding committee on the organization and direction of the association. Tensions seem to have abated among most members of the NAB board since an eruption of dissent—which was probably overplayed—at last winter's board meeting.

The calmer atmosphere will encourage more responsible action than might have been possible last winter, when petitions demanding wholesale upheavals were tacked to directors' doors and rump-movement recruiting went on in the bar. Perhaps the mood will even permit dispassionate consideration of the employment of a neutral management consultant to see how things are really being run.

## Deflation is desired

It isn't quite clear why Thomas J. Houser, whom the President nominated last week to be director of the Office of Telecommunications Policy, would want an appointment that could end with Mr. Ford's present term, unless he picked up a particularly

virulent form of Potomac fever in the less than nine months he served on the FCC back in 1971 or is finding private practice as a lawyer uncongenial. There are some broadcasters who thought Mr. Houser was developing a pro-cable, pro-land-mobile cast of mind during his FCC tenure and who are apprehensive over any extended tour he may make in any federal office that influences broadcast regulation.

Whatever Mr. Houser's private reasons for wanting the job, the largest public service he could render would be to return the OTP to its pre-Richard Nixon dimensions and purpose. Before Mr. Nixon attained the Presidency, the Office of Telecommunications Management devoted itself primarily to the job of allocating government portions of the radio spectrum among contesting agencies. Mr. Nixon turned it into OTP and a political instrument asserting administration influence in regulatory affairs that are supposed to be conducted independently.

If government retrenchment is indeed a Ford policy, there is no better place to start than the OTP, which could be run at a fraction of its present cost in its former role.

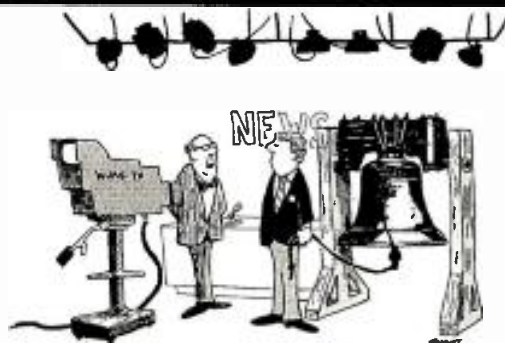
## Rights and rules

In speaking to the convention of the National Broadcast Editorial Association last week, Vice President Rockefeller referred repeatedly, and with approval, to the "enormous power" of radio and television to influence national opinion. The power has never been more in evidence than in the political campaigning of recent months.

It is difficult to believe that without the coverage accorded presidential candidates in states where primaries have at last been concluded, a Jimmy Carter or a Ronald Reagan would now be in contention for their parties' nominations. Indeed the serious, if unsuccessful, candidacies of the many other Democratic contenders, including the late-starting Senator Church and Governor Brown, can probably be attributable to the availability of broadcast exposure. Modern communications can make instant candidates, on a national scale.

Mr. Rockefeller professed no alarm at the effects of broadcast journalism. "I believe that the right of free inquiry and expression, freed by the First Amendment, is as vital to democracy as breath is to life," he told the editorialists. Those are comforting words to be remembered when other politicians call, as they surely will, for restraints on broadcasting.

For every candidate who thinks he got a square deal from broadcasters in this campaign, there will be another who believes himself abused. To the latter, broadcast power appears more a menace than a constitutional right.



Drawn for BROADCASTING by Jack Schmidt

"Are you sure we're not overdoing this 'Bicentennial time signal and station break' bit?"

The Carolinas Made History in America's Formative Years.

# The Greenville-- Spartanburg-- Asheville Market Is Still Making It.

Twelve miles northeast of Asheville there's a restored pine log house that is representative of North Carolina's pioneers. Built by the Revolutionary War's Colonel David Vance, Vance House has sheltered an illustrious family whose most famous member was Zebulon Baird Vance. Born in 1830, he was elected to Congress at the age of 27. At the outset of the War Between the States Zeb Vance formed the "Rough and Ready Guards," which he captained. Later named

colonel of the 26th North Carolina Regiment, he received word of his election as Governor of North Carolina while leading his troops in Virginia's Battle of Malvern Hill. He served three terms as Governor, was elected U.S. Senator after the war, and was in his fourth term at the time of his death.

The Zebulon B. Vance Birthplace State Historic Site includes the restored dwelling and seven farm outbuildings. On Route 1, Weaverville, N.C., the site typifies

the historicity of WSPA-TV's Area of Dominant Influence, 481,800 TV households\* in 31 counties of the Carolinas and Georgia.

Major industries have developed around our long established textile mills: chemicals, rubber, electrical, ready-to-wear, transportation. Along with flourishing farms and tourism, the area constitutes a balanced market. 36th\* in the U.S., enthusiastically served by WSPA-TV. For availabilities, check our national reps.



## WSPA-TV

Owned and Operated by Spartan Radiocasting Company.

Walter J. Brown, President  
TV 7 • AM 95 • FM 98.9

CBS Affiliate in the Nation's 36th Market.\*

National Reps: H-R Television, Inc.

\* Arbitron TV ADI Book '75-'76.



## Farm Neighbors

As a service to agriculture, the Fetzer radio station in Kalamazoo has broadcast the Spray Guide each spring and summer for the past 29 years. Farm Service Director Karl Guenther talks with fruit and vegetable specialists by phone, broadcasting the latest advice on spraying conditions for the vital fruit and vegetable industry of Southwestern Michigan. Several generations of farmers in Southwestern Michigan have grown up learning to depend on the reliable and timely information broadcast each day by WKZO Radio Farm Service.

Helping farm neighbors is all part of the Fetzer tradition of total community involvement.



### *The Fetzer Stations*

	<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island	
<b>WWTW</b> Cadillac	<b>WWUP-TV</b> Sault Ste. Marie	<b>WJFM</b> Grand Rapids	<b>WKJF(FM)</b> Cadillac	<b>WWAM</b> Cadillac	<b>KMEG-TV</b> Sioux City