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Radio Arts, Inc.

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MAKE HIM YOUR FALL GUY.

Here's why: Donahue's May '76 ratings continue to show tremendous growth. That's why new markets all over the country are going with Donahue this Fall . . . markets like New York, Los Angeles and Pittsburgh. Just take a look at Donahue's latest ratings compared to May '75 ratings of the shows he replaced.*

	RATING	SHARE	HOUSEHOLDS	TOTAL WOMEN	WOMEN 18-49
Baltimore WBAL					
Donahue 5/'76	5	35	36	28	9
Trimnastics 5/'75	2	17	17	14	5
Cincinnati WLWT					
Donahue 5/'76	8	40	51	45	23
Hollywood Squares/ Hi Rollers 5/'75	6	31	34	27	7
Detroit WJBK					
Donahue 5/'76	7	42	115	100	69
Price is Right/ Now U See It 5/'75	5	35	76	50	29
Ft. Wayne WPTA					
Donahue 5/'76	7	34	15	15	8
Cross Talk/ Split Second 5/'75	1	4	2	1	—
Philadelphia WPVI					
Donahue 5/'76	5	34	129	109	57
AM America/ Money Maze 5/'75	2	10	31	23	12
San Diego KCST					
Donahue 5/'76	4	24	22	19	14
Bewitched/ Lucy Show 5/'75	1	6	5	4	4
Toledo WTOL					
Donahue 5/'76	7	42	31	26	12
Women Only/ Tattletales 5/'75	4	25	15	13	6

Make Donahue your Fall Guy. Fresh, new shows daily in 30 and 60-minute formats. Call Don Dahlman, Lee Jackoway or Roger Adams at (513) 352-5955.

MULTIMEDIA PROGRAM SALES
140 West Ninth Street
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*Source: ARB, May 1975 & 1976; NSI, May 1975 & 1976. Audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications are available on request.

Make it a Good Day!



Good Day!, available for the first time in national syndication through Syndicast Services:

... is thirty minutes, five days a week, packed with guest celebrities, remote location features, informative "how-to" segments, consumer and medical experts, musical and comedy entertainment

... has proven successful for the past three years on WCVB-TV in Boston in out-ranking talk shows, soap operas, game shows, and "Dinah!"

... is co-hosted by one of the most outstanding and experienced teams on television, award-winners John Willis and Janet Langhart

... is capable of delivering more 18-49 year-old women than your competitors

... has also aired in six states on the New England Network since September, 1974.

... And best of all, Good Day! is now ready to expand its success story to your market beginning September 6, 1976!



Good Day! is already sold in 45% of the country, including:

New York	St. Louis
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Chicago	Nashville
Pittsburgh	Washington, D.C.
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The Week in Brief



OH SAY COULD YOU SEE...AND HEAR □ CBS had Operation Sail and WMAL-TV Washington had the Grand Parade as part of the July 4 weekend coverage of Independence Day festivities that filled the airwaves. **PAGE 19.** But many people preferred to watch them in person, according to the overnight Nielsen ratings for prime time network coverage. **PAGE 20.**

SHOCKER FOR LAWYERS □ Washington attorneys are upset by action of D.C. Bar Ethics committee. It stems from tentatively adopted advisory opinion that would restrict flow of lawyers between government and private business and in some instances require law firms to give up certain cases before government agencies. **PAGE 22.**

DENVER REACTION □ House Communications Subcommittee hearing in Colorado hears broadcasters' criticism of family viewing. Session was one of two to be held in field to get reading on that concept and children's TV. **PAGE 23.**

POST MORTEM ON WESH-TV □ In the aftermath of the close call at the FCC for the Daytona Beach, Fla., station, **BROADCASTING** examines comparative procedures that are being questioned. The Wiley and Robinson dissents particularly point out that their opposition was not to the renewal, but to the method used to reach the decision. **PAGE 25.**

RENEWAL PRESSURES □ Discrimination against blacks in employment and programming is the thrust of mass challenges to stations in Tennessee and Indiana. **PAGE 28.**

GEORGIA GROUP PERSISTS □ The FCC's refusal to permit reimbursements in fairness complaints is taken to appeals court in New Orleans. Instituting the action is a group of Georgia Power Co. customers. **PAGE 28.**

WHERE THINGS STAND □ FCC answers Moss subcommittee request for status report on a number of current topics. Commission says present regulations are sufficient for cable, denies agency has probroadcasting tilt. Other subjects: satellite-to-home service, UHF reception, feasibility of a five-member FCC, conflict of interest, reimbursements to public interest groups. **PAGE 29.**

CABLE PREDICTING □ Econometric model of an urban cable television system that the FCC had hoped would help in policy formulation does not justify those expectations. However, the Johns Hopkins model does provide some guidance on market competition questions. **PAGE 30.**

OKLAHOMA CABLE SUIT □ NCTA opposes dropping of antitrust suit that Cablecom General has filed against Hugo city officials. Association says charges are unprecedented and need to be resolved. **PAGE 31.**

HANDS TIED □ Networks and programmers file comments with FCC on prerelease of shows in Canada and feel that the commission is powerless to intervene. **PAGE 32.**

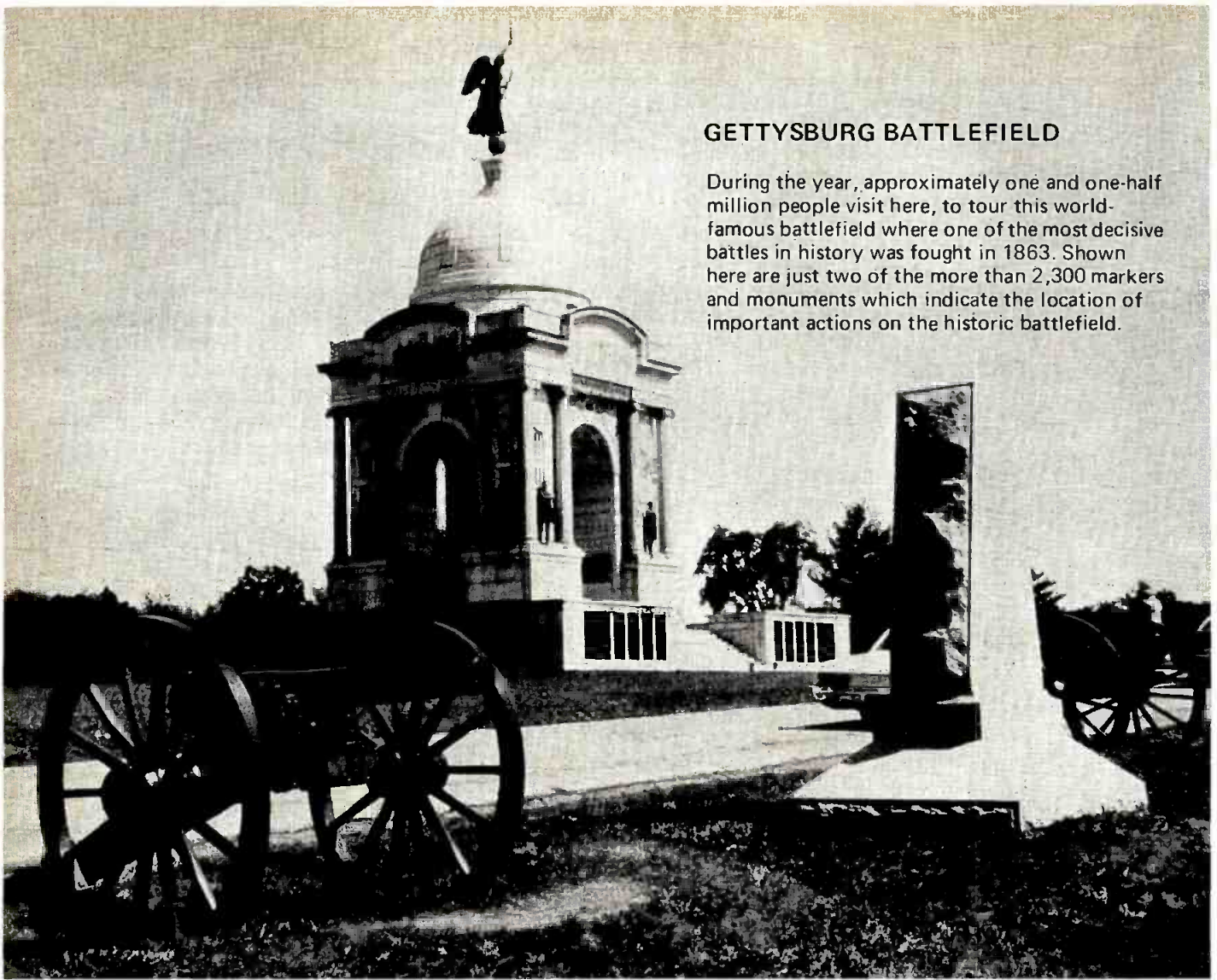
DISRUPTION FEARED □ The Corporation for Public Broadcasting and the Public Broadcasting Service add their objections to the FCC's Midwestern Relay Co. decision, alleging it endangers their satellite plans. **PAGE 33.**

BUYING BAROMETERS □ Spot TV's top-20 categories increased their investments in the first quarter of this year to \$454.9 million. In another report, network television advertising in May rose to \$245 million. **PAGE 34.**

IN THE GARDEN THIS WEEK □ The Democrats get their big show going today in New York's Madison Square Garden and the networks are ready. This week's coverage and coverage of next month's Republican convention in Kansas City is expected to cost up to \$30 million. CBS-TV and NBC-TV go for gavel-to-gavel reporting. **PAGE 35.**

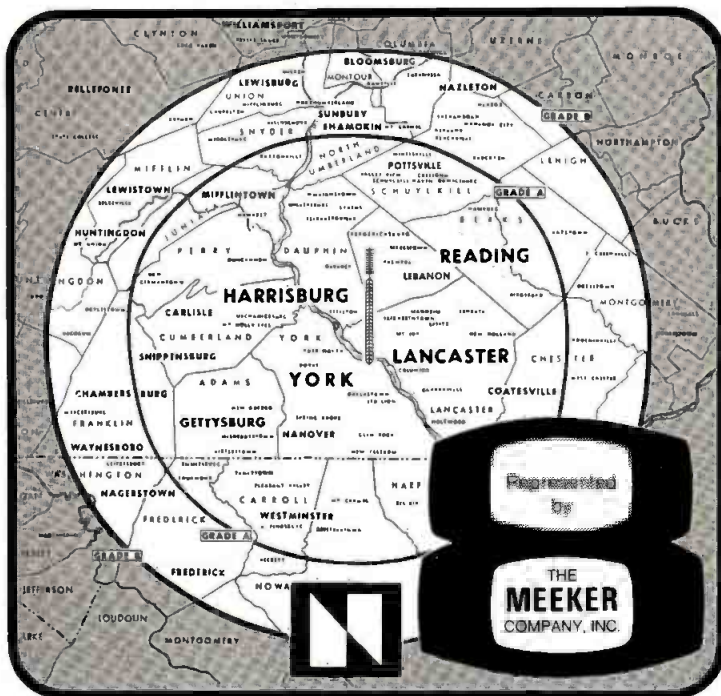
EXPERIENCE IS THE BEST TEACHER □ And MCA TV's Don Menchel is a good pupil. His 20 years of programming and sales knowledge have earned him the respect of all, both in and outside the syndication field. **PAGE 57.**

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GETTYSBURG BATTLEFIELD

During the year, approximately one and one-half million people visit here, to tour this world-famous battlefield where one of the most decisive battles in history was fought in 1863. Shown here are just two of the more than 2,300 markers and monuments which indicate the location of important actions on the historic battlefield.



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.

*Arbitron Television Audience Estimates, May, 1976, Sign-on to Sign-off. Audience estimates subject to limitations published by ARB.

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

STEINMAN TELEVISION STATIONS

Signs of life

Technical news at this week's Democratic national convention may be livelier than political news. There were persistent reports that AT&T had worked optical fibers into its wiring of Madison Square Garden convention site to make publicity splash, but phone company spokesman said not so. Subsidiary Bell Labs and Western Electric will, however, demonstrate experimental optical-fiber system this week at WE's Norcross, Ga., plant. (Teleprompter last week installed optical-fiber link in Manhattan cable system [see page 22]). Also at Democratic convention there's good chance latest generation of electronic minicameras will be introduced. Thomson-CSF Labs' Microcam, with total weight of 11 pounds including lens, viewfinder and associated electronic hip pack, was being tested by CBS News late last week and was said to "look good."

As for convention itself, affiliates of CBS-TV and NBC-TV—which plan virtual gavel-to-gavel coverage as opposed to selective reporting by ABC-TV (see page 35)—were worrying about losing viewers in droves. Network news executives said, however, that it's not their job to enliven convention, though they'll do what they can within journalistic reason to brighten their coverage. If they have any spectacular plans, they're keeping them quiet.

Hot properties

ABC-TV says no comment, and Columbia Pictures Industries officially denies it, but reliable sources say ABC has just bought Columbia's new movie package, which reportedly contains such potent titles as "Funny Lady" (starring Barbra Streisand and James Caan), "Shampoo" (Warren Beatty, Julie Christie, Goldie Hawn), "Taxi Driver" (Robert De Niro, Cybill Shepherd) and "The Fortune" (Jack Nicholson, Warren Beatty).

Sources say NBC-TV rejected packages because of editing problems, particularly with "Shampoo" and "Taxi Driver," both R-rated pictures. CBS-TV dropped out of bidding because, for one thing, it has only one prime-time movie period per week. ABC-TV has two.

Off with their heads

Two more licenses have fallen to new ethic proclaimed by FCC Chairman Richard E. Wiley. White Mountain Broadcasting is said to have been denied renewal for its WMOU(AM) and WXLQ(FM) Berlin, N.H., because of double billing. Administrative law judge in case, James F. Tierney, had recommended one-year renewal, \$10,000 fine and order requiring licensee to make full restitution of

revenues acquired through double billing (BROADCASTING, Feb. 9). But commissioners are insisting on death penalty, as they have in previous cases involving fraudulent billings. Commission order in case is expected to be issued soon, possibly this week.

Memory bank

Senate Communications Subcommittee Chairman John Pastore (D-R.I.), who retires this year, has set his subcommittee counsel, Joseph Fogarty, and one intern to work weeding out communications papers from his 21 years at helm of subcommittee. Those and others of senator's papers will be donated to Providence (R.I.) College, which will dedicate section of its new library to Mr. Pastore. Mr. Fogarty, who is expected to be nominated for seat on FCC, has barely begun task. Two weeks ago he flew to Providence, at Commerce Committee expense, for day of talk with college's archivist. Last week he began opening up 50 crates stored for Mr. Pastore at Archives in Washington.

Mr. Fogarty says material, much of it internal memos to senator from former counsel, Nicholas Zapple, and outside correspondence, will be real boon to communications historians. Such wealth of background material on issues such as fairness doctrine, public broadcasting and Comsat, all of which were legislated during Mr. Pastore's chairmanship, has never been amassed at one library before, he said.

Out for record

Recurring reports at staff level that Commissioner Robert E. Lee will retire soon are summarily dismissed by FCC's dean with observation that he's slated to head U.S. delegation to International Telecommunications Conference in Geneva next January (BROADCASTING, June 21). But beyond that Mr. Lee, 64, wants to establish new record of continuous service to surpass 23½ years of Rosel H. Hyde who served from April 17, 1946, until Oct. 31, 1969. Mr. Lee, in office since Oct. 6, 1953, would have to serve through April 1977 to eclipse Hyde record. His current term does not expire until June 30, 1982.

FTC in spades

North Carolina broadcasters are currently fighting proposed state advertising guidelines that are tougher than Federal Trade Commission's. Objections to guides, product of state Attorney General Rufus Edmisten's office, are chiefly two: One provision would permit comparisons of prices in ads only if "substantial sales of the item were made in the trading area at

that price within the last 90 days." Wallace Jorgenson of Jefferson Pilot Broadcasting, member of National Association of Broadcasters TV code review board, argued in letter to Mr. Edmisten that media aren't equipped to monitor retailers to assume that requirement's being met.

Second problem is over mistakes in advertised prices or illustrations. Under proposal, if reasonable consumer believed wrong price or picture to be right, merchant would have to sell product as advertised. If guidelines are adopted, attorney general would seek enforcement in courts.

Dilemma on distants

FCC staff is having trouble working out criteria to liberalize rule requiring distant signals that are viewable in community to be blacked out by cable system to protect local station. Cable Television Bureau has given up on effort to draft rule that would apply across board and is now working with Broadcast Bureau on proposal to develop standards for examining problem on ad hoc basis.

Cable Bureau had suggested approach that would favor protection only if local station had share of local audience at least as great as distant station's. Broadcast Bureau, however, said that might deny protection to stations that need it most, and Cable Bureau agreed; comments in rulemaking persuaded staff that some stations required protection. So now effort is to develop plan that would accommodate stations that need protection, exclude those that do not. Staff hopes to complete draft before commissioners scatter for August vacations.

Wedding postponed

What's described as "intramurals" are slowing down merger of Chamber of Commerce of U.S. with National Association of Manufacturers designed to establish business representation in Washington with enough clout to compete with AFL-CIO on lobbying front. Chamber has broadcasting board members along with over-all committee on communications. Among chamber directors are Charles H. Crutchfield, president, Jefferson Pilot Broadcasting, Charlotte, N.C., and Willard E. Walbridge, senior vice president of Capital Cities and chairman of Houston Chamber of Commerce.

Chamber has board of 65 and NAM 184. Part of problem is how to reduce combined board to perhaps 100 to 110. Originally, it had been hoped to effectuate merger—still regarded as inevitable—by this fall or at latest, by year end. Now it wouldn't surprise merger advocates to see it deferred until next spring.

Mattel Toys □ In largest advertising campaign in its history, Mattel will begin network-TV and spot-TV blitz in September to encourage early toy movement. Backing extensive TV network campaign in fourth quarter will be substantial four-month spot-TV effort running in top 20, top 30 and top 40 markets, depending on product. Spot-TV use will be double amount in 1975, including adult television. Ogilvy & Mather, Los Angeles, is taking aim at children, 6-11, pre-schoolers and women, 21-45.

American Home □ Company's Whitehall Brands division has purchased major sponsorship of *The Mike Douglas Show* beginning this fall. Group W Productions, which syndicates *Mike Douglas*, has set in motion controversial new quasi-barter plan whereby two additional minutes in each of Mr. Douglas's 90-minute daily shows will be sold to sponsors by Group W (BROADCASTING, March 1). These revenues are said to enable Group W to hold down cost increases to stations on new contracts that take effect this fall. Stations will continue to get 10 minutes per hour to sell to local advertisers. NBC-owned stations, however, have cancelled *Douglas* in four markets where it ran, but Group W has signed CBS's KNXT(TV) Los Angeles to replace KNBC-TV there and has signed WEWS(TV) Cleveland to replace NBC-owned WKYC-TV there. Group W is now negotiating with stations in Chicago and Washington. Only station so far that has

given firm no to two network minutes is said to be wvue(TV) New Orleans, whose general sales manager, Jack Long, said, "We told them to go to hell. This adding on of extra commercials to TV shows is spreading like a cancer." Group W will have to excise those two minutes in tape it bicycles to wvue.

Warner Lambert □ Pharmaceutical company, through J. Walter Thompson, will continue as major participating sponsor of syndicated barter series *The Adventures of Rin Tin Tin*. SFM Media, New York, which distributes series, said five new stations have signed on: wsbk-TV Boston, kdnl-TV St. Louis, wztv(TV) Nashville, kbma-TV Kansas City (Mo.) and wroc-TV Rochester, N.Y. That brings total to 55. Other participating sponsors are Quaker Oats (Adcom, Chicago), Lego toys (Ed Libov Associates, New York), Remco toys (Libov), Gabriel toys (Air Time, New York), Janex Raggedy Ann dolls (Libov), Coleco toys (Libov), Illfelder toys (Libov) and Nabisco (William Esty). These rotating participating sponsors get two national minutes of each half-hour and stations, which get series free, are given four minutes to sell to local advertisers. Eighty-five episodes of strip series have already been released (they're all old black-and-white half-hours, with new color wraparound material to give them contemporary feel). Sixty more episodes go out next September. Herbert B. Leonard Productions, which did original series, is planning new big-budget theatrical movie "The New

Rep appointments

- KFDA-TV Amarillo, Tex.: Avery-Knodel Television, New York.
- WSDM(FM) Chicago: Bolton/Burchill International Ltd., New York.
- WJAR(AM) Providence, R.I.: Major Market Radio, New York.
- WGMA(AM) Hollywood, Fla.: Pro/Meeker Radio, New York.

Adventures of Rin Tin Tin and the Royal Canadian Northwest Mounties" preparatory to first-run Rin Tin Tin series to be shot in Canada. Most stations play current series in late-afternoon fringe to reach children's audience.

Tetley Inc. □ Tea bags will be showcased in spot-TV promotion to begin in late July for five weeks in about 36 markets. Hicks & Greist, New York, is seeking daytime and fringe periods to zero in on women, 25-64.

A&W Distributing Corp. □ A&W Root Beer will be accented in various spot-TV flights to begin in late July and various dates in August, continuing for one to three weeks. Humphrey Browning MacDougall Inc., Boston, is targeting toward teen-agers through spot placements in daytime, fringe and prime periods.

Stokely-Van Camp □ Three-week spot radio and spot TV mix will support company's two products, Beane Weenee and Chilee Weenie, in flights slated to start in late July. In radio, 21 spot markets will be used, plus more than 100 stations of Texas State Network; in TV, 20 markets (different from radio) will be tapped. Handley & Miller, Indianapolis, is zeroing in on women, 25-49.

Snowy Liquid □ Spot TV coverage for Snowy Liquid is planned in long list of markets for one month, starting in late August. Young & Rubicam, New York, is aiming for women, 35-49.

Yardley of London □ Company has named The Marschalk Co., New York, to handle advertising for Tweed, Je Suis and new Portrait line of cosmetics. These products have been at Altman, Stoller, Weiss, New York, and billed more than \$2.5 million. Marschalk has been handling Old English Lavender, Old English Herbal and Oatmeal beauty soaps, which bill about \$2 million. Approximately \$2 million is allocated to broadcast.

BAR reports television-network sales as of June 20

ABC \$410,752,300 (30.9%) □ CBS \$472,906,400 (35.5%) □ NBC \$446,760,600 (33.6%)

Day parts	Total minutes week ended June 20	Total dollars week ended June 20	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.	140	\$672,900	3,291	\$17,346,600	\$15,579,700	+11.3
Monday-Friday 10 a.m.-6 p.m.	1,010	11,206,600	29,624	294,901,400	254,490,000	+15.8
Saturday-Sunday Sign-on-6 p.m.	264	4,249,500	7,655	149,856,200	116,675,400	+28.4
Monday-Saturday 6 p.m.-7:30 p.m.	99	2,654,500	2,497	71,385,500	60,806,100	+17.4
Sunday 6 p.m.-7:30 p.m.	16	519,600	534	22,375,300	9,974,300	+124.3
Monday-Sunday 7:30 p.m.-11 p.m.	421	25,568,400	10,230	682,327,900	602,608,400	+35.8
Monday-Sunday 11 p.m.-Sign-off	201	3,455,300	4,947	92,226,400	76,565,100	+20.5
Total	2,151	\$48,326,800	53,778	\$1,330,419,300	\$1,136,717,000	+17.0

Source: Broadcast Advertisers Reports

Bristol-Myers □ Company, through its in-house agency Boclaro Advertising, said its roster of products on wholly-sponsored syndicated barter series *In Search of...* will include Bufferin, Ban cream and spray deodorant, Clairol and Windex. Rhodes Productions, Los Angeles, which is distributing prime-access series, says 33 stations have already agreed to take it (for about 48% U.S. coverage). Included are top-10 markets: WNBC-TV New York, KNBC Los Angeles, WMAQ-TV Chicago, WRC-TV Washington, KYW-TV Philadelphia, WCVB-TV Boston, KPIX San Francisco, WWJ-TV Detroit, Wews Cleveland and KDKA-TV Pittsburgh. Series premieres in September. Bristol-Myers takes two commercial minutes in each half-hour, allotting three-and-a-half minutes to stations (which get series free). Twenty-four half-hours are planned, with first eight already in can. Topics include Atlantis, UFOs, Bigfoot, Loch Ness Monster, Bermuda Triangle and reincarnation of Ruth McGuire. Leonard Nimoy (*Star Trek*) will serve as host; Alan Landsburg Productions, Los Angeles, is doing filming. Demographic target is men and women, 18-49; show will play in prime-access periods and late weekend afternoons.



Pittway Corp. □ In its first use of spot television and radio for its new "First Alert" smoke detector, Pittway is scheduling commercials with actor William Conrad in top 20 markets starting in mid-September. Twelve-week campaign marks first time that Mr. Conrad, shown with Robert Birenbach, marketing manager of Pittway's smoke detector division, has appeared in TV commercial. Emphasis is on fire prevention education but spot urges homeowners to use smoke detectors. Grey Advertising, New York, has created and is placing campaign to reach homeowners, 30-54.

Daddy Crisp Potato Chips □ New product by new firm, Standard Atlantic, will debut in three-week campaign Aug. 16 in 40-50 markets. Daytime, fringe and prime-time 30's will aim for men and women, 18-49, and teen-agers 12-17. Marschalk, New York, is agency.

Ponder & Beat □ Santa Monica, Calif.-based firm will unveil extensive advertising campaign in fall and winter to project its Vivitar pocket camera. With Arthur Godfrey as spokesman, effort

consists of spot radio in limited number of markets and spot TV in more than 20 markets plus company's first use of network TV on NBC, for four weeks before Christmas. Dreyfus Agency, Los Angeles, is focusing on men and women, 21-49.

Nabisco □ Eight-week flight for various Nabisco products begins today (July 12) in substantial number of spot markets. Daytime, fringe and prime-time 30's are geared to women, 25-54. William Esty, New York, is agency.

Amtrak □ New spot TV flight will be switched on in late August for four weeks in 40 major markets. Needham, Harper & Steers, New York, is searching for time periods to reach men and women, 18 and over.

Lionel □ Toy company will sponsor syndicated special called *Ridin' the Rails*, documentary musical starring Johnny Cash. Sixty-minute show, which was originally telecast on ABC in 1974, presents four national minutes for Lionel trains and six commercial minutes for stations, which get show free. Ogilvy & Mather is now bartering special to stations for pre-Christmas airing with suggested date between Oct. 31 and Dec. 5. Thirty-five stations (for 20% U.S. coverage) have signed so far, including WNAC-TV Boston, KPIX San Francisco, KXAS-TV Fort Worth and KSD-TV St. Louis. Special is basically history of railroading in U.S., and is aimed at men and boys. Creative agency for Lionel is Humphrey Browning MacDougall, Boston.

Clorox Co. □ Household products division of Clorox, Oakland, Calif., will display B'n B mushrooms in four-week flight to begin Oct. 11. Fringe 30's will aim for women, 25-54. Young & Rubicam West, Los Angeles, is agency.

Armour Food Co. □ Three-week fall flight for Armour lunch meats will begin Aug. 30. Daytime and fringe 30's aim to reach women, 25-54. Young & Rubicam West, Los Angeles, is agency.

Intergold Inc. □ Krugerrand gold coins from Johannesburg, South Africa, will be showcased on various spot-TV flights of four weeks, starting in mid-September and late October as well as three-week spread, starting in late November. Doyle Dane Bernbach, New York, has not decided specific number of markets but campaign is expected to be substantial, geared to men, 25-54.

Gerber International Foods □ Wispride cheddar cheese will be showcased in various spot-TV flights to be unveiled this fall in more than 30 markets. Two-week schedule will break in late September, followed by other flights in October and November. Wilson, Haight & Welch, Greenwich, Conn., is searching for daytime and fringe periods to reach women, 25 and over.

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

the young team
as adam young produces

Television Station Representatives

adam young inc

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301-588-4983 TWX 710-825-0432
CABLE "SPOTMASTER"

Monday Memo[®]

A broadcasting advertising commentary from Thomas C. Dillon, chairman and chief executive, BBDO, New York

Advertising is a reflection of our right of free speech

What does advertising contribute to society?

Is advertising, as many people think, an expensive parasite on the social structure? How, we may be asked, is mankind served by our efforts to show this miracle suds gets clothes whiter than that miracle suds? The critics say that \$28 billion is wasted every year in advertising—\$28 billion that could better be used to rebuild the school systems of America.

Let's take a few of these garlands of roses and look at them.

What happens for example, when you spend a dollar on TV advertising? Where does the dollar go? Probably no more than a nickel of it goes into producing the commercial and into the electrical energy that transmits it to your TV set. What becomes of the other 95 cents? It goes, of course, into the cost of programming and operating television stations. A part of that \$28 billion spent in advertising also includes the entire cost of running all the radio and TV networks in the U.S. and all the 7,526 individual radio and television stations.

There really is no such thing as a \$28 billion advertising industry. The cost of advertising overlaps the cost of a communications system that covers the whole U.S.

Some countries such as Great Britain and Canada have advertising operations much like our own, but there are other countries where per capita advertising expenditures are very low. There you will find that freedom of the press tends to be a fiction. To begin with, radio and television must be supported by the state, and they become the official propaganda organs of the party in power. Indeed, the last thing that these parties want to see is commercial television. For commercial television is free-speech television.

And what happens to newspapers? In the majority of cases, because circulation revenue can't possibly support them, these newspapers are the official organs of various political parties and get their revenues from party funds. The fact of the matter is that in the absence of advertising revenue the concept of freedom of the press is a joke.

You can have a country in which there is freedom of the press. But what good is freedom of the press unless you have a press and the paper to put it on, and a way of distributing the paper? You may even have freedom of speech, but if you don't have access to a press or to a radio station or to a television station, of what value is this freedom?

Many countries know this. Since they



Tom Dillon has devoted his entire business career to BBDO, beginning as a copywriter in 1938 in the Minneapolis office and rising to his present post as chairman and chief executive officer. He was named a vice president in 1948 and moved to New York as head of marketing, research and media in 1958. He was named executive vice president in 1959, general manager in 1962, president in 1964 and chairman in 1975.

control the press and usually control radio and TV, they can cheerfully grant freedom of the press and freedom of speech with the full knowledge that there is no possibility of exercising those freedoms. All of the tools that make them possible are within the grasp of an all-powerful state.

What has advertising to do with all this? Well, in a country that gets above subsistence living, man is presumed to be entitled to freedom of economic choice. He has the freedom to decide what he will pay his money for, in terms of what he thinks will best suit him.

To exercise true freedom of choice, we've got to know what we've got choice of. This is the function of advertising. Advertising presents in the best possible way the best possible case for an economic

decision to buy certain products and services. Is this an economic and social waste?

Not only is advertising the only practical source of advocating to the people of this country the economic choices they have before them, but is also, as I have outlined before, practically the sole support of the communications system that is not under the control of the state. Without the financial support of advertising, not only would there be no practical freedom of economic choice, but there is also a serious question whether there would be any practical freedom in politics or religion.

If you think that is theoretical, I suggest you look at the record. Make up a list of the countries where you think that man is most free of tyranny. You will probably come up with, at the top of the list, countries such as the U.S., Great Britain, Canada, West Germany, the Scandinavian nations, Australia, Japan, Switzerland, Holland, Belgium, France and perhaps Italy.

Now let me give you another list of countries showing the amount of gross national income spent on advertising (in percentages): U.S., 2.00; Switzerland, 1.33; Canada, 1.21; Denmark, 1.19; United Kingdom, 1.14; Brazil, 1.13; Finland, 1.10; the Netherlands, 1.09; Australia, 1.07; Norway, 0.88; Japan, 0.88; West Germany, 0.82 and Sweden, 0.75.

Now let's look at some of the countries that are on the bottom end of this list (again in percentages): U.S.S.R., 0; Red China, 0; East Germany, 0; Cuba, 0; Poland, 0; Hungary, 0 and Czechoslovakia, 0.

Do you think for a moment that this is a coincidence? Do you think that it is just a matter of luck that advertising and freedom and dignity of man go hand in hand? Do you think advertising is merely a frill that rich and successful nations can afford? If you do, I would like you to remember that in all countries where freedom of the press and freedom of speech and freedom of religion are suppressed, they are suppressed under the argument that the people are not yet rich enough for that luxury.

No, I would suggest a different thing to you. I would suggest that it was no coincidence that in the July 6, 1776 issue of *The Pennsylvania Evening Post*, text of the newly written Declaration of Independence was followed by 10 ads. I don't think you'd expect to find the proclamations of Alexander, Frederick the Great, Napoleon, Hitler or Stalin followed by 10 ads.

Indeed, advertising is never welcome among the politically or intellectually arrogant who have appointed themselves the nursemaids of the people. Tyranny hates advertising as the devil hates holy water.

Datebook

■ indicates new or revised listing

This week

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.

Also in July

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

July 12-13—*Michigan Cable Television Association* meeting. Pine Mountain Lodge, Iron Mountain.

July 13—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Roweday 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.

July 19—Start of hearings before *House Committee on Standards of Official Conduct* on leak of House Intelligence Committee's secret CIA report to CBS correspondent Daniel Schorr. Washington.

July 19-20—*Institute of Broadcasting Financial Management-Broadcast Credit Association* quarterly board of directors meeting. Washington Plaza, Seattle.

July 20—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Expressway, Kalamazoo, Mich.

July 20—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport, Seattle.

July 20-22—Hearings on cable television regulation before *House Communications Subcommittee*. Washington.

July 21—Public hearings begin in San Francisco on first phase of *Federal Trade Commission's* proposed trade regulation regarding information and claims in food advertising. FTC regional office, 450 Golden Gate Avenue.

July 21-23—Broadcast Computer Services users conference of *Kaman Sciences*. Antler's Plaza, Colorado Springs.

July 22—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hyatt Regency O'Hare, Chicago.

Major meetings

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. 1977 annual meeting will be Oct. 23-26 at the Homestead, Hot Springs, Va.

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. 9-11, 1977**—*Association of Independent Television Stations (INTV)* fourth annual convention. Fairmont hotel, San Francisco.

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.

May 18-21, 1977—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

June 12-16, 1977—*Broadcast Promotion Association* 22d annual seminar. Beverly Hilton hotel, Los Angeles.

July 23-25—Annual seminar of *Motion Pictures Laboratories, Society of Motion Picture-Television Engineers* and *Memphis State University*. Memphis State University, Memphis. Information: MPL seminar, Box 1758, Memphis 38101.

July 27-29—Hearings on cable television regulation before *House Communications Subcommittee*. Washington.

August

Aug. 1—Deadline for technical papers for fall convention of the *Society of Broadcast Engineers*. Contact: Mark Schubin, SBE, P.O. Box 607, Radio City Station, New York 10019; (212) 765-5100, ext. 317.

Aug. 3-5—Hearings on cable television regulation before *House Communications Subcommittee*. Washington.

Aug. 9-10—Hearings on public broadcasting's record of minority hiring before *House Communications Subcommittee*. Washington.

Aug. 9-11—*Community Antenna Television Association* seminar. Western Hills Lodge, Wagoner, Okla.

Aug. 10-12—*Canadian Broadcasting League* conference on "Crisis in Canadian Broadcasting." Twenty papers will be presented and discussed on broadcast TV, cable, economics, programming and pay TV. St. Mary's University, Halifax, Nova Scotia.

Aug. 11—*FCC's* new deadline for comments on its proposed rule amendment to permit the use of automatic transmitters at AM, FM and TV stations (Docket 20403). Replies are now due Sept. 13. FCC, Washington.

Aug. 12-13—*Arkansas Broadcasters Association* summer convention. Speaker: Saldie Adwon of KTUL-TV Tulsa, Okla., president of American Women in Radio and Television. Degray State Park lodge and convention center, Arkadelphia.

Aug. 15—Deadline for entries in CINE competition. *Council on International Nontheatrical Events* is non-profit organization to encourage international communications and to select U.S. nontheatrical and short subject films for entry in appropriate international festivals. Details: CINE, 1201 16th Street, N.W., Washington 20036; (202) 785-1136.

Aug. 16—Opening of *Republican National Convention*. Kansas City, Mo.

Aug. 17—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Downtown, Anchorage.

Aug. 17-18—*House Communications Subcommittee* hearings on family viewing. Los Angeles.

Aug. 19-22—*West Virginia Broadcasters Association* fall meeting. The Greenbrier, White Sulphur Springs, W. Va.

Aug. 23—*FCC's* deadline for comments on proposal to require TV receivers to come equipped with an attached UHF antenna. Reply comments are due Sept. 13. FCC, Washington.

Aug. 24—*FCC's* new deadline for its proposal to allow circular polarization for TV transmissions (Docket 20802). Replies are now due Sept. 6. FCC, Washington.

Aug. 30-31—*National Religious Broadcasters* Eastern regional convention. Eastern College, St. David's, Pa.

September

Sept. 1—*FCC's* deadline for comments on its inquiry into the relevancy of its license requirements for broadcast stations operators (Docket 20817). Replies are due Sept. 15. FCC, Washington.

Sept. 8-11—*International Muxexpo '76*, market

place for international record and music industry. Fairmont hotel, New Orleans. Information: 1350 Avenue of the Americas, New York 10019; (212) 489-9245.

Sept. 10-12—Annual conference of *NBC Television and Radio Networks* and *NBC Radio's News and Information Service* news directors. Hotel Drake, Chicago.

Sept. 12-14—*Southern Cable Television Association* convention. Fairmont Colony Square hotel, Atlanta. Contact: Otto Miller, executive secretary, P.O. Box 465, Tuscaloosa, Ala. 35401; (205) 758-2157.

Sept. 12-14—Annual convention of Western chapter of *The National Religious Broadcaster*. Sheraton hotel, Los Angeles airport.

Sept. 12-15—Sixteenth annual conference of the *Institute of Broadcasting Financial Management*. FCC Chairman Richard Wiley will be Monday luncheon speaker; Cox Broadcasting President Clifford Kirtland will be Tuesday luncheon speaker. Sheraton-Boston hotel, Boston.

Sept. 13—Public hearings begin in Chicago on first phase of *Federal Trade Commission's* proposed trade regulation regarding information and claims in food advertising. FTC regional office, 55 East Monroe Street.

Sept. 14-16—Hearings on license renewal legislation before *House Communications Subcommittee*. Washington.

Sept. 14-16—*Illinois Broadcasters Association* convention. Holiday Inn East, Springfield.

Sept. 14-17—*CBS Radio Network* affiliates convention. Williamsburg, Va.

Sept. 15-17—*Tennessee Association of Broadcasters* annual convention. Glenstone Lodge, Gatlinburg.

Sept. 17-19—*American Women in Radio and Television* West Central area conference. Clayton Inn, Clayton, Mo.

Sept. 17-19—*Maine Association of Broadcasters* annual convention. Sebasco Estates.

Sept. 19-22—*National Radio Broadcasters Association* Conference & Exposition. Hyatt Regency Embarcadero, San Francisco.

Sept. 20-21—*National Retail Merchants Association* retail advertising workshop and seminar. Biltmore hotel, New York.

Sept. 21—*FCC's* new deadline for comments on AM clear channel proceedings to allow 1-A clears to operate with greater than 50 kw (Docket 20642). Replies are now due Nov. 22. FCC, Washington.

Sept. 22-24—1976 Biennial International Broadcasting Convention, sponsored by the *Electronic Engineering Association, Institution for Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society* and *Society of Motion Picture and Television Engineers*. New techniques and equipment for the whole spectrum of the industry will be exhibited. More than 60 technical papers will be presented in 14 sessions. Grosvenor House, London. Information: The secretariat, International Broadcasting Convention, ISS, Savoy Place, London WC2R 0BL.

Sept. 23-28—*Videcom, International Market of Videocommunications* software/hardware exhibit. Palais des Festivals, Cannes, France. U.S. contact: John Nathan, Merryl Levow, 30 Rockefeller Plaza, suite 4535, New York 10020.

Sept. 24—*American Women in Radio and Television* Western area conference. Brown Palace hotel, Denver.

Sept. 26-28—*Nebraska Broadcasters Association* convention. Vincent Wasilewski, National Association of Broadcasters president, will speak. Lincoln Hilton, Lincoln.

Sept. 26-28—*Nevada Broadcasters Association* convention. Stockmen's Motor Hotel, Elko, Nev.

Sept. 26-29—*Pacific Northwest Cable Communications Association* annual convention. Davenport hotel, Spokane, Wash.

Sept. 29-Oct. 2—*Information Film Producers of America* film and video communicators conference,

trade show and Cindy Awards festival. Palm Springs Spa hotel, Palm Springs, Calif. Information: IFPA, 3518 Cahuenga Boulevard West, suite 313, Hollywood 90068; (213) 874-2266.

Sept. 30—Deadline for entries for 1976 Ondas Awards (eight for radio and four for TV in Spain; five for radio and television in Latin-America; four for radio and four for TV in other countries). Awards are for programs, organizations and individuals for professional achievement between September 1975 and September 1976. Awards will be conferred at Grand Radio Gala in Barcelona, Spain, Nov. 14. Contact: *Premios Ondas*, Calle Caspe 6, Barcelona 10.

Sept. 30—Seminar on advertising law, problems and trends, jointly sponsored by *American Advertising Federation, Federal Bar Association* and *International Library* (publishers of *National Advertising Law Anthology*). Hyatt Regency hotel, Washington.

October

Oct. 1—Deadline for entries in media awards program of *American Cancer Society*. Categories include multiple classifications in local and network radio-television. Information: ACS Mass Media Awards Committee, 801 Second Avenue, New York 10017.

Oct. 1—Regional convention and equipment show. *Society of Broadcast Engineers, Chapter 22*. Syracuse-Hilton Inn, Syracuse, N.Y. Information: Paul Barron, WCNY-TV-FM, Syracuse.

Oct. 1-3—*Massachusetts Broadcasters Association* annual convention. Sheraton-Boxborough Inn, Boxborough. Contact: Douglas Rowe, MBA, 16 West Main Street, Marlborough, Mass. 01752.

Oct. 1-3—*American Women in Radio and Television* Northeast area conference. Gideon-Putnam hotel, Saratoga Springs, N.Y.

Oct. 2—Seminar of *California Trial Lawyers Association* for Southern California news media. Subjects will include libel and slander, reporters' shield law, media gag rule, invasion of privacy and public figure status. Hyatt International, Los Angeles International Airport.

Oct. 6-8—*Indiana Broadcasters Association* annual membership meeting. Executive Inn, Vincennes.

Oct. 7-10—*Women in Communications Inc.* national meeting. Marc Plaza hotel, Milwaukee.

Oct. 8-9—*Intercollegiate Religious Broadcasters* convention. Evangel College, Springfield, Mo.

Oct. 8-10—*American Women in Radio and Television* Southern area conference. Hilton hotel, Chattanooga.

Oct. 9—Seminar of *California Trial Lawyers Association* for Northern California news media. Subjects will include libel and slander, reporters' shield law, media gag rule, invasion of privacy and public figure status. Hilton Inn, San Francisco International Airport.

Oct. 10-12—*American Association of Advertising Agencies* Western region conference. Del Monte Hyatt hotel, Monterey, Calif.

Oct. 12—Public hearings begin in Dallas on first phase of *Federal Trade Commission's* proposed trade regulation regarding information and claims in food advertising. FTC regional office, 500 South Ervay Street.

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

Oct. 13-16—*Western Educational Society for Telecommunications* conference. Sheraton Anaheim, Anaheim, Calif.

Oct. 14—*Minnesota Cable Television Association* meeting. Bloomington.

Oct. 14-17—*American Women in Radio and Television* East Central conference. Hyatt-Regency, Dearborn, Mich.

Oct. 17-22—*Society of Motion Picture and Television Engineers* 118th technical conference and equipment exhibit. Americana hotel, New York.

Oct. 18—*Mississippi Cable Television Association* meeting. Biloxi.

Oct. 18-19—*Advertising Research Foundation* 22nd annual conference. Waldorf-Astoria hotel, New York.

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EDITOR: I read with interest the June 28 letter from John F. Hanssen deploring small-town radio.

I disagree that every small town station sounds the same, at least not here in Nebraska. Yes they all carry news, weather and sports, plus a pile of recordings, but there is more.

I would like Mr. Hanssen to listen to my station and then tell me what to do. Listening to larger stations that reach our market, I feel all some do is program automated rock, with the network thrown in between, with very little local programming. — *Theodore S. Storck, owner-manager, KTCH-AM-FM Wayne, Neb.*

EDITOR: With all deference to Mr. Hanssen's 30 years in radio, KLIB takes issue with his statement that small-town radio "stinks" and simply copies the competition.

It would be difficult if not impossible for any other station, even our in-town competition, to copy our programming—and it would certainly not profit us in any way to imitate any other station in any other market. Everything we do, from public service announcements to news to music to advertising is to serve our listeners' particular interests and only when those interests coincide precisely with those of listeners in another area would our solutions to providing service be similar. — *Leonard C. Davis, vice president and general manager, KLIB(AM) Liberal, Kan.*

Mr. Hanssen says he has 30 years in radio and uses that as his basis for stating that all small-market stations in the South stink. I have 39 years and say that Mr. Hanssen needs to visit Alexander City where our sound has been overwhelmingly accepted by listener and advertiser alike. — *Maury J. Farrell, general manager, WACD(AM) Alexander City, Ala.*

Letter to Younts

EDITOR: Your readers may be interested in this letter I sent to Jack Younts: "Dear Jack: All of us who live in this area were deeply disturbed to hear about the unfortunate incident that occurred when you were in Washington recently [BROADCASTING, June 21].

"I would urge you to put this incident in the proper perspective. There is crime everywhere and major cities have more than their share. Washington, in fact, has made tremendous progress in fighting crime. In 1969 Washington ranked first out of 20 similarly sized cities. During the first quarter of this year the crime rate has dropped to the point that Washington now

ranks 17th out of these 20 cities.

"Latest estimates are that 17 million people will visit Washington in this Bicentennial year. We hope that many of the fine people in your Southern Pines, N.C., area will visit us. We feel certain they will have a safe and memorable time." — *Thomas B. Cookerly, chairman, Washington Area Broadcasters Association.*

(Mr. Younts, mugged near the headquarters of the National Association of Broadcasters has editorialized on his WEEB(AM) Southern Pines to warn against the dangers of Washington.)

Afterthoughts

EDITOR: Following publication of my letter concerning the shortage of reliable air talent in small markets (BROADCASTING, June 7) I received a lot of feedback from all over the country, most of which confirmed my contentions.

After listening to all these comments, I'd like to say that I've found no direct relationship between salaries and announcer reliability. In fact, I've frequently found the opposite to be the case. Further, I've had more problems with broadcast school grads than with persons we've trained.

As for a solution, I'd suggest to announcers that they consider that when they are working for someone—even if the employer is wrong he still is your employer and will be responsible financially if he's not programming a salable product. Give him suggestions, but don't forget that he's signing the checks. For PD's and managers—I'd suggest that you come up with a station operating manual, explaining in detail what you expect from each person on the staff and enforce it; don't give anyone more than a second chance. Finally, I think the FCC needs to put more responsibility on licensed announcers and engineers. The way it is now, even though you hire FCC-licensed personnel who supposedly know what they're doing, the licensee is the only one ultimately responsible. How many operator-license holders have you ever seen lose *their* licenses or get fined for improperly operating a transmitter or forging a log? Not many. If the FCC would exert its authority more over operators, radio would be a lot better. — *Bud Andrews, program director, WXQR(FM) Jacksonville, N.C.*

High praise

EDITOR: May I extend my appreciation to you and your professional staff for creating a superb publication each week. Your publication is the industry link that allows us to share ideas, needs and new technology within the broadcasting industry. The net result is creative growth for everyone. — *Gary Hall, Los Angeles.*

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- Check retail sales.
- Check the top station dominance, total survey area*;
- Sign-on/sign-off share of homes is 53%. Prime time (adults 18-49) is 49%.
- Late news share (adults 18-49) is 76%. Early fringe (women 18-49) 56% share.
- Check with Avery-Knodel.

*Source: Arbitron Feb. '76.





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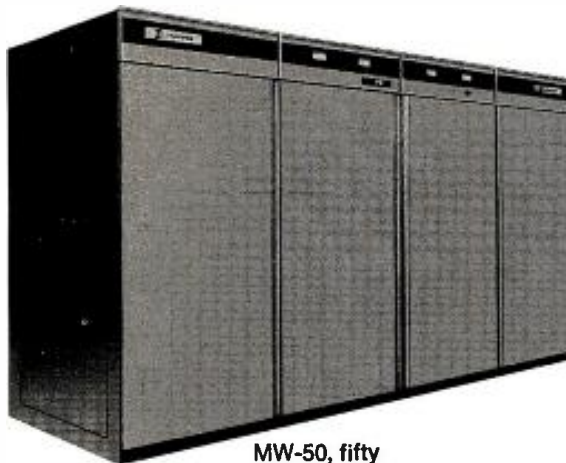
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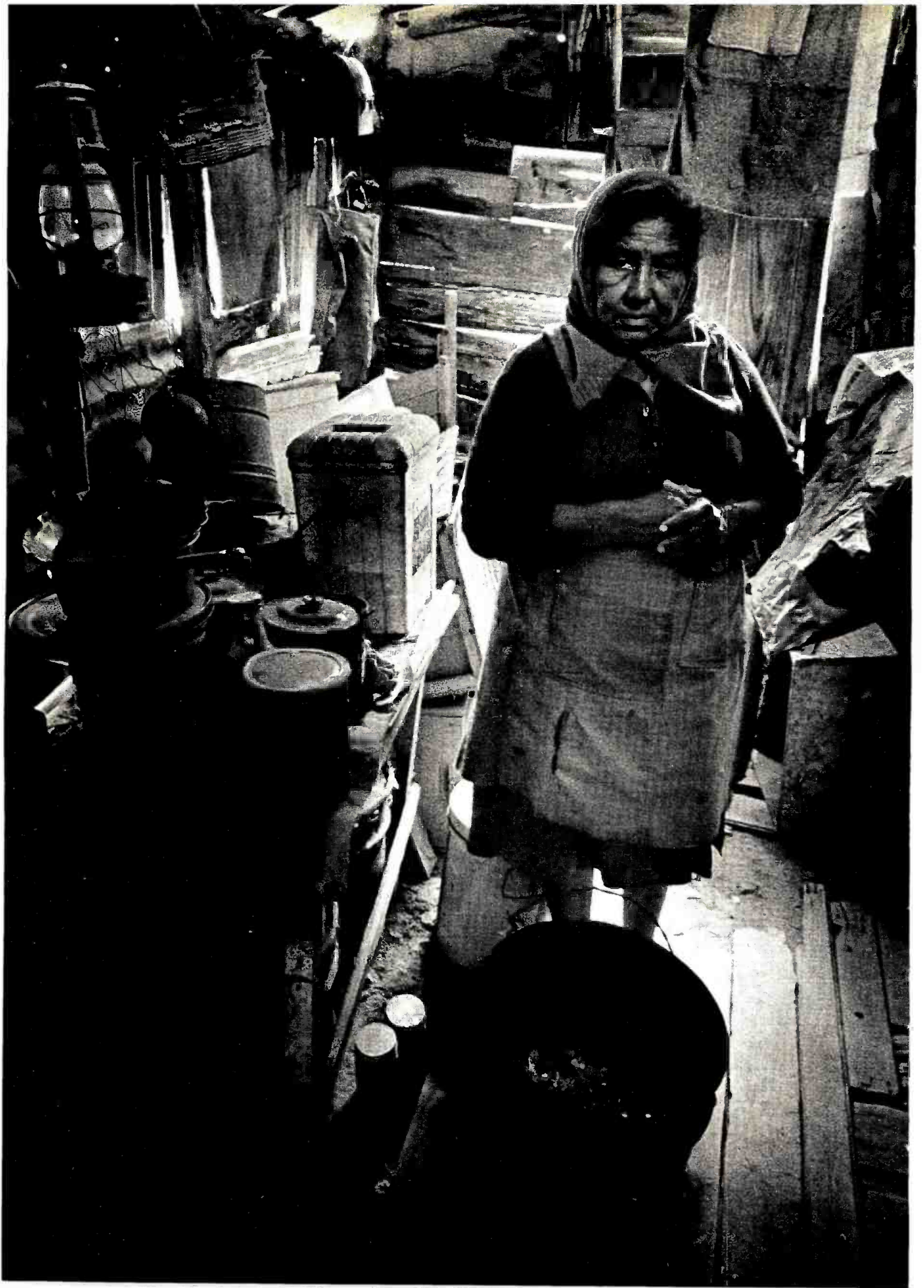
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MW-50, fifty kilowatt transmitter



MW-5, five kilowatt transmitter



TO 23 MILLION PEOPLE, THE GREAT AMERICAN DREAM IS A NIGHTMARE.

Storer stations are concerned and are doing something about it.

Poverty is still rampant in America.

In spite of a trillion dollar economy and some \$860 billion spent on welfare programs over the past decade, 23 million Americans are still "poor."

That's 1 out of every 9 people. With many living in squalor. And exposed to other festering ills like malnutrition, crime, violence, drug abuse, despair.

Poverty is most widespread among those least able to cope with it. The aged. Black people. Those with limited schooling. And households headed by women. (The latter have fallen so far behind, they now represent 43% of all poor families—up from 28% in 1965.)

Unfortunately, it's these same people who are most afflicted by the pressures of recession and inflation.

Storer Stations feel that poverty shouldn't be swept under the rug. That only by talking about it can we resolve the problems. So more and more editorials and programs are regularly devoted to the subject.

WAGA-TV in Atlanta, for example, runs a "Sound Off to TV-5" program where they meet citizens face to face, and learn about poverty-related problems.

WAGA-TV also recently aired guest editorials by Georgia poverty agencies. When 21,000 people were being cut from "Aid to Families with Dependent Children," an editorial showed how this would actually cost the taxpayers money in the long run. And when the federal Food Stamp program was threatened by charges of fraud, and cheats abusing the program, an editorial pointed out why the charges were based on ignorance and distortion of the facts.

In Detroit, WJBK-TV pushed for improving welfare by getting

people off the rolls who don't belong there and putting others on who do. It showed how a pilot project in Arkansas helped train recipients of "Aid to Dependent Children" so that 9 out of 10 who completed the program were able to find jobs. And 3 out of 10 were able to leave the welfare rolls entirely. WJBK-TV also demonstrated how tracking down runaway breadwinners could save substantial amounts and put the burden where it belongs.

This is only one instance of how Storer Stations get involved in the affairs of their communities. The way we look at 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

Walter Cronkite is 5 feet 11 inches, 190 pounds, and some kind of reporter. How did he become "Walter Cronkite," one of the most trusted men in America?

It would be glib to say that television alone did it. He was a newspaperman with United Press a long time before television. He was in the first B-17 air raid over Germany. And dropped with the 101st Airborne in Holland. He was with the Third Army in the Battle of the Bulge when they broke through at Bastogne. He landed in North Africa with the invasion and he landed on Normandy.

He was the chief U.P. correspondent at the Nuremberg trials. And then the chief U.P. correspondent in Moscow. He was Walter Cronkite before he came to CBS News and he came here 25 years ago.

What many Americans know about manned space flights, they learned from him. He's covered every one; he's an authority. Six presidents, Truman, Eisenhower, Kennedy, Johnson, Nixon and Ford, trusted him and often talked to all of us through him. Solzhenitsyn gave his first interview to him and so did Daniel Ellsberg.

But we like best the story of the American P.O.W. in Vietnam who did not believe he was finally free until he saw who'd come to see him. "My God," he said, "Walter Cronkite."

Do you have to ask who's going to be our anchorman at the Democratic and Republican Conventions?

WHY ISN'T ANYBODY ELSE WALTER CRONKITE?



CBS NEWS

Broadcasting 4 Jul 12

Vol. 91 No. 2

Top of the Week

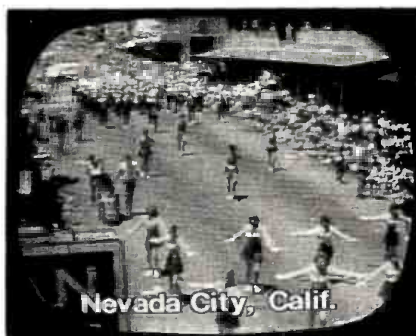
Bicentennial eyes and ears

The biggest birthday party in U.S. history stretched from coast to coast last week, and the broadcast audience anywhere in the country could see and hear it all. From small-town daytime radio stations to metropolitan TV's to cable systems to radio and television networks—all offered some salute on the 200th Fourth of July.

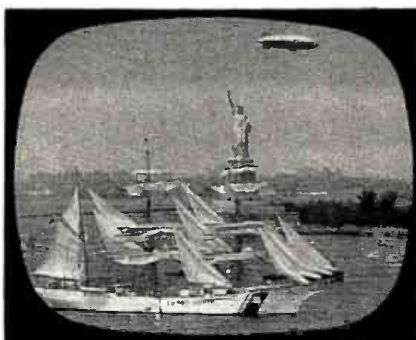
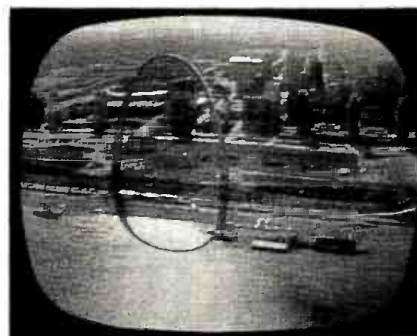
The networks went at it in a big way, of course. CBS-TV and NBC-TV broadcast all-day coverage ranging from live reports from the "Operation Sail" in New York and ceremonies at Independence Hall in Philadelphia to taped vignettes on people, places and events of both national and local significance. (The best known of these, CBS-TV's *Bicentennial Minutes*, ran into a problem when it scheduled President Ford to narrate the July 4 item. As a political candidate, his appearance would have entitled other candidates to equal time. Instead, First Lady Betty Ford narrated the *Minute* on how Thomas Jefferson's draft for a formal declaration of independence was finally adopted.) ABC-TV was more restrained in its coverage: Hour-long summaries were aired at 11 a.m., 1:30 p.m. and 10 p.m.

Network radio provided historic "minutes" throughout the day. ABC's were based on its theme of the "American Spirit." CBS had its continuing 35-part series, *America—This I Believe*, narrated by Dan Rather. NBC supplied live reports for its News and Information outlets from historic spots such as Fort McHenry in Baltimore and the National Archives in Washington. Mutual fed its affiliates news coverage of Bicentennial events in addition to its five minute *On This Day* specials it has been airing three times a day, six days a week since May 1975 and which will continue through September.

For the Public Broadcasting Service, WETA-TV Washington covered last Wednesday's (July 7) state dinner at the White House for Queen Elizabeth II of England. Newspaper reviews in the nation's capital panned the broadcast. "The occasion may have been Dullsville itself to be sure..." wrote Frank Getlein in *The Washington Star*, "but the way the show worked made the dull even duller." *The Washington Post's* Tom Shales wrote: "If viewers must have wondered what on earth was going on, they weren't alone. Reporter Robert MacNeil, [the BBC's Frank] Gillard and actress Jean Marsh



Nevada City, Calif.



New York City
Downtown



Opryland, U.S.A.
Nashville, Tenn.



The Netherlands American
Cemetery and Memorial



Elizabeth Jannet Hooff

A front row seat. NBC-TV's all-day Bicentennial coverage took viewers across the country and overseas from a parade in California to St. Louis's Gateway Arch, to tall ships passing in front of the Statue of Liberty with President Ford ringing the bell of the U.S.S. Forrestal, to crowds in downtown New York and the home of country music, Nashville, to the American cemetery and memorial in the Netherlands and to Washington for the birth of one of the first Bicentennial babies.

(Upstairs, Downstairs) stood knee-deep in befuddlement..."

Over WNET(TV) New York, the show began with a 14.7 rating, tapered off to a 6.7. At KCET(TV) Los Angeles, the range was from 3.3 to 0.3.

In the syndication field, Hughes Television Network fed the July 3 "American Bicentennial Grand Parade" from Washington to 35 stations. The parade coverage was originated by WMAL-TV Washington.

The parade was also sent overseas via satellite by the United States Information Agency. USIA fed 14 15-minute television broadcasts to the commercial networks of 30 countries.

Another use of satellites during the Bicentennial was a joint effort in which NBC tested Comsat's portable earth station during its July 4 coverage live from Yellowstone National Park. The signals were sent up to the joint Canadian-National Aeronautics and Space Administration Communications Technology satellite (CTS), orbiting 22,000 miles above the earth. The experiment indicated that the small earth station can be used to establish quick and reliable satellite communications for fast-breaking news events and remote sports pick-ups. It also demonstrated the feasibility of using the 14 ghz band for transmission instead of the crowded 6 ghz band normally used. The earth station can be set up by two persons in less than an hour.

Local history was not neglected. WCKT(TV) Miami on July 4 presented a half-hour report of news events of 1776 with the anchorman and reporters in colonial dress. *Historical Western New York* was a half-hour special aired on the Fourth by WBEN-TV Buffalo, N.Y. It featured film footage of the 1901 Pan American Exhibition there.

School children got into the act at KCBD-TV Lubbock, Tex. That station has been running a series called *South Plains Bicentennial Minutes* since January. The items, aired three times daily, were researched, written and aired by children in grades 7-12 about a person, event or industry that contributed to the area.

Centennial Nuggets was the name for a series of 56 shows produced by KKT(TV) Colorado Springs, commemorating both the Bicentennial and Colorado's centennial.

Pioneer School Days in Jamestown, N.D., was another special that involved children. This show was taped by Jamestown Clear TV, the cable system there, and showed a school day in an authentic frontier school.

For those on the road or at picnics, radio provided the weekend's Bicentennial material. In Atlanta WSB(AM) combined music, interviews and telephone reports from historic spots for its July 4 weekend programming in addition to the minute-and-a-half *Dateline America* spots it has been airing twice daily since January 1975.

WQUA(AM) Moline, Ill., wasn't content to do just local events so for the second year in a row it sent a three-man team to Philadelphia to send back live reports. Its

three-day coverage consisted of four hours a day with reporter Ken Buel listening to off-the-air cues from the station while in Independence Mall and coming in live with wireless mikes that put the signal to a hotel room and then by phone line to Moline.

In Washington, WMAL(AM) provided the taped narrative with musical background tracing the history of the United States that was played at the fireworks display at the Tidal Basin there.

Fantasy for Americans was an hour-long fictional show produced by KDKA(AM) Pittsburgh. The show was narrated by the ghosts of a colonial couple observing America's progress from the Battle of Concord to the present.

Interviews with local civic leaders as well as important state and national figures made up *Visions of America... The Next Hundred Years*, a 30-part series on WJMA-AM-FM Orange, Va.

TV networks lose audience to real thing

Special Bicentennial programing draws subnormal prime-time ratings

The only way to see it all—the Fourth of July sunrise at the Grand Canyon, the line of tall ships in New York harbor, the folklife festival in Washington, President Ford at Valley Forge and Independence Hall, parades in a dozen American cities—was via the broadcast media. But television viewers stayed away by the millions, presumably to witness local celebrations first hand or to indulge in other recreation away from television sets.

According to the fast Niensens, which only cover prime time, the July 4 audience peaked at 10:30-11 p.m. when 39.2% of homes were using television—about 10 percentage points below television usage for an average summer Sunday evening.

In the 7-11 p.m. average, NBC-TV led with a 12.6 rating and 37 share, and ABC-TV lagged with a 6.7 rating, 19.5 share. NBC's *Happy Birthday, America* special at 7-8:30 p.m. did second-best to CBS's *In Celebration of US* during the first hour but pulled ahead at 8 p.m., averaging an 8.4 rating, 24 share. *In Celebration of US* ran straight through the evening (as it did all day) with a 9.1 rating and 27 share—except for the *Bicentennial Minute* at 8:58 p.m., which dipped to a 7.9 rating and 24 share.

ABC's offering at 7-8 p.m., *American Idea: Glory Road West*, managed only a 5.7 rating, 20 share. At 8-10 p.m., ABC's Sunday night movie, "The New Land," was the evening's disaster with a 6.5 rating and 19 share.

At 8:30-10 p.m., NBC's Bob Hope special left the competition behind with a 15.4 rating and 45 share, feeding into NBC's wrap-up, *The Best of the Fourth*, (10-11 p.m.), which held a 14.6 rating and

37 share. The ABC wrap-up, *American Birthday Recap* (also 10-11 p.m.), trailed with an 8.0 rating, 20 share. CBS averaged a 10.5 rating, 27 share for that final hour of *In Celebration of US*.

CBS-TV devoted the whole broadcast day, 8 a.m. to midnight, to Bicentennial coverage, except for the 6-7 p.m. and 11-11:30 p.m. news periods. NBC-TV carried Bicentennial coverage from 8 a.m. to 6 p.m., with a noon-to-1-p.m. hour out for a special *Meet the Press*. After the 6-7 p.m. news break, NBC-TV went to entertainment specials at 7-10 p.m. and its Bicentennial wrap-up at 10-11 p.m. ABC-TV carried three Bicentennial hours at 11 a.m.-noon, 1:30-2:30 p.m. and 10-11 p.m.

More than one network sales executive expected what one called an "invisible audience" for the all-out Bicentennial broadcasts, and even CBS News anchorman Walter Cronkite said beforehand: "We know that our big party will take place on a mid-summer Sunday, and that many Americans will be spending the day at the beach... but this will be a day to remember... and so our hope is that viewers will decide they want to be part of the celebration..."

On the balance sheets, ABC must be counted apart from NBC and CBS for which day-long comprehensive coverage meant record budgets (BROADCASTING, June 28). NBC reportedly spent upwards of \$1.5 million, employing more than 1,200 NBC News personnel and handling live remotes from approximately 95 locations, some by satellite. NBC-TV sold its special program packages on a sponsorship basis, to Mutual Benefit Life Insurance Co., for *The Glorious Fourth* (8 a.m.-noon and 1-6 p.m.) and to IBM for *The Best of the Fourth* (10-11 p.m.). Mutual, buying through Doremus, New York, paid approximately \$2.5 million including some \$500,000 in production costs, taking somewhat fewer than the 64 minutes allowed. IBM, placing through Conahay & Lyon, New York, took fewer than six minutes spending some \$300,000 including production costs, for its corporate advertising. (Critical reaction was favorable to both, with John O'Connor of the *New York Times*, for one, calling Mutual's spot portraits of individual Americans "as effective as anything else on TV during the marathon festivities.")

NBC Radio sold the Fourth "like any other Sunday," which is normally a slow sales day, and an executive put the revenue figure at \$40,000 to \$50,000.

CBS-TV and Radio similarly spent about \$1.5 million and had some 150 participating sponsors, but declined to project revenues.

ABC-TV said the Bicentennial meant some \$300,000 to \$400,000 in sales to a number of participating sponsors, for its three hours of encapsulated special broadcasts which, according to a network spokesman, "we had hoped presented some kind of alternative." *ABC News Goes To: The Great American Birthday Party*, three hours of live and taped highlights of events, was budgeted at roughly \$500,000.



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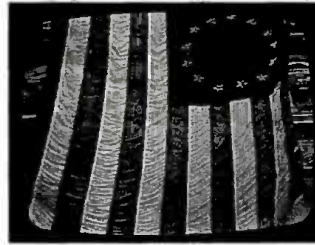
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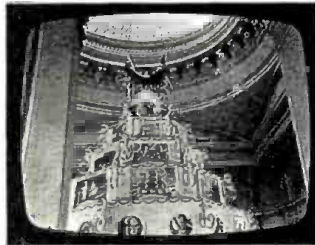
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12

One station's Bicentennial super-effort

WCAU-TV began its Bicentennial programming in Philadelphia back on Jan. 1 when it broadcast live coverage of the moving of the Liberty Bell from Independence Hall to the new pavilion built for it nearby. But its most ambitious project started June 18 and involved the airing of 12 specials in 19 days using the station's two ENG units to get the shows on live at 7 p.m.

The first show (No. 1 in sequence above) covered the dedication of the Afro-American Historical Museum and was anchored by channel 10's Jack Jones (l) and Michael Tuck (r) who interviewed the museum's director. The next show took viewers to the newly renovated city hall courtyard complete with a digital clock ticking off the seconds until July 4 and carrying the station's slogan. The famous Mummers' Parade, usually seen on New Year's Day, made a special appearance to kick off the city's Freedom Week festivities in show number three.

An Indian chief, a ringside seat for a jitterbugging contest and a bridal

fashion show were some of the ingredients of shows four, five and six that had Bob Throndsen and Herb Clarke as anchors with drama critic Dennis Cunningham providing commentary. The "Salute to Old Glory" took up two days with thousands of children in singing groups and marching bands dressed in colonial costumes paying tribute to the flag.

Special number nine witnessed the cutting of a five-story \$250,000 birthday cake in Fairmount Park. On the Fourth of July WCAU-TV provided national network cut-ins of the Parade of States to CBS's daylong coverage. Freedom Week ended with a playday for children but the specials were topped off with the visit of England's Queen Elizabeth (No. 12 above). This last show originated from two locations to cover both the Queen's visit to the Art Museum and Prince Phillip's reception aboard the royal yacht.

Executive producer George Hulcher and producer Dave Taylor headed the crew of more than 10 and had a \$30,000 budget for the shows. Their days started at 4 a.m. with planning meetings and didn't end until after 11:30 that night.



Behind the scenes. Reporter Edie Huggins is wired for sound as she and Bicentennial correspondent Bob Throndsen take cues from executive producer George Hulcher (pointing) during WCAU-TV's *Bicen 10 With Mummies in the Summer* show while a camera man in a cherry picker catches the pagentry of a string band marching in the parade (left). The station's Town Crier (above) spread news of the series of specials throughout Philadelphia and was the official host at WCAU-TV's Bicentennial activities.

D.C. bar moving toward tough restrictions on attorneys out of government

Firms handling cases on which one of their lawyers worked while with a federal agency should be disqualified, ethics committee recommends

Lawyers at the FCC and other government agencies who have hopes of moving on into private practice in the future were registering varying degrees of shock and anger last week. So were some officials of the agencies that employ them, as well as members of the Washington law firms that have hired generations of their predecessors.

Cause of the concern was word that the D.C. Bar's ethics committee had tentatively adopted an advisory opinion that would not only reduce the movement of lawyers between government and Washington law firms that has become traditional, but would probably require the firms to give up some cases—or associates and members.

The proposed opinion would advise D.C. bar members that ethical conduct requires the disqualification of a firm from a case if one of its members or associates had participated "substantially" in it while working for the government.

Some commission lawyers—those who have hopes of becoming private lawyers and those who do not—described the committee's proposal as "unfair," "radical," "unrealistic." The Department of Justice opposes it as a deterrent to its efforts to recruit young lawyers who, the department feels, would be reluctant to take a government job if it forecloses an opportunity to enter private employment later.

John Jones, chairman of the internal ethics committee of Covington & Burling law firm, which has a number of substantial broadcast clients, said there have already been cases of young lawyers turning down government jobs for fear of being frozen out of private employment later. Mr. Jones, a former assistant attorney general in charge of the tax division, has opposed the rule.

To the chairman of the ethics committee, Monroe Freedman, a former member of the George Washington University law faculty who is now dean of Hofstra Law School, Hempstead, N.Y., such concern is unwarranted: "There are thousands of law school graduates" looking for jobs who can meet the government's needs. Indeed, he foresaw the prospect of a corps of "highly qualified" civil service lawyers who would enter government to spend their lives there, "not to get experience and move on."

The committee tentatively adopted the opinion on an 8-to-0 vote last month.

In Brief

- **First operational use of optical fibers in U.S. cable TV system** was claimed Thursday (July 8) by Teleprompter Corp.'s Manhattan Cable system in New York. William J. Bresnan, president of Teleprompter Cable TV, said 800-foot length of six-fiber cable, less than one-third diameter of conventional three-quarter-inch coaxial cable but capable of carrying more than 1,000 video channels, was put into use linking receiving equipment on top of head-end building near George Washington Bridge with signal-processing equipment below and was **delivering signals "as sharp as a knife."** One channel was being transmitted at outset but another was to be added in few days, Mr. Bresnan said, noting that light-wave communications via fiber optics have been called "most significant advance in electronics since the introduction of the transistor." He said fibers in current test were developed by Fiber Communications Inc., Orange N.J., and jacketed and cabled by Belden Corp., Geneva, Ill. Fibers are said to show loss of 16 decibels per mile as compared with 62 db for conventional cable, with reduction to 3 db possible through further refinement.
- Latest wrinkle in FCC appointments cliffhanger is cable industry concern over naming of White House aide **Margita White**. Robert Schmidt, president of National Cable Television Association, wants to know what makes Mrs. White tick. Director of communications for White House, she's reportedly in line to be named to one of two FCC vacancies, and Mr. Schmidt has let White House and Senate Commerce Committee know he would like to know more about her. He said he had heard both Mrs. White and Joseph Fogarty, counsel to Senate Communications Subcommittee, who is expected to get other vacancy, would be "qualified and competent." He said he knows Mr. Fogarty. As for Mrs. White, he said, "I don't want to see anyone appointed who might be in an adversary relationship with us."
- NBC-TV researchers say analysis of Nielsen's May sweep prime-time reports for 70 multinetwork-area markets (in which all three networks have affiliates) shows **NBC affiliates first in 26** markets, up from six markets in February-March sweeps; **ABC affiliates first in 28** markets, down from 42 in February-March, and **CBS affiliates first in 16**, down from 22. Analysis also showed that in second-place rankings NBC had increased from 16 markets to 31 while ABC dropped from 18 to 17, and CBS from 36 to 22; and in third-place rankings NBC dropped from 48 to 13, while ABC increased from 10 to 25 and CBS 12 to 32.
- Survey of "several thousand" radio broadcasters to determine their **attitudes and needs regarding radio audience measurement** will be conducted in July by Radio Ratings Task Force set up by Radio Advertising Bureau (BROADCASTING, May 24, et seq.). Harold Krelstein of Plough Broadcasting, task force chairman, announced plans following task force's first meeting, said he hoped to have survey results in time for group's second session, in mid-August. He said members had reached consensus on number of points including belief that if additional measurement is to be stimulated, it should be affordable and add new dimensions to existing services, such as greater usefulness for retailers and other local advertisers as well as national advertisers.
- Television Bureau of Advertising has challenged Newspaper Advertising Bureau to make public **so-called Sears, Roebuck study** that, according to newspaper trade press, is being cited by newspaper bureau to show item advertising in newspapers reaches far more people than television. TVB quoted Sears national retail advertising manager, Robert Kissel, as saying "**Sears did not sponsor the study**" and **has not seen it** "although we asked to see it . . . We use item advertising on television because we're thoroughly satisfied with the results . . . We believe in a media mix . . ." TVB President Roger D. Rice added: "With conclusions running so contrary to reports of retailers expanding their television budgets, we believe the alleged study should be made available for professional evaluation and study. We cannot afford to have retailers misled . . ."
- **Wbz-tv Boston and Local 1228 of International Brotherhood of Electrical Workers have settled 17-week-old strike.** Key bone of contention—Whether Wbz-TV's public-affairs film unit can use new minicam without being forced to join IBEW—is now in hands of National Labor Relations Board, which will hold initial hearing in mid-August. Both sides have agreed to abide by NLRB decision.
- **Elton Rule**, president of ABC, and **David Brinkley**, NBC's *Nightly News* co-

anchor, and their wives were among guests at White House state dinner in honor of Queen Elizabeth last week. Others from broadcasting at dinner were **Barbara Walters**, ABC News's new co-anchorman who attended as guest of Alan Greenspan, chairman of President's Council of Economic Advisers, and **Lou Boudreau**, sportscaster for WGN(AM) Chicago, and his wife.

- Schedule for **cable TV hearings** before House Communications Subcommittee **has been rejuggled**, due to cancellation of July 21 session to accommodate parent Commerce Committee's own plans. New line-up, along with partial list of witnesses (for first three days only): **July 20**, distant signals—Glenn Jones, Jones Intercable Inc., Englewood, Colo.; John J. McGuinness, KIMN-AM-FM Denver; Leo Beranek, wcvb-TV Boston; **July 22**, sports—cable TV subcommittee of National Collegiate Athletic Association; Don Ruck, National Hockey League; **July 27**, pay cable—Jack Valenti, Motion Picture Association of America; Gerald Levin, Home Box Office Inc.; Rev. W. James Richards, United Church of Christ; Charles Tower, Corinthian Broadcasting Corp.; Russell Karp, Teleprompter Corp.; Ralph Baruch, Viacom International Inc.; **July 28**, federal-state regulation; **July 29**, industry structure; **Aug. 3**, crossownership, minority ownership, equal employment opportunity; **Aug. 4**, FCC; **Aug. 5**, rural telecommunications and conclusions.
- FCC has amended its rules, effective July 22, to permit insertion of station frequency or channel number in **station identification announcements**. As example, it said station's saying "830 kilohertz or 830 on your (AM) dial" would be permitted, but that "830 on your swinging dial in exciting Podunk City" would not. Commission in February permitted insertion of licensee's name between call sign and city.
- FCC has hopes of filling some **170 job vacancies** created as result of hiring freeze required by tight budget. Senate and House have passed and sent to President appropriation measure that would provide FCC with \$54,696,000 for fiscal 1977, which begins Oct. 1. Appropriation is \$3,248,000 more than President had requested. (Senate had approved \$6,497,000 increase. House had approved original request, conference committee split difference.) FCC officials say that, assuming additional costs—such as pay raises—do not cut too deeply into extra funds, agency will spend \$2 million on hiring, remainder on costs connected with regulation of burgeoning citizens band service.

Headliners



Sauter

- **Van Gordon Sauter**, chief of CBS News Paris bureau, named VP in charge of program practices for CBS-TV, succeeding Thomas J. Swafford, who resigned (BROADCASTING, July 5). Mr. Sauter was news director and anchorman for CBS-owned WBBM-TV Chicago in 1972-75 under then VP-General Manager Robert Wussler, former CBS News executive and now TV network's president. Mr. Sauter also served as executive producer of special events for CBS Newsradio (1970-72) and in news executive posts at WBBM(AM) Chicago (1968-70). ■ **Ralph H. Alexander Jr.**, executive director of National Advertising Review Board, named acting chairman while replacement is sought for James Parton, who resigned to become Assistant Librarian of Congress (BROADCASTING, May 17). ■ **Louis Faust**, VP and general manager of WGBB(AM) Freeport, N.Y., named president of Selcom Inc., New York, radio station representative firm, filling post vacated earlier this year by Hugh Wallace. ■ **Gordon Barnes**, chief meteorologist of CBS Radio Network, New York, joins WTOP-AM-TV Washington as weatherman, succeeding late Louis Allen, who died in May (BROADCASTING, May 17). ■ **Samuel Brightman**, one-time deputy chairman, Democratic National Committee, retained by CBS News as consultant on coverage of political conventions. ■ **Louis J. Rauchenberger Jr.**, CBS-TV VP and controller, named to new post of VP, finance and planning. **Donn O'Brien**, assistant controller, promoted to controller, reporting to Mr. Rauchenberger. ■ **Arthur Barriault**, 61, NBC News correspondent in Washington for 31 years, died of heart attack last Wednesday (July 7) while taping news program in studios of network's WRC-TV there. He joined WRC(AM) in 1945, served subsequently in both radio and TV news posts for network in Washington. ■ **Edward F. Moore**, 47, manager of business information for CBS-TV sales, died July 2 in Neponsit, N.Y., of heart ailment.

Stations wash their hands of family viewing at Denver hearing

Communications subcommittee group hears local TV executives for most part call plan ineffective and not of their doing

A panel of telecasters testifying at a hearing in Denver last Friday professed little enthusiasm for family viewing, saying they have had next to no reaction to it from viewers.

The broadcasters, representing local TV stations, testified at a field hearing of the House Communications Subcommittee. With the exception of Richard Schafbuch of KOA-TV, who said family viewing "has been effective and well-received," the broadcasters lined up behind Colorado Broadcasters Association President Al Perry of KOSI-AM-FM Aurora-Denver, who said, "I believe it [family viewing] hasn't been very effective. It has enabled the kids to stay up an hour later. The control must come from the home. Parents must exercise some discipline and not allow their children to watch what they believe is objectionable."

Alvin Flanagan of Combined Communications, licensee of KBTW(TV), said, "The family viewing policy is a complete bust and is nothing more than another example of the government telling private enterprise how to run a business." Most of the broadcasters complained about family viewing starting and finishing an hour earlier in the Central and Mountain zones than in Eastern and Pacific zones.

Representative Timothy Wirth (D-Colo.), member of the subcommittee, at whose request Subcommittee Chairman Lionel Van Deerlin (D-Calif.) called the hearing, said the problem of televised sex and violence is a "thorny" one. "On one hand, I believe that self-regulation—so far—has failed to work effectively, but on the other I am loathe to advocate governmental regulation."

Mr. Van Deerlin, who presided at the hearing, thinks Congress should discuss the issue of sex and violence on TV, but "the question of government censorship and control of the media is probably further away now than at any time in the history of the U.S."

Among other witnesses at the hearing were representatives of local branches of the American Civil Liberties Union, the National Organization for Women and a group of activists for Spanish-surnamed people. Also there was Dr. Harold Mendelsohn of the University of Denver's Mass Communications Department, who recommended government involvement in the area of TV sex and violence, but without dictating to broadcasters.

A field hearing on TV sex and violence before this subcommittee will also be held in Los Angeles Aug. 17-18.

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WESH-TV case brings FCC's comparative procedures into question

Wiley and Robinson dissents are not to renewal of station, but to method by which they had to arrive at their decision

Close as was the 4-to-3 decision by which the FCC renewed Cowles Communications Inc.'s license for WESH-TV Daytona Beach, Fla., the licensee did survive the challenge of a competing applicant (BROADCASTING, July 5). But the critical statements by two of the three dissenters give cause for wonder as to how well the procedures by which the commission renewed WESH-TV's license did the same.

It was not that Chairman Richard E. Wiley or Commissioner Glen O. Robinson felt that the challenger, Central Florida Enterprises Inc., should have won. Indeed, Chairman Wiley stressed that he agreed with the majority's conclusion.

Rather, they contended that, given existing law and procedure, you can't get there—renewal of WESH-TV—from here, that under the criteria the commission follows in such cases, Central Florida was the clear winner. It had to be favored on such grounds as integration of management and ownership and diversification of ownership of mass media. Central Florida was also accorded a plus as the result of the presence among its owners of two blacks.

The majority held that WESH-TV's "superior" service outweighed such disadvantages, but Chairman Wiley said he did not think the service "superior," and Commissioner Robinson, in a frequently caustic, 27-page statement, said that the commission's opinion seems to say that "superior" means "whatever the licensee has done, providing the licensee has not seriously misbehaved."

Their suggestion: Junk the present system. Both would eliminate the comparative evaluation of a renewal applicant and a challenger.

Chairman Wiley, whose opinion reflected the views he expressed in a speech to the National Association of Broadcasters convention in March (BROADCASTING, March 29), said there is no sensible basis on which to compare applicants who are similarly qualified, particularly where the comparison is between "a renewal applicant and a challenger with no past record of performance." He says the process leads inevitably to complex hearings which drag on for years and ultimately to a decision "which, at its best, can only rest on administrative hunch or intuition."

The chairman would simply renew the



It's official. Thomas J. Houser, a one-time member of the FCC, was sworn in on Tuesday as director of the Office of Telecommunications Policy. Supreme Court Justice John Paul Stevens administers the oath as Mr. Houser's wife, JoAnn, holds the Bible. After the ceremony, Mr. Houser told a gathering of some 100 friends and government officials of his hopes for OTP—that, in serving as the President's adviser on telecommunications matters, it can "anticipate problems" and deal with them before they become critical and help to stimulate technological developments to reduce costs in the use of the spectrum. He also said that, "without giving up the right to differ," OTP would coordinate with the FCC and other agencies engaged in telecommunications policy matters. The guests included a number of those with whom Mr. Houser will be dealing—FCC Chairman Richard E. Wiley and Commissioner Robert E. Lee, Secretary of the Army Martin P. Hoffman, Major General Robert Sadler, deputy director of the Joint Chiefs of Staff for Communications of the Department of Defense's Telecommunications and Command and Control Systems. Mr. Houser, who served on the commission for 10 months in 1971 and who has been practicing law in Chicago for the past five years, succeeds Clay T. Whitehead, OTP's first director, who resigned in September 1974. John Eger, deputy director, served as acting director in the interim. Mr. Eger, who had a speaking engagement in Munich on July 1 and remained in West Germany on personal leave, missed the ceremony.

licenses of "all incumbents who do a good and faithful job of serving their communities," as he feels WESH-TV did. To him, such a system is a matter of simple justice.

Commissioner Robinson would follow a similar course. A broadcaster could expect renewal if he simply discharges the "general public interest obligations" normally imposed on licensees and does not seriously abuse his rights—by using them to commit a crime, for instance. To the commissioner, such a system would simply accord with the reality that "licenses do confer property rights." The statutory theory to the contrary, he said, "has been nullified by immemorial practice."

Indeed, Commissioner Robinson makes abundantly clear, his view that the commission's comparative-renewal contests are simply sham. They are, he said, not unlike "a professional wrestling match, in which the contestants' grappling, throwing, thumping—with attendant grunts and groans—are mere dramatic conventions having little impact on the final result. Of course, wrestling fans know the result is fixed and generally in whose favor; still they fill the bleachers to see how it is done. So it is in the present case."

The logic of their proposals for abandoning the comparative-renewal process

leads Chairman Wiley and Commissioner Robinson to recommend doing away with the comparative hearing process even in cases that do not involve renewal applicants. Chairman Wiley in his speech to the NAB suggested that the choice among "qualified newcomers" be "some kind of an objective, nondiscriminatory method of selection—for example, a lottery."

Commissioner Robinson opts for an auction, for it "combines the simplicity of the lottery" with the additional virtues of allowing the public to recoup the economic value of the benefits conferred on private licensees and of measuring the intensity of individual preferences.

As for the objection that an auction would favor the rich over the poor, Commissioner Robinson says: "It is indulging fantasy to pretend that an open pricing system would lead to greater control of licenses by the rich than does the present system, given the current expense of obtaining a license, particularly in the context of a comparative hearing" (He noted that, in the comparative-renewal hearing involving WPIX(TV) New York, the challenger is reported to have spent \$2 million and the incumbent \$1.5 million just to proceed through the initial hearing stage at the FCC [BROADCASTING, April 7, 1975]).

How warmly such relatively radical ideas as those advanced by Chairman Wiley and

Fighting it. The FCC decision renewing the license of Cowles Communications Inc.'s WESH-TV Daytona Beach, Fla., and denying the competing application of Central Florida Enterprises Inc. will be appealed. Lee G. Lovett, counsel for Central Florida said, "Absolutely, we'll appeal. The record does not support decision at all."

Commissioner Robinson would be received in Congress, by broadcasters and by members of the public generally remains to be seen. Commissioner Robinson is not sanguine. He says that "too many people may find it too comfortable to stay with the old ways, as they are, rather than to chart a new and uncertain course full of imagined perils."

Opposition could well come from members of the commission itself, and not only from those commissioners who were in the majority in the WESH-TV case. Commissioner Benjamin L. Hooks, the third dissenter, said the fault in the decision lies not with the comparative standards, "imperfect as they may be." The fault, he said, "is that the majority—to reach its desired result—distorts the [commission's] policy almost beyond recognition."

Actually, Commissioner Robinson, who normally opposes efforts to extend the commission's authority beyond well-established limits, says he would be "bold enough" to read into court opinions regarding the breadth and flexibility of the

commission's legislative powers the authority to "scrap the comparative hearing process and to substitute an auction system."

But it is doubtful anyone else at the commission is that bold. And it is likely that the ideas Commissioner Robinson and Chairman Wiley are discussing will be aired in a congressional forum later this summer, when the House Communications Subcommittee holds hearings on license-renewal legislation (BROADCASTING, June 28). The bills under consideration would modify existing law in a manner broadcasters have long sought—the license period would be extended beyond three years, and the commission would be required to observe criteria in renewal-comparative hearings favorable to the incumbent—and are familiar. But the hearing may provide the first sign as to whether the commission's WESH-TV decision will be remembered primarily by Cowles as one to be celebrated through the years or by the broadcasting industry generally as the act that began the unraveling of the commission's license-renewal procedures.

Remote rules changes

The FCC has amended rules concerning remote pickup broadcast stations that will, among other things, allow broadcast networks to become eligible for the first time for licensing auxiliary broadcast stations,

and will increase the number of available wide frequency channels to a total of 101.

The amended rules will also allow the licensing of remote pickup transmitters as a group or system similar to the licensing of land mobile stations, rather than individually as they are now authorized.

Requirements that detailed operating logs of station transmissions be kept have also been eliminated.

Changing Hands

Announced

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

■ **KBCI-TV** Boise, Idaho; Sold by Boise Valley Broadcasters Inc. to Eugene Television Inc. for \$1.9 million plus \$187,000 for new transmitter and antenna if equipment replacement is approved by FCC. Station was previously sold to Donrey Communications Co. (BROADCASTING, Feb. 3, 1975), but application was dismissed by FCC at request of licensee (BROADCASTING, July 28, 1975) after FCC deferred action on Donrey application until case involving fraudulent billing charges against Donrey's **KORK-TV** Las Vegas could be resolved. Donrey was denied **KORK** license renewal fortnight ago (BROADCASTING, July 5). Principals in seller, which has no other broadcast interests, are Robert W. Howell (10.9%), H. Westerman Whillock (5.3%) and Mrs. Stanley King (9.9%). Buyer also owns **KVAL-TV** Eugene, **KCBY-TV** Coos Bay and 50% of **KPIC-TV** Roseburg, all Oregon. Principals in buyer are Robert P. Booth (15.5%) and Terry Tillman (11.6%). There are 15 other stockholders. **KBCI-TV** is CBS affiliate on channel 2 with 65 kw visual, 7.01 kw aural and antenna 2,550 feet above average terrain.

■ **WMGS(AM)** Bowling Green, Ohio; Sold by C. Richard Marsh to Jimmy Swaggart Evangelistic Association for \$475,000 cash. Seller is court-approved receiver for Memorial Foundation, 95% nonstock owner of station, voted by President H. Max Good, which went bankrupt in 1973. Jimmy Lee Swaggart is president of buyer, a nonprofit, nonstock corporation that owns **WLUX(AM)** Baton Rouge; **KAMC(FM)** Arlington, Tex.; **KGOY-FM** and 20% of **KGOY(AM)** Bethany, Okla.; **WVIX(AM)** Pensacola, Fla., and holds construction permit for new FM in Amarillo, Tex. **WMGS** is 1 kw daytimer on 730 khz.

■ **WLKE-AM-FM** Waupun, Wis.; Sold by Collins Broadcasting Corp. to James R. Coursolle for \$335,000 and assumption of \$20,000 in debts. Principals in seller are Jerry J. Collins (51%) and wife, Catherine (42%). Mr. Collins also owns **WKQK(AM)** Hibbing, Minn. Buyer has minority interest in Future Money International, Aitken, Minn.-based radio consultant firm and equipment-manufacturers representative. Until last May, Mr. Coursolle was president and 25% stockholder of **KXGR-FM** Grand Rapids, Minn., then sold his stock to Roger D. Olsen who now owns 100% of **KXGR**. **WLKE(AM)** is 1 kw



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■ WHSL(AM) and WWIL(FM) Wilmington, N.C.: Sold by Progressive Broadcasting Corp. to North Carolina Broadcasting Co. for \$380,000 cash. Seller is subsidiary of Gemini Communications Inc., Atlanta, which has majority interests in WEZL(FM) Charleston, S.C., and WRMA(AM) and WMGZ(FM) Montgomery, Ala. Principals in Gemini are William O. Jones (59.2%), William W. Dixon (26.1%) and Martin E. Kilpatrick (14.7%). Messrs. Jones and Dixon also own minority interests in WJEE(AM) Jacksonville, Fla. Buyer is subsidiary of publicly held Jefferson-Pilot Corp., Greensboro, N.C., licensee of WBT-AM-FM and WBTW(TV) Charlotte, N.C.; WQXI(AM) Atlanta and WQXI-FM Smyrna, both Ga.; KIMN-AM-FM Denver; WBIG(AM) Greensboro, N.C., and WWBT(TV) Richmond, Va. Jefferson-Pilot also owns newspapers in Florida, Texas and Oklahoma. WHSL is on 1490 khz with 1 kw day and 250 w night. WWIL(FM) is on 97.3 mhz with 27.5 kw and antenna 125 feet above average terrain.

■ Other sales reported at the FCC last week include: WOLI(FM) Ottawa, Ill.; KVCK(AM) Wolf Point, Mont.; WHIP(AM) Mooresville, N.C., and WWML(AM) Portage, Pa. (see page 44).

Approved

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

■ WCCO-AM-FM-TV Minneapolis: 26.5% sold by Robert B. Ridder voting trust to MTC Properties Inc. for \$11,760,000. Buyer already owned 26.5% of stations, and, together with 26.5% Ridder interest, is awaiting FCC approval of purchase of remaining 47% from Minneapolis Star and Tribune Co. (BROADCASTING, April 19). Ridder trust is subsidiary of Knight-Ridder Newspapers Inc. and owner of 45% of Akron (Ohio)-based Group One Broadcasting Co. MTC is holding company owned by descendants of W.J. and F.E. Murphy families who published *Minneapolis Tribune* from 1900 to 1940. Minneapolis Star and Tribune sale (47%) was for \$1 million and MTC's 14.98% interest in papers. WCCO-TV is CBS affiliate on channel 4 with 100 kw visual, 15.1 kw aural and antenna 1,430 feet above average terrain. WCCO(AM) operates full time on 830 khz with 50 kw. WCCO-FM is on 102.9 mhz with 100 kw and antenna 1,300 feet above average terrain.

■ WAAB(AM)-WAAB(FM) Worcester, Mass.: Sold by George Gray to Robert L. Williams Broadcasting Co. for \$1,465,000. Mr. Gray has sold, subject to FCC approval, WAAL(FM) Binghamton, N.Y., to Alastair B. Martin for \$231,039 (BROADCASTING, May 12, 1975). Principals in Worcester buyer are Robert Williams and Richard A. Ferguson who also own WEZN(FM) Bridgeport, Conn. WAAB is full time on 1440 khz with 5 kw. WAAB is on 107.3 mhz with 16.5 kw and antenna 780 feet above average terrain.

■ KEZQ(FM) Little Rock, Ark.: Sold by

Mann Media to Multimedia Inc. for \$850,000. Principals in seller, which also owns KALO(AM) Little Rock, are Bernard Mann (65.2%) and Gilbert Gans (32.9%). Mr. Gans also owns 25% of KIIT(FM) San Fernando, Calif. Buyer is publicly traded broadcast-newspaper group based in Greenville, S.C. Its other broadcast interests are WFBC-AM-FM-TV Greenville; WBIR-AM-FM-TV Knoxville, Tenn.; WMAZ-AM-FM-TV Macon, Ga.; WWNC(AM) Asheville, N.C.; WXII(TV) Winston-Salem, N.C.; KAAY(AM) Little Rock, Ark.; WAKY(AM) Louisville, Ky.; KEEL(AM)-KMBQ(FM) Shreveport, La., and WKWT(TV) Cincinnati. Multimedia also publishes newspapers in Greenville; Montgomery, Ala.; Asheville, N.C., and Clarksville, Tenn. KEZQ operates on 94.1 mhz with 60 kw and antenna 275 feet above average terrain.

■ WABJ(AM) Adrian, Mich.: Sold by estate of James Gerity to Metrocom Inc. for \$530,000. Buyer, Robert G. Liggett, principal, also owns WBCM(AM)-WHNN(FM) Bay City and WFMK(FM) East Lansing, both Michigan. WABJ is on 1490 khz with 1 kw daytime and 250 w night.

Carter grants survive challenge in Supreme Court

The U.S. Supreme Court has refused review of the FCC's renewal of the licenses of Carter Publication Inc.'s WBAP(AM), KSCS(FM) and WBAP-TV Fort

Worth and the commission's approval of the sale of the stations—the radio outlets to Capital Cities Communications Corp. and the television to LIN Broadcasting. The request for review had been filed by Civic Telecasting Corp., which had sought reversal of an appeals court decision affirming the commission's action (BROADCASTING, Dec. 8, 1975). Civic, whose owners once owned a UHF television station in Dallas, had petitioned the commission to deny the renewals of all newspaper-owned stations in Dallas, Fort Worth and Beaumont. It accused them, among other things, of antitrust law violations.

Taking sides on Kaiser idea

The FCC is receiving mixed reviews of Kaiser Broadcasting's petition for rulemaking to afford UHF stations (1) uniform channel assignments on cable systems within mandatory carriage areas to the maximum extent feasible and (2) "local station" priority in assignments when the cable system employs more than 12 channels.

Support has come from the National Association of Broadcasters (which says that lack of uniform channel identity has hindered U's from promoting stations to audiences and advertisers), the Association of Maximum Service Telecasters (which agreed in principle but said approaches other than Kaiser's regarding

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uniform channel carriage might be preferable), Springfield Television Broadcasting and Storer Broadcasting.

In the opposition camp is the National Cable Television Association (which claims the rule change would cause "nationwide disruption of viewing habits" and increased cost to consumers), Warner Cable Corp., American Cable Television and Tele-Cable Corp.

Blacks continue renewal pressure in Tenn., Ind.

Twenty-five stations, mainly in Memphis and Indianapolis, are targets of petitions to deny based on discrimination charges

Licensees of 25 stations in Tennessee and Indiana can forget hopes of the FCC renewing them by Aug. 1, when their present licenses expire (BROADCASTING, July 4). They were hit by a total of eight petitions to deny filed by citizen groups and individuals.

For the most part, the petitions resemble the hundreds of others that have been filed against stations in the past half-dozen years in alleging discrimination against blacks in employment and programing service.

A major factor in the petitions is the

Memphis chapter of the national People United to Save Humanity (PUSH), which, along with other Memphis groups, filed four petitions aimed at the Memphis stations.

One was filed against Scripps-Howard Broadcasting Co.'s WMC-AM-FM-TV, and urged denial of the stations' renewal on the ground that the parent Scripps Howard company has an undue concentration of control of mass media in the area. The company owns the daily morning and evening newspapers, as well as the broadcast properties. Those media interests, the petition charges, permit Scripps Howard to "restrict, distort [and] suppress news" and to "manipulate the politics and viewpoints presented to the public."

PUSH and various allies also filed against the renewals of the *New York Times'* WREG-TV, RKO General Inc.'s WHBQ-AM-TV, and WREC(AM) and WZXR(FM), which are licensed to Summit Communications of Tenn. Inc. but incorrectly credited to the *New York Times* in the petition. The petition accuses the stations of failing to provide equal employment opportunities at all levels of their operations, and says their allegedly discriminatory employment practices have hindered the stations from presenting programs of interest to blacks.

PUSH and other groups also charged discrimination in employment in a petition aimed at seven other Memphis stations—WEZI(FM), KWAM-AM-FM, WVEE(AM), WMPS(AM) and WMQM(AM). (The petition also lists WNEW-FM "Memphis," an obvious error, since that station is located in New York.) Their fourth petition was filed against WLOK(AM), which was accused of failing to provide adequate public service programing—including a failure to develop an adequate news department—and of abdicating its programing responsibilities "to the corporate interest of the white business establishment in Memphis."

One of the groups associated with PUSH in the four petitions, the North Mississippi Coalition for Better Broadcasting also filed against WDIA(AM) Memphis. The petition said the station ignored the problems of the service area other than metropolitan Memphis and approached its news reports in a "happy talk" manner.

The Nashville branch of the National Association for the Advancement of Colored People charged in another petition that WSM-AM-FM-TV Nashville "continues to refuse to cease discrimination against black applicants for employment," and said the stations have "a shameful EEO program."

One petition was filed by students who either have homes in Indianapolis or attend universities in the area. Their targets were WATI(AM), WFMS(FM), WNDE(AM) and WXLW(AM), all Indianapolis, and WSMJ(FM) Greenfield, Ind., which they accused of discriminating in employment on the basis of race.

The last of the eight petitions was filed against WTLC(FM) Indianapolis. The Committee for Minority Broadcasting said it acted as the result of the station's having fired a black announcer and altered the

format of a "jazz and black literature program" he had created. The group said the program—*Flight 105*—is needed to expose the public black accomplishments in the arts and humanities and added that discontinuance of the program represents a violation of a promise made in the station's last renewal application. The group also said that a complaint about the firing is being challenged in U.S. district court as an act of racial discrimination.

Georgia group presses case to recoup costs

FCC's refusal to permit reimbursement in fairness complaints taken to appeals court

An FCC decision that the commission lacks authority to order licensees to reimburse the costs and attorneys fees of parties who successfully bring fairness doctrine complaints against licensees is being challenged in court.

The Georgia Power Project, a group of Georgia Power Co. customers concerned about the effects of the company's policies on public health, safety and welfare, asked the U.S. Court of Appeals in New Orleans to overturn the commission's decision, which it issued in a case involving the Project.

The Project had filed fairness complaints against a number of stations in Georgia that had carried power company ads. The complaint was that the commercials contained only one side of a controversial issue of public importance dealing with utility rate increases. And the commission in December 1973 found two stations WJBF(TV) Augusta and WQXI-TV Atlanta—guilty of violating the doctrine. However, it denied a subsequent petition that it order the stations to reimburse the Project, stating it was "without authority to order an unwilling licensee to reimburse a public interest group. The Project calls that decision "arbitrary, capricious" and an "abuse of discretion" on the commission's part.

Media Briefs

Joins NBC Radio. WIXZ(AM) McKeesport, Pa., became affiliate of NBC Radio on July 1. Station is owned by Renda Broadcasting Corp. and operates on 1360 khz with 5 kw-D and 1 kw-N.

Award. KYW-TV Philadelphia received 1976 television award of New Jersey Association of Chosen Freeholders for its coverage of severe floods and their aftermath in Gloucester county.

Right on mark. General Accounting Office study shows some staffers of Radio Free Europe and Radio Liberty's Munich operations getting salaries sometimes double government's pay scale because employes receive favorable conversion rate to marks. Report said more than \$3 million could be saved by moving operations to U.S.

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FCC loses taste for drawing up cable legislation

Commission says in letter to Moss subcommittee that it's not the right time for a bill; other topics touched in replies to congressional questions: satellite-to-home broadcasting, UHF reception, five-member FCC, conflict of interest, reimbursements

The FCC's apparent lack of enthusiasm for a basic cable television bill—increasingly evident over the past several months in the unofficial comments of Chairman Richard E. Wiley—has now become almost a matter of official FCC policy.

The commission has said in a letter to Representative John Moss (D-Calif.) it feels its present legislative authority over cable, derived from the Communications Act as interpreted by the courts, is adequate "to support the present regulatory program." Specific grants of legislative authority—to enable the commission to fine cable systems and to hold them accountable for the transmission of obscene and indecent programming—are needed and have been requested.

But as for "comprehensive legislation," the commission says, it may well conclude that "in the final analysis" it is "unnecessary or unwise."

The letter to Representative Moss was in response to questions posed by his Investigations and Oversight Subcommittee as follow-up to a two-day oversight hearing on the commission's activities that was held in May (BROADCASTING, May 17). The 14 questions elicited a 41-page response.

The commission has been involved in efforts to draft cable legislation for the past several years. It twice commented—negatively—on legislation which was drafted by the Office of Telecommunications Policy and which has been shelved by the White House. And the commission attempted to draft its own bill.

But, as the commission said in its letter to Representative Moss, that effort "has turned out to be a task far more difficult than initially envisaged." And it added: "Involved is the question not only of what the legislation should contain but whether there is a clear need, at this point, for legislation or whether it would not be better to hold off until a number of issues concerning the development and regulation of the industry become clearer." The letter does not indicate the "issues" to which it refers.

Besides its comments on cable legislation, the commission sought to knock down the inferences in some questions that its cable policies are anticable and

probroadcasting. One question referred to an apparent probroadcasting "tilt" in the policy, and another asked how a policy that favors maintenance of the existing broadcasting structure at the expense of "a vigorous, competitive cable industry" is in the public interest.

The commission denied any "tilt" and said its present policy, adopted in 1972, differs from its antecedents in that it "thoroughly abandons previous notions that cable is merely a supplementary step-sister to over-the-air television."

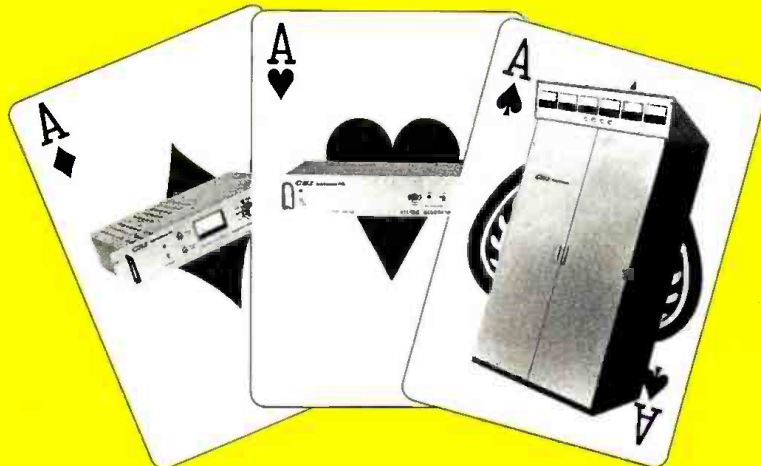
The commission's policy goal was said to be one of balance: "It is the commission's duty to integrate cable television into the national communications system as rapidly and comprehensively as possi-

ble, but to do so without destroying other elements of that national system—so as those elements are found to serve the public interest."

As for the studies that provided the basis on which the commission concluded that cable television would significantly injure television, including UHF, the commission listed 11 of them, 10 prepared by or in behalf of broadcast organizations. The 11th was prepared by the research branch of the commission's Broadcast Bureau. The commission also said it relied on comments filed in various proceedings, congressional testimony and the financial information filed by its broadcast licensees.

In response to other questions raised by

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the subcommittee, the commission:

■ Indicated it is not interested in providing for direct-to-home satellite broadcasting service (DBS). DBS technology, it said, seems most needed to provide service to areas not reached by broadcasting or cable television. For the most part, it added, the United States is not in that position except for remote areas of Alaska, where there are plans to use small community earth station antennas for television. The commission also said it sees economic and operational disadvantages in DBS, including the cost to home owners of a satellite receiving antenna.

■ Indicated its \$200,000 research project aimed at improving television-set design and UHF reception has hit a snag. The commission said all industry proposals for developing the set "have been unresponsive." But it said it has surveyed prospective bidders to determine what changes must be made "to begin a worthwhile study."

■ Said, as for regulatory reform, that a seven-member commission has been "valuable because of the diverse nature of the telecommunications activities subject to [its] jurisdiction" and "offers opportunities for inclusion of expert points of view of commissioners experienced in law, engineering, economics, congressional affairs, international relations and the communications industries." At one point in their deliberations, the commissioners were prepared to suggest that the number of FCC members be reduced to five. But they changed their mind two days later at the urging of Commissioner Abbott Washburn. Two members—Robert E. Lee and Glen O. Robinson—are cited in a footnote as favoring a five-member agency.

■ Declared that existing law provides adequate safeguards against commissioners and staff members engaging in a conflict-of-interest situation once they leave the agency. A flat prohibition against employment in the communications industry or representation before the commission for a fixed period as suggested by the subcommittee, the committee added, "would be inherently unfair, and could seriously hinder the recruitment of qualified personnel."

(One proposed conflict-of-interest law would prohibit commissioners from representing anyone before the FCC for one year after leaving the agency if they do not serve their full term. Another bars a former commission official or employe from participating for an indefinite period in any matter in which he also participated as an FCC employe or officer, and prohibits him from making personal appearances before a court or the commission in any matter which was under his responsibility at the agency for one year after that responsibility ended. Lawyers, in addition, are subject to conflict-of-interest rules in the American Bar Association's canon of ethics.)

■ Disclosed that petitions for rulemaking dealing with compensation of public interest groups for the cost of their participation in public proceedings will be considered soon. A staff document dealing

with a petition the National Black Media Coalition filed in November 1973 will be on the commission's agenda "during the next several weeks." And a "draft decision" on a petition the Federal Communications Bar Association filed in March (BROADCASTING, March 15) "is nearly complete," with action expected "within a few months." The FCBA's petition is aimed at complementing its own legal aid program, adopted earlier, under which lawyers are asked to volunteer their services to indigent persons.

The commission, in discussing consumer matters, also recited a number of steps taken to aid members of the public in participating in its processes—among them, the establishment of a consumer affairs office. And in its next budget request, the commission said, it will seek funds to provide the consumer office with a toll-free 800 number.

Cable predicting: it's hard to tell

Johns Hopkins 'model' does not live up to expectations, although it does tell FCC that regulations would have little effect on CATV getting into the major markets—where other problems face venturers

An econometric model of an urban cable television system that FCC economists had hoped would take much of the guesswork out of cable policy formulation does not justify those hopes. But it is useful, the economists feel, and provides some conclusions they trust, one being that the effect of federal regulation on the success of a system in a major market is slight. And an earlier cost model provided the commission contains another conclusion commission economists regard as foregone—the chances of a cable system making it in a big city such as Baltimore are poor.

The models were constructed by Johns Hopkins University's Center of Metropolitan Studies in Baltimore, with an assumed Baltimore system in mind (BROADCASTING, Dec. 9, 1974). The total project, including the earlier cost model, was funded by the National Science Foundation (\$209,000) and the FCC (\$50,000).

The FCC's contribution was toward the production of a demand model designed to enable policy-makers to reach decisions with a reasonable degree of certainty as to what real-world effect those decisions would have on a system. Commission officials acknowledge the model is not sufficiently reliable in that regard. The project, says John Whetzell Jr., of the Cable Television Bureau's research division, was something of a pioneering effort and improved on previous studies. But, he said, those constructing the model—Dr. Katharine Lyall directed the project—lacked the data needed "to verify predictions of what would happen if you change a variable."

He saw the model becoming more

useful as a "predicter" as additional data becomes available. He also said it has a present value in providing a "better understanding of the problem; we can look at the whole piece—the cost and demand factors involved" in the construction of an urban cable system.

One conclusion Mr. Whetzell accepts is that, in most of the top-100 markets, cable television expansion "is only marginally affected by current federal regulations." The study based on the demand model says that such "natural circumstances" as "substantial over-the-air and other entertainment options, greater diversity in geographically stratified incomes and significantly higher construction costs" are critical. They are said "to produce low-estimated penetrations and marginal cash flow projections highly sensitive to local regulatory constraints, service requirements, and success in the cultivation of revenue-producing pay services."

Baltimore is the kind of city envisaged. The study based on the cost model says that it would cost \$58 million over a 10-year period to provide Baltimore with cable service. And of that, the study says, only 40% could be recovered from service revenues. If the city were to pay for the public benefits the system could provide—in delivering fire alarm communications, education, health and social services—perhaps half the total cost of the system could be recouped in 10 years and a bit more over 15 years, "but under no circumstances does it seem likely that the system would break even during the period," the study says.

The study, which was published in February 1975, attributes part of the unattractive investment prospects to federal regulations restricting the importation of television signals from nearby Washington, whose stations provide a substantial amount of the programs available to a majority of Baltimore residents.

However, Mr. Whetzell said the assertion that federal regulations are an adverse factor in the Baltimore situation was not supported in the demand model produced a year later and, so far as the existing situation is concerned, he said, is more accurate.

The cost model designed with Baltimore in mind has been used by several cities to plot their own cable television policies. They plug their own data into the model—the services that would be provided, the rate of return expected, for instance—and the model gives back estimated revenue projections.

The model is available from the Johns Hopkins Center for Metropolitan Studies.

More time asked for cable

The California Community Television Association and the National Cable Television Association have jointly asked the FCC to cancel the March 31, 1977, deadline when "grandfathered" cable

television systems franchised prior to 1972 must receive new or amended franchises. The petitioners for rulemaking claim that the deadline "threatens massive franchise termination and rebidding" and "heavy financial burdens." As alternatives, CCTA and NCTA suggest renegotiation of franchises when they "naturally expire," or for "very lengthy or indefinite" franchises, a March 31, 1987, deadline. The associations say that the commission could require statements of compliance with "relevant" portions of the franchise requirements by the current deadline.

NCTA against dropping of anti-trust case

It says charges of conspiracy in Cablecom General suit are unprecedented and should not be rejected until resolved

The National Cable Television Association has filed a friend-of-the-court brief in a \$3 million anti-trust suit by Cablecom General against the city of Hugo, Okla., and Hugo Cablevision there. "The factual situation in this case," NCTA said, "an alleged conspiracy between local city officials and incorporators of a new CATV system to take over an established CATV operator's business, is unprecedented."

NCTA asked the court to reject the defendants' attempt to have the case dismissed. It said dismissal "would open the door to takeovers of established CATV businesses by persons who have an 'in' with local officials, thus impairing the stability of the CATV industry..."

According to an attorney for Hugo Cablevision, NCTA is wrong in seeking the case as a precedent. He claimed that local citizens merely exercised their option not to renew the franchise because they felt Cablecom's service was inadequate.

Cablecom's suit is part of the multiple system owner's attempt to hold onto its 2,500-subscriber system in Hugo. Earlier this year, the city of Hugo approved a new system, Hugo Cablevision, and later refused to renew Cablecom's franchise (BROADCASTING, May 17). And last month, city voters turned down a referendum to renew the franchise.

Cablecom has alleged that city officials secretly decided to remove Cablecom from Hugo and replace it with the locally-owned Hugo Cablevision. Cablecom received its franchise from the city in 1956.

Other legal activity continues in the case. Last week the city council gave Cablecom a 30-day operating extension through Aug. 6 and later went to court and received a restraining order to keep Cablecom's system operating. Cablecom has argued that it is not practical for it to remain servicing Hugo without permanent renewal. It plans to take further action at a hearing on the restraining order this week.

Hugo Cablevision is in the process of hooking up initial subscribers.

Programming

Curtain comes down for daytime 'Deal'

After 12½ years Monty Hall's afternoon game show gives away its last prize; hopes to come back in a year with new host

Let's Make a Deal staggered to its final appearance as a network daytime game show last Friday (July 9) after 12½ years on the air (covering 625 weeks, or 3,125 half-hours).

However, the series will continue in

prime-time access, distributed by Worldvision Enterprises; its twice-a-week nighttime schedule, though, will be cut back to once a week beginning in September.

"We diluted our ratings badly by running *Let's Make a Deal* seven times a week," said Monty Hall, the host, who, in partnership with Stefan Hatots, also produces the series. He's convinced he shouldn't have tried to go twice a week in prime access. "But the ABC-owned stations," he continued, "insisted on it when they saw how well *Hollywood Squares* was doing with that same twice-a-week nighttime schedule."

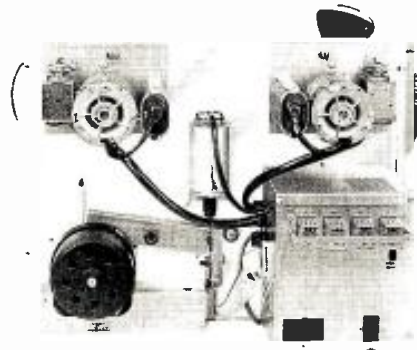
The *coup de grace* for the ABC daytime strip version, according to Mr. Hall, occurred when ABC ejected the show from

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its 1:30 p.m. (NYT) time period six months ago and set it down at 12 noon. "A lot of stations put on local newscasts at noon," he says. "We ran into a clearance problem that didn't do us any good in the ratings."

However, Mr. Hall says he still thinks *Let's Make a Deal* is a valuable daytime property. "We'll rest it for a year," he continues, "and then bring it back with a new set, a new look and some new variations on the game. Plus a new host—after punishing myself for 12½ years, I'm ready to bow out."

Mr. Hall's company, he says, has a second-season deal with NBC-TV for a family-hour sitcom called *The Prime of Life*, starring MacLean Stevenson. A little further down the road, Mr. Hall adds, he'd like to star as the host of his own TV-talk show.



Selling fast. The popular Boston TV variety show, *Good Morning!*, takes on a new title, *Good Day!*, when it goes into national syndication early this fall. The half-hour program has sold all of its advertising time for the first quarter of 1977, according to the distributors, Syndicast Services, New York, and has achieved 45% U.S. clearance in six weeks. *Good Morning!* began on wcvb-TV Boston in 1973 and features a combination of celebrities, on-location pieces and medical advice. The show is co-hosted by Janet Langhart (c) and John Willis (l), shown interviewing actor George Hamilton. Debut of *Good Day!* on Sept. 6 has been sold in 39 markets so far, including WPIX New York, KTTV Los Angeles, WSNS Chicago, WTAF-TV Philadelphia, KPLR-TV St. Louis, WPGH-TV Pittsburgh, WZTV Nashville and KBMA-TV Kansas City, Mo. Advertisers named so far are Warner Lambert, Alpo, Pepsi and ITT Continental Baking.

What can the FCC do about pre-release?

Nothing, say networks, programmers to border stations' pleas

Pre-released programing, produced in the U.S. and broadcast first in Canada, is the subject of differing opinions filed in comments by the major networks, U.S. border TV stations and program suppliers at the FCC.

CBS and NBC doubt the commission

has the authority to stop U.S. program suppliers from selling to Canadian stations, but differ in their solutions to the problem. CBS suggests the commission crack down on U.S. cable operators who import the Canadian signals, while NBC proposes the FCC drop the whole in-

vestigation. NBC said the commission would become involved in a "morass of much more substantial regulation" of the motion picture, program and record industry.

U.S. border stations complained that pre-release hurts them economically and that the FCC should act. Program suppliers, including a joint comment filed by Columbia Pictures Industries Inc., MCA Inc., Paramount Pictures Corp., Twentieth Century-Fox Film Corp., United Artists Corp. and Warner Brothers Inc., asserted that the foreign business of the program production industry was "none of [the FCC's] business."

Aug 23

Broadcast journalism hasn't learned where to stop. It just keeps growing, and with it BROADCASTING'S annual survey of outstanding local television news commitment.

And news performance. Documentaries. Investigative reporting. Exclusives. Live, filmed and taped coverage of breaking news. Editorial campaigns. Interviews.

And competition. Where the news leaders are. What the new formats are. Who's setting the pace in news innovation.

The prologue for this summer's special was published last winter. "The next trend in local TV news will be news," reported BROADCASTING in its Jan. 5 issue (*The First Amendment and the Fifth Estate*), quoting Pat Polillo, executive news producer of the Westinghouse TV station group. Events since then have borne him out, as BROADCASTING will report—in detail and in earnest—on Aug 23.

You belong in Broadcasting Aug 23

Programing Briefs

On the green. Six golf tournaments from PGA winter, spring and summer tours will be telecast over NBC-TV during 1977. Returning to network will be NBC Tucson Open (Jan. 15-16); Bob Hope Desert Classic (Feb. 12-13); Florida Citrus Open (March 5-6) and Greater Greensboro Open (April 2-3). Additions in 1977 will be Houston Open (April 30-May 1) and Pleasant Valley Classic (July 16-17).

Ride 'em cowboy? FCC has denied petition of Humane Society of the United States for rule to bar broadcasting of rodeos or to require broadcast of announcements that artificial devices are used to make animals act "wild," "unbroken," or "dangerous." Commission said request to bar specific category of programing was in direct conflict with First Amendment.

Full package. Seventy out of 155 Public Broadcasting Service member stations have accepted package deal for all 28 program series offered nationally by PBS. Purchases continue but now on individual program basis.

CPB, PBS add their objections to FCC's Midwestern decision

Commission action allowing rise in common carrier's tariff rate jeopardizes satellite plan, they say

The Corporation for Public Broadcasting and the Public Broadcasting Service have joined with the commercial networks in expressing concern about an FCC action permitting common carriers to raise rates regardless of prices quoted in contracts to their customers. The joint petition filed with the commission notes that CPB last month signed a contract with Western Union under which it will provide public broadcasting with satellite interconnection service for seven years for \$2.4 million.

The commission order at issue involves a contract under which Midwestern Relay Co. provides point-to-point microwave relay service in the northern Midwest. Midwestern, contending it was suffering serious financial losses, filed a new tariff with the commission increasing its rates—and the commission approved it, contending that a contract with a noncarrier cannot block a "cost-justified" rate increase for a carrier.

ABC and CBS are seeking reconsideration of that order (BROADCASTING, June 28). And now CPB and PBS, in their petition, say that the commission has "set forth a broad and apparently unconditional rule which threatens to undermine a fundamental element of public broadcasting's satellite project."

The petition says the long-term planning needed to assure quality of public broadcasting's service is not possible if "a carrier is permitted unilaterally to abrogate rates set by contract."

Accordingly, CPB and PBS ask the commission to reject any requirement that rates specified in carrier-contract rates are subject to unilateral abrogation by subsequent tariff filings."

But if the commission will not accept that plea, CPB and PBS have a fall-back position. They note that public broadcasting is "unique" in the matter of rates for satellite service, in that the Communications Act expressly permits free and reduced satellite-service rates for CPB.

As a result, if the commission will not reject the Midwestern order, the petition says, it should not apply it to public broadcasting until it has considered the legal and policy considerations affecting reduced-rate contracts for public broadcasting in the applications to be filed in connection with the Western Union project.

A \$13-million helping hand

Close to \$13 million in Educational Broadcasting Facilities Program grants has been awarded by the Department of Health,

Education and Welfare's Office of Education. The fiscal 1977 grants will be used to help establish or improve 73 noncommercial public radio and television stations in 34 states and the District of Columbia.

Of the 43 television grants, six will be used to aid new stations and 37 will be to add color capacity or other improvements. Thirty radio grants were made, with nine for new stations and 21 for station improvements. For a complete listing of grants, see "For the Record" (page 48).

RCA 'set' for Olympics

RCA of Canada has lent 3,500 "Color-Trak" television sets to the 1976 Olympic Games in Montreal to permit viewers to monitor up to 10 different events as they happen.

RCA said the sets represent a total value of \$1.5 million. They are believed to represent the largest number of TV sets ever assembled for one purpose. They will be stationed at more than 25 locations in Montreal and in designated sites in both Quebec and Ontario. RCA said they will insure "blanket coverage of the games for press and television media as well as the general public, athletes and coaches."

In addition, RCA broadcast equipment, including studio and portable color TV cameras, video tape recorders, film systems and electronic character generators, is being used to help originate the Olympic telecasts for worldwide distribution.

Dutch connection. Effective Aug. 1, complete line of Magnavox CATV equipment and services will be marketed throughout Europe. Venture will be handled by N.V. Gloeilampenfabrieken, Eindhoven, Netherlands, which, through subsidiary, acquired Magnavox Co. in 1974. According to Magnavox, Western Europe, in particular, shows great potential for CATV expansion due to heavy population density and increased demand for CATV services.

New transmitters. Dallas-based Continental Electronics Manufacturing Co. has been awarded \$2-million contract by Radio Free Europe/Radio Liberty for supply of 10 Type 418-D1 international shortwave broadcast transmitters. Capable of 100 kw power, new equipment will be located at Biblis and Lampertheim, West Germany. Delivery is scheduled to begin this fall and will be completed by early next year.

BIASed. Nine more stations have been added to Broadcast Industry Automation System (BIAS) customer stations. System handles sales, traffic, accounting and engineering. Added were: KSTP-AM-FM St. Paul (KSTP-TV is already on BIAS), WTMJ(AM)-WKTI(FM) Milwaukee (WTMJ-TV is on BIAS), WMC-FM (AM and TV on BIAS), KPCL-TV Lake Charles, La., WAFB-TV Baton Rouge, WLBT(TV) Jackson, Miss. and KRCG(TV) Jefferson City, Mo. Total of 155 stations now subscribe.



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Among everything else, we're going to try—again—to define a medium that changes before your ears. And what we can't define we'll at least get a fix on.

Radio. Where it's at. Sep 27.

You belong in Broadcasting **Sep 27**

Pro/Meeker buys out GCI

Pro/Meeker Sales, the radio rep firm, has bought out the station list of GCI Sales.

"Sam Brownstein made us an offer we couldn't refuse," said George Gillett, the president of Chicago-based Globetrotter Communications Inc., which owns five radio stations and which will fold GCI Sales. Sam Brownstein is the president of Pro/Meeker Sales.

The key stations in the deal, according to Mr. Brownstein, are WVON(AM)-WGCI(FM) Chicago, both owned by Globetrotter. These two, he says, accounted for "one-third of GCI's business."

Mr. Brownstein says he's now in negotiation with the president of GCI Sales, Cooke Bausman, to join Pro/Meeker in an executive capacity.

Canadians extend spirit of nationalism to TV ads

The Canadian Radio-Television and Telecommunications Commission has issued regulations requiring the registration of all commercials shown on Canadian TV in an attempt to discern what proportion of the ads seen there are actually produced there. The commission also issued "guidelines," not an official part of the new rule, that call for the proportion of Canadian-produced commercials on TV to be 70% by the end of this year, 75% by the end of next year and 80% by the end of 1980. Registration requires that each commercial be identified as to the advertiser, the title of the commercial, the length of the spot and where it was produced. There is no similar requirement for radio.

Advertising Briefs

SIN against AFTRA. Spanish International Network has filed unfair labor charges against American Federation of Television and Radio Artists. SIN contends AFTRA discriminates in charging same "wild-spot" talent fees for use of Spanish-language commercials as for ads in English. SIN claims this discourages advertisers from using Spanish-language TV. SIN says that advertiser can pay talent fee to reach 2.5 million homes with Spanish TV stations, but could reach 22 million with same amount on English-language TV.

Meatless menu. Burger King Corp., Miami, is leaving BBDO New York on Sept. 30, ending relationship of eight years. Account bills estimated \$25 million, of which more than \$18 million is in broadcast. No reason was given for move. BBDO said it will continue to handle assignments from Pillsbury Co., Minneapolis, parent company of Burger King.

Together in Manchester. Donald H.

Kingsley, president, Kingsley Advertising, Manchester, Conn., and Vincent H. Shaheen, president, Vincent & Thayer Advertising, Vernon, Conn., have formed Kingsley & Shaheen Advertising, full service agency for consumer and industrial advertising with complete in-house staff. 122D East Center, Manchester, Conn. 06040. (203) 646-2597.

Moving in Atlanta. Peters Griffin Woodward Inc., New York, reports its Atlanta office has moved to new offices headed by Albert L. Strada, vice president, Southeast sales. Suite 390, 6520 Powers Ferry Road, Atlanta 30339. (404) 255-9100.

NYMRBA executive. New York Market Radio Broadcasters Association has retained Maurie Webster as executive director. Mr. Webster heads his own consultan-

cy firm, The Webster Group, New York. Action was taken at annual meeting of NYMRBA, at which Alfred Racco, vice president and general manager of WABC (AM) New York, was elected chairman for coming year, starting July 1. He succeeded Dan Griffin, director of operations, WOR (AM) New York.

Regional going nationwide. St. Petersburg, Fla.-based Regional Reprs Corp. is planning licensed offices in major markets. To open shortly is firm in Dallas with James B. Luck as owner/manager. Mr. Luck is former account executive at KXTX-TV Dallas and will use Regional's data processing equipment in Florida for record keeping, bulling and market information. Other markets being considered include Atlanta, St. Louis, Boston, San Francisco, Denver and Seattle.

Biggest spenders. Spot television's top-20 categories increased their investment by 17% to \$454.9 million in the first quarter of 1976.

In releasing Broadcast Advertisers Reports figures, the Television Bureau of Advertising said categories with the largest dollar gains in the quarter were food and food products, up \$15.7 million to \$113.7 million; automotive, up \$11 million to \$44.7 million and toiletries and toilet goods, up \$10.6 million to \$41.4 million.

	1st Quarter '76	% change '76 vs. '75
1. Food and food products	\$113,742.5	+16
2. Automotive	44,689.1	+33
3. Toiletries and toilet goods	41,415.9	+34
4. Proprietary medicines	31,586.7	+10
5. Records and tapes, radios and TV sets	30,971.0	+12
6. Confectionery and soft drinks	30,100.7	+49
7. Soaps, cleaners and polishes	25,898.7	+15
8. Household equipment and supplies	21,994.2	+ 6
9. Pet foods and supplies	16,205.9	+ 8
10. Consumer services	15,723.6	- 5
11. Travel, hotels and resorts	14,770.9	+18
12. Publishing and media	12,773.8	+13
13. Beer and wine	12,030.3	- 8
14. Sporting goods and toys	9,476.8	+38
15. Gasoline, lubricants and other fuels	7,037.3	+109
16. Insurance	7,192.1	-16
17. Apparel, footwear and accessories	7,183.6	-16
18. Agriculture and farming	4,486.1	+63
19. Building material, equipment and fixtures	4,126.8	+33
20. Household furnishings	2,874.2	-14
Total	\$454,880.2	+17

Still rising. Network TV advertising in May rose to \$245 million, topping the corresponding 1975 figure by 18.4%, according to the Television Bureau of Advertising. In releasing Broadcast Advertiser Reports figures, TVB said weekend daytime showed the largest increase, a 32% gain to \$28.5 million. On a five-month basis, advertiser spending in network TV totaled \$1.2 billion, a 17.6% rise over the 1975 period.

	May		% change	January-May		% change
	1975	1976		1975	1976	
Daytime	\$ 71,431.5*	\$ 83,200.2	+16.5	\$ 345,992.4	\$ 416,294.0	+20.3
Mon.-Fri.	49,936.1	54,694.7	+ 9.5	239,688.3	278,471.7	+16.2
Sat.-Sun.	21,495.4	28,505.5	+32.6	106,304.1	137,822.3	+29.6
Nighttime	135,463.2	161,774.6	+19.4	664,303.3	772,078.1	+16.2
Total	\$206,894.7	\$244,974.8	+18.4	\$1,010,295.7	\$1,188,372.1	+17.6

	ABC	CBS	NBC	Total
January	\$ 64,331.1	\$ 83,501.1	\$ 78,657.7	\$ 226,489.9
February	80,903.9	73,104.1	76,507.0	230,515.0
March	75,444.6	87,717.0	82,892.4	246,054.0
April	74,823.8	86,404.5	79,110.1	240,338.4
May	73,058.8	91,275.4	80,640.6	244,974.8
Year to date	\$368,562.2	\$422,002.1	\$397,807.8	\$1,188,372.1

*All dollars figures expressed in thousands

Networks gird for coverage of conventions

New York and Kansas City efforts will cost them up to \$30 million; CBS-TV, NBC-TV go gavel to gavel; electronic TV cameras dominate

The network news organizations were massing manpower and gear at New York's Madison Square Garden late last week in preparation for all-out TV and radio coverage of the Democratic national convention opening there tonight (July 12).

Between this week's four-day Democratic session and next month's Republican convention in Kansas City, coverage of the business surrounding the naming of the two parties' presidential and vice presidential nominees is expected to cost the networks alone between \$25 million and \$30 million ("Closed Circuit," July 5).

CBS-TV and NBC-TV, as in the past, planned virtual gavel-to-gavel coverage of the convention proceedings, which means pre-emption of normal entertainment programs on all four nights, part of Tuesday afternoon and probably all of Thursday afternoon. ABC-TV planned to stick closer to its previous convention formats, offering selective coverage that retains entertainment programming in early evening—and virtually all evening on Tuesday, when it will be carrying the All Star baseball game.

The Democratic committee's latest official schedule, issued Wednesday, called for sessions to start at 8 p.m. today, 3:30 p.m. on Tuesday, 8 p.m. Wednesday and 1 p.m. Thursday. The week's central business of selecting a presidential nominee—presumably Jimmy Carter—is scheduled for Wednesday night, with the naming of his running mate, and the running mate's acceptance speech, set for Thursday evening.

The presidential nominee's acceptance speech is tentatively scheduled for 10:30 p.m. Thursday to obtain maximum TV audiences and avoid the debacle of four years ago when it was almost 3 a.m. and most of the TV audience had gone to bed before Senator George McGovern finally got to make his acceptance speech.

One of this year's conventions' distinguishing marks on the TV side will be the dominance, for the first time, of electronic cameras in network coverage. CBS News and NBC News both say they'll use only electronic cameras, no film cameras at all, with CBS estimating its total at about 30 inside and outside the halls and in four mobile units, while NBC spokesmen say they'll have 12 in the hall plus two on the convention floor and enough outside to cover whatever happens in convention hotels and elsewhere around the city. ABC News will also use

ENG gear but will use film cameras as well.

Despite all the complexity of the layouts and the complications of getting the Garden ready for broadcast coverage (see story, page 37), the pieces were falling into place last week and the broadcast booths gradually becoming operational.

CBS News's Walter Cronkite anchored the CBS July 4 Bicentennial roundup from what will be CBS News's convention central control, and was slated to use the anchor booth last Thursday to tape a children's special for broadcast on Saturday. All three TV networks were scheduled to originate convention specials from their Garden quarters yesterday.

There were nonbroadcast doings as well. The NBC *Today* show staff was to be host to Democratic delegates at a Sunday reception. And NBC News announced it would conduct a three-day straw poll among the delegates to determine their choice for a vice presidential candidate before the presumed presidential nominee, Mr. Carter, announces his choice, which is scheduled for Thursday.

TV network coverage plans included these highlights:

ABC said it would carry the convention from 9:30 p.m. NYT to conclusion (expected to be about midnight) on Monday, from 9 p.m. to conclusion (also expected about midnight) on Wednesday and from 8 p.m. to the close around 11:30 on Thursday. On Tuesday, ABC-TV will carry the

All Star baseball game—and according to most observers will reap a ratings harvest in the process—from 8 p.m. to conclusion. But it's scheduled a half-hour convention special before the game, a one-hour wrapup afterward starting at about 11:15 p.m. and 90-second convention updates during the game at 9, 9:45 and 10:30.

Harry Reasoner and Howard K. Smith will co-anchor ABC's TV coverage, assisted by Republican Barry Goldwater (with Democrat George McGovern to do similar honors at the Republican convention) and pollster Lou Harris.

CBS said it would start coverage at 7:30 Monday, 3:30 Tuesday, 7:30 Wednesday and 1:30 Thursday. On Tuesday it will take a one-hour break at 6-7 p.m. NYT to accommodate a half-hour of local news and the half-hour *CBS Evening News*. On Thursday, CBS said, "if proceedings permit" it will try to provide time for a half-hour of local news at 5-5:30, and will report national and international news during its convention broadcast.

Walter Cronkite will anchor. Newly enlisted CBS News Correspondent Bill Moyers will team with National Correspondent Eric Sevareid to provide analysis, and Correspondent Bruce Morton will report on activities at the rostrum.

NBC plans to start its coverage with *Nightly News* at 6:30 tonight and again on Wednesday, and will open at 3 p.m. on Tuesday and 12:30 p.m. Thursday.

John Chancellor and David Brinkley

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KYXY-FM	#1	Bright and Beautiful *
KCBQ-AM	#2	Contemporary
KFMB-AM	#3	MOR
XTRA	#4	TM
KOGO-AM	#5	MOR
KSON-AM	#6	C&W
KFSD-FM	#7	Classical
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will co-anchor for NBC, which does not plan to employ guest commentators and analysts. Newsmen Edwin Newman will have a key assignment in interviewing candidates and others off the convention floor and in contributing feature material and analysis.

Each of the networks will have four floor reporters operating with two ENG cameras.

Highlights of radio network coverage plans:

ABC Radio plans five special reports per hour, each about three and a half minutes in length, on each of its four networks during the convention sessions, in addition to coverage in regular newscasts. There'll also be live continuous coverage of major events. Joseph F. Keating, executive producer of ABC radio special events, will be in charge.

CBS Radio has scheduled two 10-minute special reports per hour whenever the convention is in session. They'll be anchored by CBS News Correspondents George Herman and Neil Strawser and will be presented at 20 and 50 minutes past the hour. On Tuesday night CBS Radio will carry the All Star baseball game, starting at 8:06 p.m. NYT, but plans a special convention report during the pre-game broadcast and will present updates during the game. CBS Radio also scheduled three pre-convention specials, anchored by CBS News Correspondent Dallas Townsend, each 25 minutes in length, for broadcast

last Friday, Saturday and Sunday (July 9-11).

The Mutual Broadcasting System plans gavel-to-gavel coverage of the convention sessions, plus special 15-minute reports three times each convention day, at 8:35 a.m., 12:05 p.m. and 5:05 p.m. NYT. A staff of about 50 will be deployed in coverage at the Garden and convention hotels. Bill Greenwood, news vice president, will anchor the coverage.

The Mutual Black Network will carry MBS's continuous coverage of the sessions and, additionally, insert three-minute reports oriented toward black listeners at 8:50, 9:50, 10:50 and 11:50 p.m. each day. MBN will also feed three five-minute special reports each day at 12:50, 2:50 and 6:50 p.m. A staff of about 10 will be on hand to handle MBN coverage, with News Vice President Paul Brock anchoring.

The National Black Network plans gavel-to-gavel coverage with newsmen Hugh Morgan and Vince Sanders anchoring at the convention site. There'll also be two five-minute analyses daily under the title, *Blacks and the Making of a President: One*, featuring NBN international correspondent Mal Goode, will be fed at 6:20 p.m. NYT; the other, with columnist Carl Rowen, will be transmitted at 8:15 a.m. NBN officials said they will have a staff of about 20 working the convention.

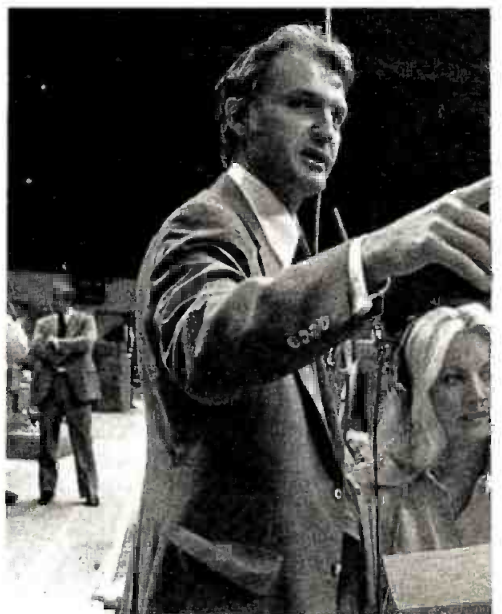
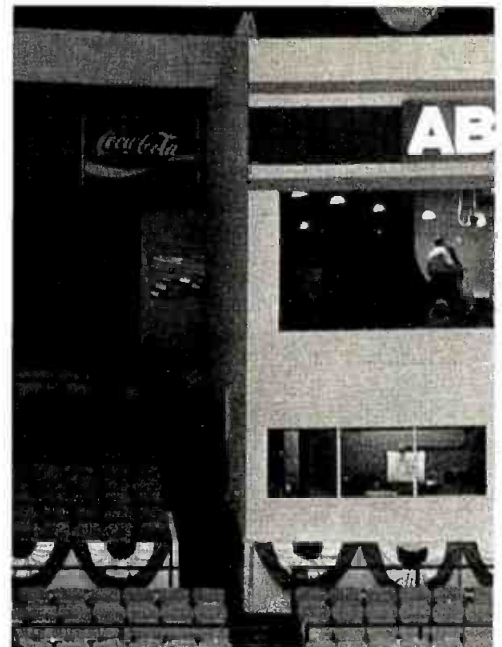
NBC Radio plans to deliver six-and-a-half-minute reports on the half-hour, beginning at the opening of each convention session, plus one-minute *Convention Perspective* reports following each of its regularly scheduled hourly newscasts. NBC news correspondent Mike Maus will anchor the coverage, which—like that of the other radio networks—will also include continuous live reporting of major news breaks.

The NBC News and Information Service (NIS) will offer continuous updates of convention developments, with Correspondents Bill Lynch, Cameron Swayze and Alan Walden sharing anchor duty at the convention site. NIS will also offer special interviews with convention newsmakers and live reports from NBC News correspondents.

Newsman Chuck Eldridge is director of over-all planning for both the NBC Radio and NIS coverage.

The Public Broadcasting Service's coverage will be provided by four of the shows it distributes: WNET(TV) New York's *Robert MacNeil Report*, WETA-TV Washington's *Washington Week in Review* and *U.S.A.: People and Politics*, and WHYY-TV Wilmington, Del.'s *Black Perspective on the News*. *Black Perspective* will be broadcast from New York for an hour instead of its usual half hour. *USA. People and Politics* will also expand to an hour on Fridays both before and after the convention.

National Public Radio coverage will consist of special morning news summaries lasting a half-hour and lengthy reports within the network's daily *All Things Considered* program. Stories will be filed by NPR reporters at the convention.



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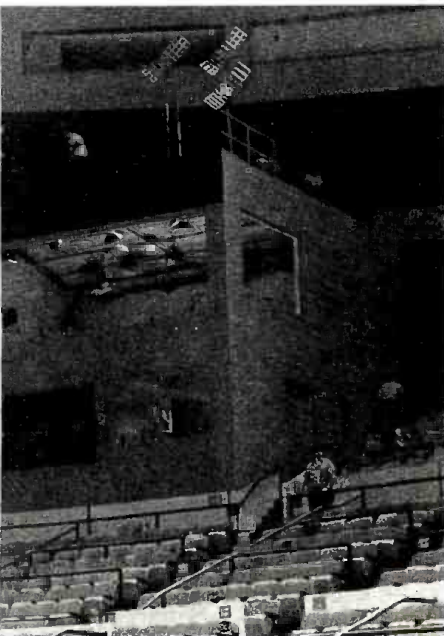


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Places and people. The networks were in Madison Square Garden last week readying for coverage of the Democrats this week. Pictures are (top to bottom) the ABC anchor and control booths, with the TV anchor booth at top, and immediately below it, the ABC Radio control booth on the right and the floor-control booth on the left. CBS's anchor booth is similarly bivalent, with Walter Cronkite's anchor booth at top left and Eric Sevareid's and Bill Moyer's analysis booth at top right; on the lower level are the wcbstv New York, CBS Radio News and floor-control booths. Discussing the NBC layout are NBC News's team (l-r): John Hart, Catherine Mackin and Tom Pettit to be joined by Tom Brokaw.

Preparations were on schedule for broadcast coverage in N.Y.'s Madison Square Garden

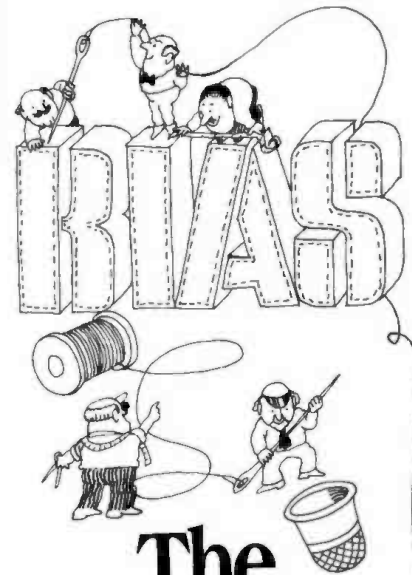
The job of accommodating the media in New York's Madison Square Garden for the Democratic convention, beginning today, has been accomplished with fewer snags than expected when news of the cramped quarters there first made the rounds. Of course there have been "lots of in-fighting and squabbles" along the way, mainly between the electrical and lighting unions, but for those used to dealing with conventions it was "nothing unusual or different," according to NBC network pool producer Bob Asman.

The International Brotherhood of Electrical Workers and the National Association of Broadcast Employees and Technicians divided the work, Mr. Asman said, and "the fine lines were examined on a daily basis." Some jurisdictional questions (who places, who focuses and who ties down each piece of equipment) remained until the last minute, but the squabbles thus far "were not of a proportion to bring [Democratic Party Chairman Robert] Strauss into it." Mr. Strauss promised to try to help ease any labor problems if necessary (BROADCASTING, June 14).

The "great debate" centered on whether to classify the anchor booths and lighting as permanent or temporary, according to union contracts which deal in terms of "one-shot" news events. Keeping his fingers crossed, Mr. Asman said all the New York municipal unions have pledged to avoid a strike action during the convention. He also noted that so far there have been no labor stoppages, "rather unusual" for a project of this scope.

The Garden's metamorphosis from sports arena to political convention hall has involved many hands.

The firm contracted by the city of New York to handle design and adjunct services is Office Design Associates, an organization new to conventions and to television. Office Design President Raymond Hertler has been meeting regularly with the networks and daily with the NBC pool personnel for months. "Ours is a massive coordination job," Mr. Hertler said, in which the role of the media is not minimized. "Certainly the Democratic national convention recognizes that if the



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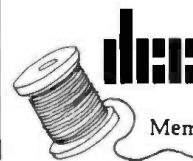
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coverage is not right it's detrimental to the party. Every effort has been made to accommodate the media. To the greatest extent possible, we've given the networks whatever they've asked for," Mr. Hertler said. The notable exceptions are space limitations, restrictions on the size of signs identifying each network's anchor booth, the logo on pool cameras being that of the DNC, and the number of unilateral cameras per network being held to six.

Imero Fiorentino Associates, New York, a well-known lighting consultancy, has been involved in arrangements for political conventions in one way or another since 1952, for both parties. It will be involved in Kansas City's Kemper arena for the Republican convention in addition to Madison Square Garden.

William Klages, vice president of IFA, said the lighting criteria for television involve not only the amount of illumination, but also the direction. "Lighting in an arena [like the Garden] doesn't accommodate to a theatrical look—it's more suitable for sports. So we must light it as we would a studio television presentation." The end result is something between a "documentary look" which allows shadows and less-than-perfect lighting (of delegates on the floor for instance) and theatrical lighting (at the rostrum).

Raymond Hertler said the Garden's existing power was found to be adequate, but redistribution was necessary. That is being done at a cost of approximately \$200,000, including lighting modifications.

Mr. Hertler's proudest innovation is the pool camera platform. Owing to the

unusual construction of the Garden, nothing could be bolted to the floor to anchor the stand—refrigeration pipes for ice hockey preclude drilling. Instead, a "vibration-free" metal scaffold was mounted on a base filled with concrete blocks, using minimum floor space and minimum metal obstructions on the top five tiers. Bob Asman said he hopes to convince the DNC to store the platform parts after the convention for use four years hence.

Mr. Asman noted the network TV pool will comprise mobile units, a central control room and a five-camera pick-up: one on either side of the rostrum and three on the main platform (two facing the rostrum "full-face" and one at the rear for views of delegates). Microphones—between 75 and 80 of them—will cover the bandstand, rostrum and every delegate area.

The total cost for the pool is estimated at \$900,000.

Army censors out of job

The Department of Defense has decided to disband the Army Reserve's six field press censorship units (FPC), detachments that can be called upon to review news materials during wartime. On or before Sept. 30, four 17-person detachments located in Connecticut, South Carolina, New Jersey and Pennsylvania are to be deactivated. The remaining two, and larger, detachments, also in New Jersey and Pennsylvania, are to be dis-

banded during the government's 1977 fiscal year, beginning Oct. 1.

Mandel-trial gag order lifted by appeals court

Ruling comes quickly on the heels of Supreme Court Nebraska edict

Following their big win in the U.S. Supreme Court two weeks ago—the unanimous judgment that a gag order imposed on the press by a Nebraska judge in a murder trial was unconstitutional (BROADCASTING, July 5)—some news-media members had a smaller win to celebrate. The U.S. Court of Appeals in Richmond, Va., overruled the order of a trial judge sealing pretrial motions in the trial on kickback charges of Maryland Governor Marvin Mandel and five co-defendants. The appeals court decision was issued swiftly; it was handed down on July 2, even before the trial judge, John H. Pratt, was asked to respond to the news organizations' charge that the order violated the news media's First Amendment right to report on legal proceedings. The appeals court has given the defendants' attorneys and federal prosecutors until July 12 to file comments on the gag order, which had not been requested by any of the parties. The news organizations involved in the three petitions that were filed included the Radio Television News Directors Association; the *Washington Post* and its WTOP-AM-TV Washington; the Society of Professional Journalists, Sigma Delta Chi; the A.S. Abell Co., which owns the *Baltimore Sun*, WMAR-FM-TV Baltimore and WBOC-TV Salisbury, Md., and the Hearst Corp., which owns the *Baltimore News American* and WBAL-AM-FM-TV Baltimore.

UPI advisers

The United Press International Broadcast Advisory Board has been formed to provide guidance to UPI.

A special steering committee of broadcast officials met in New York June 29 and 30 and elected Arch L. Madsen, president of Bonneville International Corp., Salt Lake City, chairman of the advisory board.

Others named were Norman Knight, president of the Knight Quality Stations, Boston; Al Schottelkotte, vice president for news of Scripps-Howard Broadcasting Co. and news director of its WCPO-TV Cincinnati; Robert Scott, news director, WFAA(AM) Dallas; Frank McLaurin, vice president and general manager, KSRO(AM) Santa Rosa, Calif.; George C. Hyde Jr., director of sales planning and development, Susquehanna Broadcasting Co., York, Pa.

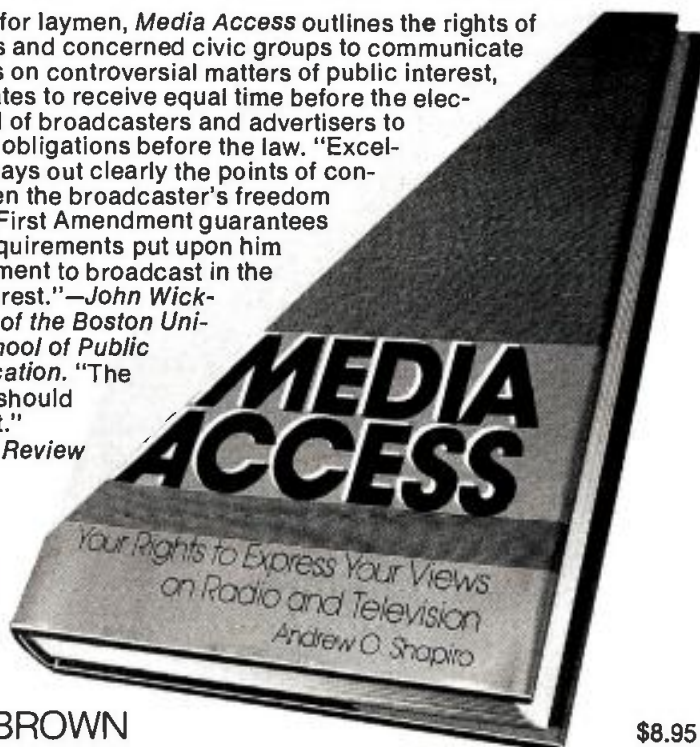
Joseph L. Floyd, president of Midcontinent Broadcasting Co., Sioux Falls, S.D.; Milton D. Friedland, vice president and general manager, WICS(TV) Springfield, Ill., and Bill Scott, vice president for news of Westinghouse Broadcasting Co. and general manager of WINS(AM) New York.

"A valuable manual...an important resource into the thicket of broadcast access."

—Jeff Greenfield, *N.Y. Times Book Review*

A law text for laymen, *Media Access* outlines the rights of individuals and concerned civic groups to communicate their views on controversial matters of public interest, of candidates to receive equal time before the electorate, and of broadcasters and advertisers to fulfill their obligations before the law. "Excellent. . . It lays out clearly the points of conflict between the broadcaster's freedom under the First Amendment guarantees and the requirements put upon him by government to broadcast in the public interest."—John Wicklein, *Dean of the Boston University School of Public Communication*. "The articulate should welcome it."

—*National Review*



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The Broadcasting PlaylistTM Jul 12

Contemporary

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
2	1	Silly Love Songs (3:28) Paul McCartney & Wings—Capitol	1	2	1	2
3	2	Afternoon Delight (3:10) Starland Vocal Band—Windsong	3	1	5	1
7	3	More, More, More (3:02) Andrea True Connection—Buddah	4	3	2	3
16	4	Kiss and Say Goodbye (2:24) Manhattans—Columbia	2	7	4	4
8	5	Sara Smile (3:07) Hall & Oates—RCA	9	5	3	6
10	6	Got to Get You into My Life (2:27) Beatles—Capitol	6	4	8	7
6	7	Rock N' Roll Music (2:26) Beach Boys—Reprise	5	9	7	10
1	8	Shop Around (3:23) Captain & Tennille—A&M	8	6	10	5
11	9	The Boys Are Back in Town (3:26) Thin Lizzy—Mercury	11	10	6	9
5	10	Get Up and Boogie (4:05) Silver Convention—Midland Int'l.	13	8	14	8
9	11	Misty Blue (3:38) Dorothy Moore—Malaco	7	12	11	14
20	12	Turn the Beat Around (3:21) Vicki Sue Robinson—RCA	12	11	9	13
12	13	Love Hangover (3:40) Diana Ross—Motown	10	16	15	18
19	14	You'll Never Find Nother Lové... (3:36) Lou Rawls—Philadelphia Int'l.	15	13	12	15
13	15	I'll Be Good to You (3:30) Bros. Johnson—A&M	16	14	13	11
4	16	Let Her In (3:03) John Travolta—Midland Int'l.	14	15	16	12
14	17	Get Closer (3:45) Seals & Crofts—Warner Bros.	19	22	18	16
22	18	Moonlight Feels Right (3:38) Starbuck—Private Stock	20	23	17	17
17	19	Shannon (3:50) Henry Gross—Lifesong	18	17	22	19
18	20	Love Is Alive (3:24) Gary Wright—Warner Bros.	21	19	19	21
21	21	You're My Best Friend (2:49) Queen—Elektra	23	18	20	20
23	22	Let 'em In (5:08) Paul McCartney & Wings—Capitol	17	21	21	24
27	23	Heaven Must Be Missing an Angel (3:28) Tavares—Capitol	22	20	23	22
15	24	Never Gonna Fall in Lové Again (3:45) Eric Carmen—Arista	26	24	26	23
25	25	Take the Money and Run (2:48) Steve Miller Band—Capitol	28	27	24	25
24	26	Don't Go Breaking My Heart (4:23) Elton John & Kiki Dee—Rocket/MCA	24	25	27	27
26	27	You Should Be Dancing (3:23) Bee Gees—RSO/Polydor	25	26	28	28
38	28	I'm Easy (2:59) Keith Carradine—ABC	38	33	25	26
-	29	Another Rainy Day in New York (2:57) Chicago—Columbia	29	28	29	32
29	30	If You Know What I Mean (3:43) Neil Diamond—Columbia	27	29	30	29
30	31	Tear the Roof off the Sucker (3:39) Parliament—Casablanca	30	30	32	30
31	32	Baby, I Love Your Way (3:28) Peter Frampton—A&M	31	31	31	31
37	33	I'd Really Love to See You... (2:36) England Dan & John Ford Coley—Big Tree	32	32	33	33
40	34	This Masquerade (3:17) George Benson—Warner Bros.	33	35	34	37
-	35	Young Hearts Run Free (3:51) Candi Staton—Warner Bros.	36	37	35	34
-	36	Play That Funky Music (3:12) Wild Cherry—Epic	35	39	36	35
-	37	I Need to Be in Love (3:25) Carpenters—A&M	37	36	39	39
35	38	Last Child (3:27) Aerosmith—Columbia	39	38	38	40
32	39	Making Our Dreams Come True (2:29) Cyndi Lauper—Private Stock	*	40	*	38
28	40	Boogie Fever (3:25) Sylvers—Capitol	34	*	37	*

Playback

Country concentration. Taking a look at the country side of "Playlist": Tammy Wynette and George Jones are the fastest pair in town in a week marked by fast movers; their *Golden Ring* (Epic) wins the brass ring the first time out. Coming on at eight is *The Letter* (MCA) by another two-star team, Conway Twitty and Loretta Lynn. **Sentimental favorite.** Country radio's most talked about tune continues to be *Teddy Bear* by Red Sovine. Already in the top 10, this Starday release is a story-in-song about a crippled child CB'er. "It's probably the most requested song I've ever heard on radio... phenomenal growth," says John Scott of WNPS(AM) New Orleans. In San Diego, Ed Chandler of KSON(AM) reports up to 300 requests a day: "We put it on the radio once and the phones didn't stop ringing." Ed Salamon of WHN(AM) New York observes "it's one of those very few records that you know will work. I predict the record will start crossing over to pop." **Two among the bolts.** An earlier crossover—but from R&B, not country—heads the list of contemporary bolts this week. It's the Manhattans' *Kiss and Say Goodbye* (Columbia). *This Masquerade* (Warner Bros.) by George Benson moves to 34. "It's an excellent jazz record," says Marge Bush of WIXY(AM) Cleveland. It's also on at KFRC(AM) San Francisco and WHBO(AM) Memphis.

Country

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
-	1	Golden Ring (3:01) George Jones & Tammy Wynette—Epic	1	1	1	1
7	2	Stranger (3:10) Johnny Duncan—Columbia	3	2	4	2
8	3	All These Things (3:07) Joe Stampley—ABC/Dot	2	4	2	7
10	4	Here Comes the Freedom Train (3:25) Merle Haggard—Capitol	4	8	5	9
4	5	The Door Is Always Open (2:42) Dave & Sugar—RCA	6	11	3	6
3	6	Teddy Bear (5:03) Red Sovine—Starday	7	5	7	3
6	7	You've Got Me to Hold On to (3:04) Tanya Tucker—MCA	12	3	9	5
-	8	The Letter (2:53) Conway Twitty & Loretta Lynn—MCA	9	7	6	4
5	9	El Paso City (4:13) Marty Robbins—Columbia	11	6	10	8
9	10	Vaya Con Dios (2:28) Freddie Fender—ABC/Dot	8	9	8	10
1	11	I'll Get Over You (3:12) Crystal Gayle—United Artists	5	10	13	11
2	12	Suspicious Minds (3:57) Waylon Jennings & Jessi Colter—RCA	15	13	11	12
-	13	Solitary Man (2:39) T.G. Sheppard—Hitsville	10	18	12	18
-	14	Save Your Kisses for Me (3:04) Margo Smith—Warner Bros.	13	12	18	13
-	15	Say It Again (2:56) Don Williams—ABC/Dot	14	19	14	17
16	16	Rocky Mountain Music (3:32) Eddie Rabbitt—Elektra	19	16	16	15
11	17	Lonely Teardrops (2:56) Narvel Felts—ABC/Dot	18	22	15	21
21	18	What Goes on When the Sun... (2:51) Ronnie Milsap—RCA	17	15	21	20
14	19	Homemade Love (2:50) Tom Bresh—Farr	16	20	23	19
13	20	I'd Have to Be Crazy (3:24) Willie Nelson—Columbia	*	21	17	14
-	21	Together Again (3:56) Emmylou Harris—Reprise	20	14	*	27
12	22	Don't Pull Your Love... Goodbye (3:18) Glen Campbell—Capitol	21	25	*	16
18	23	Butterfly for Bucky (3:42) Bobby Goldsboro—United Artists	22	24	25	22
-	24	Is Forever Longer Than Always (2:30) Porter Wagoner & Dolly Parton—RCA	24	23	20	23
23	25	You Are So Beautiful (2:24) Ray Stevens—Warner Bros.	25	*	19	24

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 of five or more chart positions.

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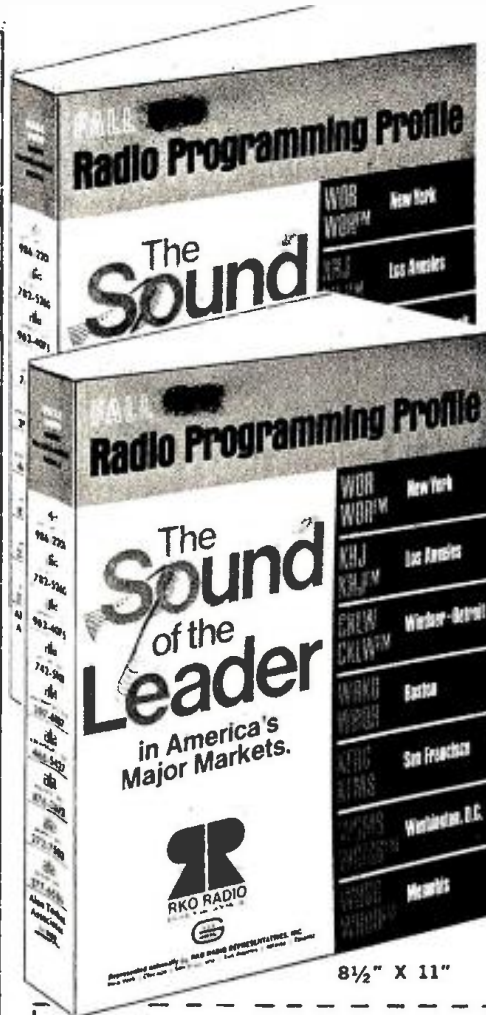
AM	PROGRAM	TYPE	COMMENTS
5	MARSHALL WELLS	Pop. Stand. Farm	Comprehensive farm news - livestock prices; traffic, weather and recorded music.
6	MUSIC HALL	Pop. Stand.	Bright music, cheerful entertainment. Sports briefs, traffic, road conditions.
7	J.P. McCarthy		WJR News 6, 7, 8, 9am. Dave White delivers WJR News at 8am. Oscar Frenette at 7am. Gene Healy 6 & 9am. J.P. McCarthy is Detroit's favorite entertainer.
9	OPEN HOUSE	Pop. Stand.	Live music on OPEN HOUSE. Jimmy Clark Orch.
10	ADVENTURES IN MUSIC-Karl Hess	Class.	Classical music with a crew cut explains its popularity.
11	KALEIDOSCOPE	Drama Music	Skillful blend of recorded music and dramatic narrative (usually Americana).
N	FOCUS	Talk-Int. Disc.	J.P. talks with all sorts of people on all sorts of subjects-serious-humorous.
1	PAUL WINTER SHOW	Pop.-Stand.	CBS News with Douglas Edwards. WJR News with Rod Hansen. CBS Newsmaker.
3	MUSIC HALL	Pop.-Stand.	news headlines, weather, traffic, lively conversation...but mostly good music. CBS features include Mid-At Large With Mike Wallace. Walter Cronkite.
4			Jim Spidebush with WJR News at 4, Dave Taylor with WJR News at 5.
6	NEWS BLOCK	Talk-News Sports Serv.	Gene Fogel local, regional, nat'l, internat'l news; Bob Reynolds WJR sports; Business Barometer; Auto Reports-Joe Callahan; Journal '72.
7	SPORTS MAGAZINE	Talk	Special 50-min. show by Sports Dept.
9	KALEIDOSCOPE ENCORE	Drama Music	9-9:10 News & Byline Repeat of a previous show.
10	FOCUS ENCORE	Talk	Repeat of daily "Focus" show. 10-10:15 WJR News with Mike Kenny
11	NEWS - SPORTS	Talk	WJR Final Edition; News, Sports. Gene Fogel.
M	NIGHT FLIGHT	Class. Light Class.	Music and news with Jay Roberts.

PLAN	6-10am	10am-3pm 5:30-6am	3-7pm	7-8:30pm	8:30-11:30 5-5:30am	30 sec.	10 sec.
5	205.	120.	205.	120.	65.(15)	80%	70%
10	200.	115.	200.	115.	55.(30)		

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Media

Peter H. Starr, president/director, Starr Broadcasting Group, New Orleans, resigns, but will continue as broadcast consultant. **William F. Buckley Jr.**, board chairman, assumes additional duties as president until successor to Mr. Starr is selected. **Ronald T. Paluck**, senior VP/chief financial officer, takes responsibility for company's day-to-day operations.



Starr



Kirschen

Martin Kirschen, associate director of administration, ABC Owned Television Stations, New York, appointed director of financial planning.

Albert C. Lucero, general manager, WROC-TV Rochester, N.Y., and **Allen S. Feuer**, general manager, WEYI-TV Saginaw, Mich., named VP/general managers of those respective Rust Craft Broadcasting-owned stations.

Robert L. Nelson, general manager, CBS-owned KNX-FM Los Angeles, named VP.



Kimatian



Segall

Steve Klimatian, executive administrator of Westinghouse Broadcasting Co.'s WJZ-TV Baltimore, promoted to general manager. He succeeds **Joel Segall**, named to newly created post of director of sales development and planning for special projects of company's Group W Television Station Group, to work with all five Westinghouse-owned TV stations in development, acquisition and sale of special programming, including sports.

Philip Lévens, general manager, TV studio/field operations, ABC Inc., New York, appointed director of TV operations for ABC's broadcast operations and engineering department, East Coast, there.

Donald K. Bailey, controller, Globe Broadcasting (formerly Globetrotter Communications), Chicago, appointed VP. Company owns WVON(AM)-WGCI(FM) Chicago, WIXY(AM)-WDOK(FM) Cleveland and WDEE(AM) Detroit.

Burton Sherwood, VP/general manager, WMEE(AM)-WMEF(FM) Fort Wayne, Ind., ap-

pointed to same position, WIBG(AM) Philadelphia.

Howard Kennedy, operations manager, KGLO-AM-TV Mason City, Iowa, named assistant general manager.

Joan Jacobi, producer/copywriter, KWG(AM) Stockton, Calif., joins KNTV(TV) San Jose, Calif., as promotion director.

Elizabeth J. Hudson, promotion manager/creative services director, WCIV(TV) Charleston, S.C., joins WAVE-TV Louisville, Ky., as promotion manager, replacing **Art Metzler**, who becomes full-time promotion manager for WAVE(AM) Louisville.

Sharonlee Johnson, advertising/promotion director, KFRC(AM) San Francisco, joins WRC(AM)-WKYS(FM) Washington as advertising/promotion manager.

Newly elected officers, Central Educational Network, Chicago: **Robert D. Page**, WKAR-TV East Lansing, Mich., president; **Zoel J. Parienteau**, KPTS-TV Wichita, Kan. and **Thomas M. Ditzel**, Iowa Educational Broadcasting Network, Des Moines, VP's; **Otto F. Schlaak**, WMVS(TV) Milwaukee, secretary, and **Phillip C. English**, WNEO-TV Alliance, Ohio/WFAO-TV Akron, Ohio, treasurer. All stations are non-commercial.

Robert C. Glazier, executive director, St. Louis Educational Television Commission/general manager, noncommercial KETC-TV there, named president/chief executive officer, Southern Educational Communications Association, Columbia, S.C.

Broadcasting Advertising

Howard E. Johnson, VP/account supervisor, Campbell-Ewald, Detroit, rejoins Kenyon & Eckhardt there in same capacity.

Bernard Newman, group media supervisor, Ted Bates, New York, joins Needham, Harper & Steers there as associate media director.

Joseph A. Barras, VP/general manager,

Atlanta office of Lindsey, Bradley & Johnston, named executive VP at Chattanooga headquarters.

Sam Ferber, former publisher of *Esquire* magazine, named senior VP and principal in Altman, Stoller, Weiss Advertising Inc., New York.

David E. Michels, general sales manager, KOTV(TV) Tulsa, Okla., named VP, midwestern sales, Television Bureau of Advertising, Chicago, succeeding **Jacob Evans**, who has resigned to open his own broadcast consultancy firm in Los Alamos, N.M.

Phillip J. Sweeney, eastern sales manager, ABC Television Spot Sales, New York, named sales manager of Detroit office of same unit. **Leonard C. Feldman**, director of affiliate research for ABC-TV, named director of research and sales promotion for ABC Television Spot Sales, New York.

Charles Hitchins, general sales manager, WTVM(TV) Columbus, Ga., named account executive, ABC sales team at Blair Television, Chicago.

Harry Ebbesen, local sales manager, KOOL-TV Phoenix, appointed general sales manager, succeeded by **F. Randall Cantrell**, VP/general sales manager, KTAR-TV Phoenix.

Robert M. Foster, account executive, WBNS-TV Columbus, Ohio, appointed national sales manager.

Mark Stein, controller, Media Communications, New York, joins Air Time, media services firm there, as assistant controller. **Jose L. Carrero**, senior buyer, Benton & Bowles there, named senior media buyer at Air Time.

Elaine Cooper, product manager, Airwick Industries, Teterboro, N.J., joins New York office of Bozell & Jacobs advertising as senior account executive. **Donald W. Sibray**, communications services manager, Howmet Corp., Greenwich, Conn., joins B&J Public Relations, New York, as account executive.

Luther Thompson Jr., account executive, WDAO(FM) Dayton, Ohio, promoted to sales supervisor.

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Charles J. Lipton, general sales manager/sales development manager, WAGA-TV Atlanta, appointed director of marketing. **David Putnam**, account executive, named retail development manager.

Programming

Tony Barr, VP, current prime-time dramatic series, ABC Television Network, Hollywood, named executive producer, CBS Television there.

Phillip Capice, VP, creative affairs/executive producer, Lorimar Productions, Burbank, Calif., appointed senior VP.

Robert A. Grunburg, VP/controller/assistant secretary, Filmways, New York, promoted to newly created position of VP, subsidiary operations. **Eugene B. Boylan**, assistant controller, named corporate controller.

Jerry McPhie, production executive of various TV series, Hollywood, named executive VP, Sid and Marty Krofft Productions (*Donny and Marie*, among others), Hollywood.

Charles Goldstein, editorial operations director, Universal Television, Universal City, Calif., joins Columbia Pictures Television, Burbank, Calif., as post production director.

R. Qulgg Lawrence, founder/general manager, Candyapple Productions, Richmond, Va., named to head new Richmond office of TM Productions, Dallas.

Ann Berk, station operations director, WNBC-TV New York, assumes additional responsibilities as program director.

Ron Martzolf, production manager, WKBW-TV Buffalo, N. Y., appointed assistant program manager, succeeded by **Steve Zappia**, producer/director.

Jim Brinson, with KATU(TV) Portland, Ore., joins KNTV(TV) San Jose, Calif., as sports director.

Nelsa Gidney, manager of program acquisitions, noncommercial WNET(TV) New York, assumes additional duties as acquisitions consultant to Public Broadcasting Service, Washington.

Broadcast Journalism

William Schechner, reporter, noncommercial KQED(TV) San Francisco, joins KPIX(TV) there in same capacity.

Howard F. Lancour, executive director, Michigan American Revolution Bicentennial Commission, rejoins WJIM-TV Lansing, Mich., as news producer/anchorman/co-coordinator of public affairs programming.

Jack Eddy, anchorman/executive producer, KBTU(TV) Denver, joins KSTW(TV) Tacoma, Wash., as co-anchor, teaming with **Alice Blanchard**, formerly reporter/anchor, KXLY-TV Spokane, Wash.

Michael W. Hudson, news director, WVKO(AM) Columbus, Ohio, named reporter, WGAR(AM) Cleveland.

Cable

Seth J. Kittay, affiliate marketing manager, New York metropolitan area, Home Box Office, New York, appointed regional manager for that area.

Vivian E. Goodier, assistant to president, Grocery Manufacturers of America, Washington, named assistant director of government relations, National Cable Television Association there, replacing Frances A. Pollak (BROADCASTING, June 14).

Equipment & Engineering

James M. Alic, finance division VP, RCA Consumer Electronics Division, Indianapolis, named to new post of operations division VP, covering manufacturing operations, engineering, export sales and consumer electronics and appliances division of RCA Ltd. (Canada). Succeeding Mr. Alic as finance division VP, will be **Robert K. Smith**, who has been director, financial operations.

John F. Schneider, factory sales engineer, Sparta Electronics, Sacramento, Calif., appointed Western district sales manager, McMartin Industries, Diablo, Calif.

George M. Stamatis, senior sales engineer, Siemens, Iselin, N.J., joins Scientific-Atlanta, Atlanta, as account representative, telecommunications instruments, responsible for sales in Mid-Atlantic and New England areas.

Timothy Z. Sawyer, on special assignment at WWL(AM) New Orleans for A.D. Ring engineering consultants, Washington, joins KCMO(AM)-KCFE(FM) Kansas City, Mo., as chief engineer.



Ampex award winners. Dick Hathaway (center), senior staff engineer, audio-video systems division, and Jerry Miller (r), research staff member, advanced technology division, Ampex Corp., Redwood City, Calif., are congratulated by the founder of Ampex, Alexander M. Poniatoff. Messrs. Hathaway and Miller were awarded the Alexander M. Poniatoff award for technical excellence in 1976—Mr. Hathaway for leadership in developing the VPR-1, helical videotape recorder with automatic scan tracking system, and Mr. Miller for his invention of highly efficient codes used in high packing density digital recorders. The award, the highest the company offers employees, includes a \$2,500 cash bonus.

Allied Fields

Merlin H. Smith, chief, compliance branch, Complaints and Compliance division, FCC, Washington, retired June 30. He joined the commission in 1964.

Deaths

Howie Horwitz, 58, television producer, was killed June 25 when he fell off cliff while vacationing at June Lake, Calif. Among series he produced were: *77 Sunset Strip*, *Hawaiian Eye*, *Surfside Six* and *Batman*. He is survived by his wife and three daughters.

Harry Becker, 57, KCKN-FM Kansas City, Kan., personality, died June 25 during his all-night talk show. Mr. Becker was talking with caller when he apparently suffered heart attack. Listeners heard him gasp and called police who found him. Mr. Becker had been in broadcasting 40 years.

Richard A. Eaton Jr., 25, account executive, United Broadcasting Corp., Bethesda, Md., was found dead at his apartment in Annandale, Va., June 30. Police said cause appeared to be overdose of prescription drug but were awaiting chemical analysis. Survivors include his father, president/treasurer of United, and his mother, Margaret.

Peter N. Veres, 64, editor, Voice of America's Russian language agricultural programs, died June 29 at George Washington University hospital, Washington, after heart attack. He had joined VOA in 1955. Survivors include his wife, Joan, two sons and three daughters.

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As compiled by BROADCASTING for the period June 28 through July 2 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

AM applications

- La Fayette, Ala.—East Alabama Broadcasting Co. seeks 910 khz, 1 kw-D. P.O. address: La Fayette 36862. Estimated construction cost \$11,158; first-year operating cost \$24,552; revenue \$53,000. Format: C&W. Principal: James M. Davis owns WEIS(AM) Centre, Ala. Ann. July 1.
- Batesville, Ark.—Maggie Inc. seeks 1130 khz, 250 w-D. P.O. address: Box 2276, Batesville 72501. Estimated construction cost \$42,364; first-year operating cost \$77,480; revenue \$85,000. Format: C&W, religious. Principals: Preston Grace Jr., Guy Moseley and Carlton Garner (one-third each). Messrs. Grace and Moseley have retail interests. Mr. Garner owns one percent of KMCW(AM) Augusta, Ark. Ann. June 28.
- Harrison, Ark.—Harrison Radio Station seeks 1530 khz, 500 w-D. P.O. address: 909 Delaware Ave., McComb, Miss. 39648. Estimated construction cost \$34,430; first-year operating cost \$54,000; revenue \$72,000. Format: C&W. Principals: Five stockholders—three are Dowdy family, and Ron R. Harvel and Richard Smith. Dowdys and Mr. Smith own WMLT(AM) and applications for FM in Dublin, Ga. Charles Dowdy owns WROA-AM-FM Gulfport, Miss.; Wayne Dowdy owns 1/3 of WAKK(AM) McComb, Miss. Ann. July 1.
- Eddyville, Ky.—Lyon County Broadcasting Co. seeks 900 khz, 500 w-D. P.O. address: City Hall, Eddyville 42038. Estimated construction cost \$50,000; first-year operating cost \$52,000; revenue \$84,000. Format: MOR. Principals: Ten equal owners, no other broadcast interests. One is manager of college station. Ann. June 28.
- Dansville, N.Y.—Dansville Broadcasting Co. seeks 1600 khz, 500 w-D. P.O. address: Townline Rd., Canandaigua, N.Y. 14424. Estimated construction cost \$34,347; first-year operating cost \$34,420; revenue \$48,000. Format: MOR. Principals: Canandaigua Broadcasting (65%), licensee of WCGR(AM)-WFLC(FM) Canandaigua. Canandaigua Broadcasting is owned by Kimble family. Ann. June 28.
- Lewisburg, Tenn.—Lewisburg Radio Co. seeks 1220 khz, 250 w-D. P.O. address: Box 249, Franklin, Tenn. 37064. Estimated construction cost \$16,500; first-year operating cost \$30,000; revenue \$60,000. Format: Country, pops. Principals: Four equal owners, one of whom, Donald E. Patterson, has broadcast interests: 28% of WIZO-AM-FM Franklin, Tenn. Ann. June 28.

AM actions

- Ellijay, Ga.—Gilmer County Broadcasting Co. Broadcast Bureau granted 1560 khz, 250 w-D. P.O. ad-

dress: Box 938, Blue Ridge, Ga. 30513. Estimated construction cost \$17,100; first-year operating cost \$33,243; revenue \$36,000. Principal: Robert P. Schwab (100%). Mr. Schwab owns WLSB(AM) Copperhill, Tenn., WPPL-FM Blue Ridge, Ga., and WYYZ Jasper, Ga. Action June 24.

Broadcast Bureau granted following CP modification to extend completion time to date shown:

- WBNV Buena Vista, Va., to Sept. 30 (BMP-14106).

AM start

- WIFE Indianapolis—Authorized program operation on 1310 khz, 5 kw-D, 1 kw-N. Action May 28.

FM applications

- *Birmingham, Ala.—Glen Iris Baptist School seeks 91.9 mhz, 600 w, HAAT 680 ft. P.O. address: 10th Place and 14th Ave., Birmingham 35205. Estimated construction cost \$37,535; first-year operating cost \$24,000. Format: Religious. Principal: Applicant is church school. Ann. June 29.
- Oakdale, Calif.—El Paso Broadcasting Corp. seeks 95.1 mhz, 50 kw, HAAT 498 ft. P.O. address: 3901 N. Mesa, Suite 401, El Paso 79902. Estimated construction cost \$33,200; first-year operating cost \$30,000; revenue \$42,000. Format: Country and religious. Principal: Michelle A. Haston (81%). El Paso Broadcasting owns KPAS-FM El Paso. Ann. June 29.
- Holiday, Fla.—Latin-American Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT 300 ft. Estimated construction cost \$31,989; first-year operating cost \$46,800; revenue \$72,000. Format: Standards, beautiful music. Principals: George Arroyo Cruz (48%), Nick Rosado Hernandez (22%) and Steven Pauli (20%). Mr. Cruz has ownership in WBRQ-FM Cidra, P.R., WVIS-FM Fredericsted, V.I. and WBS-FM Charlotte-Amalie, V.I. Mr. Pauli is radio consultant. Ann. June 30.
- Blackshear, Ga.—Mattox-Guest Broadcasting Co. seeks 104.9 mhz, 3 kw, HAAT 300 ft. P.O. address: U.S. Hwy. 82, Box 22, Blackshear 31516. Estimated construction cost \$33,893; first-year operating cost \$38,000; revenue \$56,000. Format: MOR. Principals: Gentry T. Maddox and Andrew J. Guest (50% each). Mr. Mattox is farmer and insurance agent; Mr. Guest is general manager at WFOX(FM) Gainesville, Ga. Ann. June 30.
- Dubuque, Iowa—Future Broadcasting seeks 102.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 3150 S. 34th St., LaCrosse, Wis. 54601. Estimated construction cost \$91,357; first-year operating cost \$92,040; revenue \$150,000. Format: Top 40. Principals: Gary S. DeMaroney (50%) and Elmer and Helen Seebold (40%). Mr. DeMaroney is former program director of

WWLA(FM) LaCrosse, Wis.; Seebolds are union officials. Ann. June 30.

- *Wichita, Kan.—Defenders School of the Air seeks 91.1 mhz, 14.7 kw, HAAT 187 ft. P.O. address: 155 N. Market St., Wichita 67202. Estimated construction cost \$41,921; first-year operating cost \$10,000. Principal: Applicant is nonprofit corporation formed to operate proposed station. Ann. June 30.

- Bastrop, La.—Hagan Broadcasting seeks 100.1 mhz, 3 kw, HAAT 182 ft. P.O. address: 121 Haynie Ave., Bastrop 71220. Estimated construction cost \$32,300; first-year operating cost \$2,700; revenue \$35,000. Format: Standards. Principal: Hagan operates KVOB(AM) Bastrop. Ann. June 25.

- *Farmington Hills, Mich.—Oakland Community College seeks 90.3 mhz, 10 w, HAAT 120 ft. P.O. address: 2480 Opdyke Rd., Bloomfield Hills, Mich. 48013. Estimated construction cost \$7,255; first-year operating cost \$2,500. Format: Variety. Principal: Applicant is public community college. Ann. June 30.

- Kalkaska, Mich.—Kaltrim Broadcasting Co. seeks 97.7 mhz, 3 kw, HAAT 300 ft. P.O. address: 309 George Vth Ave., Crosswell, Mich. 48422. Estimated construction cost \$25,016; first-year operating cost \$10,000; revenue \$12,000. Format: C&W. Principals: Robert and George Benko (50% each). Benkos own WMIC-AM-FM Sandusky, Mich. and are also applying for AM in Kalkaska. George Benko owns WJEB(AM) Gladwin, Mich. Ann. June 30.

- *West Orange, N.J.—Board of Education seeks 88.9 mhz, 10 w, HAAT 73 ft. P.O. address: 22 Municipal Plaza, West Orange 07052. Estimated construction cost \$5,395; first-year operating cost \$600. Format: Variety. Principal: Applicant is public school system. Ann. June 29.

- Aztec, N.M.—Basin Broadcasting Co. seeks 94.9 mhz, 30 kw, HAAT 429 ft. P.O. address: 1515 W. Main, Farmington, N.M. 87401. Estimated construction cost \$76,140; first-year operating cost \$36,500; revenue \$48,000. Format: Popular music. Principal: Applicant is owner of KWYK(AM) Farmington, which it proposes to make totally Indian programming if granted FM. One owner, Jimmie D. Gober, additionally owns KDTA(AM) Delta, Colo. Ann. June 30.

- *High Point, N.C.—Trustees of High Point College seeks 90.5 mhz, 10 w, HAAT 145 ft. P.O. address: 933 Montlieu Ave., High Point 27262. Estimated construction cost \$6,750; first-year operating cost \$800. Format: Variety. Principal: Applicant is private educational institution. Ann. June 29.

- Plymouth, N.C.—Ralph D. Epperson seeks 95.9 mhz, 2.6 kw, HAAT 326 ft. P.O. address: Box 907, Mt. Airy, N.C. 27030. Estimated construction cost \$3,300; first-year operating cost \$11,300; revenue \$8,000. Format: Music variety. Principal: Applicant is licensee of WPNC(AM) Plymouth and WPAQ(AM) Mt. Airy,



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Summary of broadcasting

FCC tabulations as of May 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,447	3	26	4,476	48	4,524
Commercial FM	2,758	0	55	2,816	128	2,939
Educational FM	802	0	40	842	55	897
Total Radio	8,007	3	121	8,134	234	8,360
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	13	253	14	267
VHF	90	3	5	98	6	104
UHF	141	6	8	155	8	163
Total TV	930	10	21	961	70	1,031

*Special temporary authorization

**Includes off-air licenses

N.C. and WPMH(AM) Portsmouth, Va. Epperson family owns various stations (see Slaton, Tex., in ownership changes). Ann. June 25.

■ *Dayton, Ohio—Dayton Christian Schools seeks 90.5 mhz, 10 w, HAAT 86 ft. P.O. address: 325 Home-wood Ave., Dayton 45405. Estimated construction cost \$12,950; first-year operating cost \$11,000. Format: Religious, educational. Principal: Applicant is non-profit corporation. Ann. June 30.

■ *San Juan, P.R.—University of Puerto Rico seeks 89.7 mhz, 50 kw, HAAT 796 ft. P.O. address: Box AU, University Station, San Juan 00931. Estimated construction cost \$50,400; first-year operating cost \$24,600. Format: Spanish, variety. Principal: Applicant is university. Ann. June 29.

■ Mineola, Tex.—A-C Corp. seeks 96.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 499, Mineola 75773. Estimated construction cost \$25,950; first-year operating cost \$6,000; revenue \$45,000. Format: Easy listening. Principal: A-C Corp. owns KMOO(AM) Mineola. Ann. June 30.

■ Slaton, Tex.—Faith Broadcasting Service seeks 92.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 75075, Oklahoma City 73107. Estimated construction cost \$40,518; first-year operating cost \$49,200; revenue \$60,000. Format: Religious. Principals: Gary L. Acker (80%) and James E. McCuiston (20%). Mr. Acker owns KVAS(AM) Amarillo and KEGG(AM) Daingerfield, Tex. and 25% of KLFJ(AM) Springfield, Mo. Mr. McCuiston owns counseling service. Ann. June 29.

■ *Buckhannon, W.Va.—West Va. Wesleyan College seeks 89.9 mhz, 10 w. P.O. address: Buckhannon 26201. Estimated construction cost \$1,212; first-year operating cost \$500. Format: Variety. Principal: Applicant is education institution. Ann. June 30.

FM actions

■ *Fresno, Calif.—White Ash Broadcasting Inc. Broadcast Bureau granted 89.3 mhz, 50 kw, HAAT 500 ft. P.O. address: 2994 E. McKenzie, Apt. B, Fresno 93701. Estimated construction cost \$182,229; first-year operating cost \$175,000. Format: educational, music. Principal: Von Wilder Johnson, technical director (BPED-2218). Action June 22.

■ *Sioux City, Iowa—Western Iowa Tech Community College seeks 90.3 mhz, 100 kw, HAAT 922.4 ft. P.O. address: 4647 Stone Ave., Sioux City 51102. Estimated

construction cost \$270,000; first-year operating cost \$197,000. Format: educational, all forms of music. Principal: Dr. Robert H. Kiser, superintendent (BPED-2221). Action June 22.

■ *Louisville, Ky.—University of Louisville. Broadcast Bureau granted 90.5 mhz, 35 kw, HAAT 581 ft. P.O. address: 2301 S. 3rd St., Louisville 40208. Estimated construction cost \$236,290; first-year operating cost \$135,462. Format: classical, educational, public affairs. Principal: Mr. G. T. Hawkins, director, Instructional Communications Center (BPED-2157). Action June 22.

■ *Presque Isle, Me.—University of Maine. Broadcast Bureau granted 106.1 mhz, 100 kw, HAAT 1080 ft. Action June 11.

■ *Arnold, Md.—Anne Arundel Community College. Broadcast Bureau granted 89.9 mhz, 10 w. P.O. address: c/o Ted Dietz, 101 College Parkway, Arnold 21012. Estimated construction cost \$1,200; first-year operating cost \$500. Principal: Ted Dietz, manager (BPED-2171). Action June 22.

■ *Dix Hills, N.Y.—Half Hollow Hills Community Public Library. Broadcast Bureau granted CP for 88.9 mhz, 10 w. Ant. 100 ft. Library will take over noncommercial station CP that had been granted to Half Hollow Hills Youth Development Corp., which had built station at library location in conjunction with library, but has decided it can not operate station. Library estimates \$2,100 to pay for existing parts and \$5,000 first-year operating cost (BPED-2133). Action June 11.

■ *College Station, Tex.—Texas A & M University. Broadcast Bureau granted 90.3 mhz, 3.21 kw, HAAT 340 ft. P.O. address: c/o Dr. Mel Chastain, director, ETV, College Station 77840. Estimated construction cost \$92,469; first-year operating cost \$99,135. Format: public affairs, music variety (BPED-2161). Action June 22.

■ Marshall, Tex.—Singleton & King Broadcasting. Broadcast Bureau dismissed application for 103.9 mhz, 3 kw., HAAT 135 ft. Action June 24.

■ *Charleston, W.Va.—West Virginia Educational Broadcasting Authority. Broadcast Bureau granted 88.5 mhz, 50 kw, HAAT 230 ft. P.O. address: State Bldg., Six, Suite B424, Charleston 25305. Estimated construction cost \$103,594; first-year operating cost \$8,180. This station will be satellite of WVPB(FM) Beckley, W.Va. Principal: Francis L. Blake, executive

secretary (BPED-2166). Action June 22.

Broadcast Bureau granted following CP modification to extend completion time to date shown:

■ WIAB Key West, Fla., to Dec. 23 (BMPH-14837).

FM starts

■ KRLT South Lake Tahoe, Calif.—Authorized program operation on 100.1 mhz, ERP 3 kw, HAAT —190 ft. Action June 21.

■ *WLTR Columbia, S.C.—Authorized program operation on 91.3 mhz, ERP 100 kw, HAAT 850 ft. Action June 22.

Ownership changes

Applications

■ KLEI(AM) Kailua, Hawaii (1130 khz, 10 kw-U)—Seeks assignment of license from Hawaiian Business News to K-LEI Corp. for \$235,000. Seller: Seller wishes to leave radio broadcasting to reassert publishing interests. Buyer consists of five owners, none with current broadcast interests. Ann. June 30.

■ KBCI-TV Boise, Idaho (ch. 2)—Seeks assignment of license from Boise Valley Broadcasters to Eugene Television for \$1.9 million. Seller: Boise Valley's application for sale to Donrey Communications was dismissed July 11, 1975, no other broadcast interests. Assignee owns KVAL-TV Eugene and KCBY-TV Coos Bay and 50% of KPIC(TV) Roseburg, all Oregon, 17 stockholders. Ann. June 30.

■ WOLI(FM) Ottawa, Ill. (98.3 mhz, 3 kw)—Seeks assignment of license from Van Schoick Enterprises to Virginia Broadcasting Corp. for \$108,000. Seller: Assignor is having financial difficulties with station. Buyer owns WPRC-AM-FM Lincoln and WCMY(AM) Ottawa, Ill. Purchase price includes non-competing covenant and service contracts. Ann. June 25.

■ WTIM(AM)-WEEE(FM) Taylorville, Ill. (AM: 1410 khz, 1 kw-D; FM: 92.7 mhz, 3 kw)—Seeks transfer of control of Delta Media from PSB Radio Group (100% before; none after) to Harold Hoefker, Jon Ulz, et al. (none before; 100% after). Principals: Certain stockholders of PSB wish to form subsidiary of parent organization and exchange company stock one-for-one with subsidiary-only stock. New subsidiary will assume debts. Ann. June 30.

■ KVCK(AM) Wolf Point, Mont. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Hi-Line Broadcasting Co. to KVCK Inc. for \$162,500. Seller: Hi-Line owners wish to engage in other interests. Buyers are Robert Lundstrom (80%) and Richard Fisher (20%). Mr. Fisher is owner of KVCK(AM); Mr. Lundstrom was in navy. Ann. June 25.

■ WHIP(AM) Mooresville, N.C. (1350 khz, 1 kw-D)—Seeks assignment of license from Wayne M. Nelson to Mooresville Media for \$175,000. Seller: Mr. Nelson wishes to devote time to other business interests. Buyers are Harrill Hamrick (51%) and Hoyt P. Potts (49%). Mr. Hamrick is salesman at WTLK(AM) Taylorsville, N.C.; Mr. Potts is 49% stockholder there. Ann. June 30.

■ WNEO-TV Alliance, Ohio (ch. 45)—Seeks assignment of license from Ohio Educational Television Network Commission to Northeastern Educational Television of Ohio. Ownership change reflects pre-arranged plan to develop station through state, then transfer without charge to local operation. Ann. June 21.

■ WMGS(AM) Bowling Green, Ohio (730 khz, 1 kw-D)—Seeks assignment of license from C. Richard Marsh, receiver, to Jimmy Swaggart Evangelistic Assn. for \$475,000. Buyer is nonstock, nonprofit corporation with eight equal owners. Association owns KGOY(FM) Bethany, Okla., WLUX(AM) Baton Rouge, La., KFRN(FM) Amarillo, Tex. and is proposed assignee of KAMC(FM) Arlington, Tex. and WVIX(AM) Pensacola, Fla. Ann. June 30.

■ WHLQ(FM) Canton, Ohio (106.9 mhz, 27.5 kw)—Seeks assignment of license from Radio Akron to Baylis Broadcasting Co. for \$430,000. Seller is subsidiary of Susquehanna Broadcasting Co. (Louis J. Appell Residuary Trust, 87%) which also owns WQBA(AM) Miami; WKIS(AM) Orlando, Fla.; WLTA(FM) Atlanta; WFMS(FM) Indianapolis; WGBB(AM) Freeport, N.Y.; WHLO(AM) Akron, Ohio; WARM(AM) Scranton and WSBA-AM-FM-TV York, all Pennsylvania, and KPLX(FM) Fort Worth. Buyer, John Bayliss, is president and general manager of WSAI-AM-FM Cincinnati. Ann. June 30.

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Applications

Call	Sought by
	New TV
WFMZ-TV	Maranatha Broadcasting Co., Allentown, Pa.
	New AM's
WTGC	Town, Gown and Country Radio, Lewisburg, Pa.
WYMC	Purchase Sound, Mayfield, Ky.
	New FM's
*WSWC	Independent School District No.833, Cottage Grove, Minn.
KDXT	Rex K. Jensen, Missoula, Mont.
WKZY	Alpine Broadcasting Co., Escanaba, Mich.
KNOT-FM	Parkell Broadcasting, Prescott, Ariz.
KUBC-FM	Woodland Broadcasting Co., Montrose, Colo.
*WNDN-FM	Catawba College, Salisbury, N.C.
*WCXL	Broadcast Workshop, Kettering, Ohio
KRCT	Crockett County Broadcasters, Ozona, Tex.
KCWB	Central West Broadcasting Co., Ballinger, Tex.
	Existing AM's
WFOG	WLPF Suffolk, Va.
WJYM	WMGS Bowling Green, Ohio
	Existing FM's
KGIL-FM	KVFM San Fernando, Calif.
KXAA	KMYO-FM Little Rock, Ark.
KJFM	KUDE-FM Oceanside, Calif.
KIXX	KWAT-FM Watertown, S.D.
WCRC	WCRA-FM Ellingham, Ill.
WNWZ	WBFB Rochester, N.Y.
KOXY	KBPO Beaumont, Tex.
KSTX	KRLN-FM Canon City, Colo.

Grants

Call	Assigned to
	New TV
*KZSD-TV	State Board of Directors for Educational Telev., Martin, S.D.
	New AM
KCJJ	Braverman Broadcasting Co., Inc., Iowa City, Iowa
	New FM's
WOBV	Campbell Broadcasting, New Bern, N.C.
KIQO	Gateway Broadcasters, Atascadero, Calif.
KHIM	Trinity Broadcasting Co., Palestine, Tex.
KSWI	Southwest Iowa Stereo, Clarinda, Iowa
*WLRS	Lakota Local School District, West Chester, Ohio
KVVC-FM	Cabool Broadcasting Corp., Cabool, Mo.
KXXI	KFPW Broadcasting Co., Fort Smith, Ark.
KLRS-FM	Kickapoo Prairie Broadcasting Co., Mountain Grove, Mo.
	Existing TV
WDTN	WLWD Dayton, Ohio
	Existing AM's
KRNK	KNIE Cheyenne, Wyo.
WHPN	WHVW Hyde Park, N.Y.
KXOR	KGPD Clovis, Calif.
	Existing FM's
KOIT	KRON-FM San Francisco
KWJS	KAMC Arlington, Tex.
WHVS	WHVW-FM Hyde Park, N.Y.
KJSN	KLAD-FM Klamath Falls, Ore.
WFOG-FM	WFOG Suffolk, Va.

Facilities changes

AM applications

- KRUX Glendale, Ariz.—Seeks CP to increase nighttime power to 1 kw. Ann. June 28.
- KNIX Tempe, Arizona—Seeks CP to add nighttime power with 10 kw, DA-N; change hours of operation to unlimited. Ann. June 30.
- KRDS Tolleson, Ariz.—Seeks CP to increase daytime power to 5 kw; install DA-2. Ann. June 30.
- KCNO Alturas, Calif.—Seeks CP to add nighttime power with 2.5 kw, DA-N and change hours of operation to unlimited. Ann. July 1.
- WADS Ansonia, Conn.—Seeks CP to increase power to 1 kw. Ann. July 1.
- WKND Windsor, Conn.—Seeks CP to change frequency to 620 khz; add nighttime power with 1 kw; in-

- stall DA-2; change hours of operation to unlimited. Ann. June 30.
- WGTO Cypress Gardens, Fla.—Seeks CP to add nighttime power with 1 kw; change hours of operation to unlimited. Ann. June 28.
- WHHL Pine Castle-Sky Lake, Fla.—Seeks CP to increase power to 1 kw. Ann. June 28.
- WPOM Riviera Beach, Fla.—Seeks CP to increase daytime power to 5 kw, install DA-2. Ann. July 1.
- WYYZ Jasper, Ga.—Seeks CP to change frequency to 1490 khz; increase daytime power to 1 kw; add night-

time power with 250 w; change hours of operation to unlimited. Ann. June 30.

- KVN1 Coeur d'Alene, Idaho—Seeks CP to change frequency to 1080 khz; increase nighttime power to 1 kw, DA-N; increase daytime power to 10 kw; change ant.-trans. location. Ann. July 1.
- WRMN Elgin, Ill.—Seeks CP to add nighttime power with 500 w, DA-N; change hours of operation to unlimited. Ann. June 30.
- WKVE Cave City, Ky.—Seeks CP to increase power to 1 kw. Ann. July 1.
- WTKY Tompkinsville, Ky.—Seeks CP to increase power to 2.5 kw; install DA. Ann. June 30.
- WGUY Bangor, Me.—Seeks CP to change station location to Brewer, Me.; change ant.-trans. location; add nighttime power with 5 kw, DA-N; change hours of operation to unlimited. Ann. June 30.
- WASA Havre de Grace, Md.—Seeks CP to add nighttime power with 500 w, DA-N; change hours of operation to unlimited. Ann. June 30.
- KGH5 International Falls, Minn.—Seeks CP to increase daytime power to 500 w. Ann. June 30.
- WVAl Sauk Rapids, Minn.—Seeks CP to increase power to 2.5 kw, DA; change ant. system. Ann. June 28.
- WTNJ Trenton, N.J.—Seeks CP to change station location to Ewing, N.J.; add nighttime power with 2.5 kw; change hours of operation to unlimited; install DA-2. Ann. July 1.
- KZIA Albuquerque, N.M.—Seeks CP to increase power to 10 kw; install new trans. Ann. July 1.
- WLNA Peekskill, N.Y.—Seeks CP to increase daytime power to 5 kw; add nighttime power with 1 kw; change hours of operation to unlimited. Ann. June 30.
- WSPF Hickory, N.C.—Seeks CP to increase power to 5 kw. Ann. June 30.
- WMVO Mount Vernon, Ohio—Seeks CP to add nighttime power with 500 w; change hours of operation to unlimited and install DA-2. Ann. July 1.
- KLIQ Portland, Ore.—Seeks CP to change station location to Lake Oswego, Ore.; add nighttime power with 5 kw; change hours of operation to unlimited; install DA-1. Ann. June 28.
- WESA Charleroi, Pa.—Seeks CP to increase power to 1 kw. Ann. June 30.
- WXEW Yabucoa, P.R.—Seeks CP to increase daytime power to 5 kw; add nighttime power with 5 kw, DA-N; change hours of operation to unlimited. Ann. July 1.
- WKHJ Holly Hill, S.C.—Seeks CP to add nighttime power with 1 kw, DA-N; change hours of operation to unlimited. Ann. June 30.
- WJES Johnston, S.C.—Seeks CP to change frequency to 1190 khz; increase power to 1 kw. Ann. June 28.
- WKSP Kingstree, S.C.—Seeks CP to increase power to 1 kw. Ann. June 30.
- KKAAB Aberdeen, S.D.—Seeks CP to increase daytime power to 10 kw. Ann. July 1.
- WYXI Athens, Tenn.—Seeks CP to increase power to 2.5 kw. Ann. June 30.
- WCLE Cleveland, Tenn.—Seeks CP to increase power to 2.5 kw. Ann. June 30.
- WMSO Collierville, Tenn.—Seeks CP to change frequency to 630 khz; increase ant. height. Ann. July 1.
- KYAL McKinney, Tex.—Seeks CP to change station location to McKinney Plano, Tex.; add nighttime power with 1 kw; change hours of operation to unlimited; install DA-2 and change trans. location. Ann. June 28.
- KSTV Stephenville, Tex.—Seeks CP to increase power to 500 w; change type trans. Ann. June 28.
- WQBX Blacksburg, Va.—Seeks CP to increase power to 10 kw. Ann. July 1.
- KARI Blaine, Wash.—Seeks CP to increase nighttime power to 2.5 kw. Ann. June 28.
- KITI Centralia-Chehalis, Wash.—Seeks CP to add nighttime power with 1 kw, DA-N; change hours of operation to unlimited. Ann. June 30.
- KMAS Shelton, Wash.—Seeks CP to increase power to 2.5 kw; install DA. Ann. June 30.
- WBEV Beaver Dan, Wis.—Seeks CP to add nighttime power with 1 kw, DA-N; change hours of operation to unlimited. Ann. June 30.

■ WISS Berlin, Wis.—Seeks CP to increase power to 500 w; install DA. Ann. June 30.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KBJT Fordyce, Ark. (BP-20151), June 14; WGLD High Point, N.C. (BP-20048), June 22; WONA Winona, Miss. (BP-19962), June 10.

FM applications

■ KIQO Atascadero, Calif.—Seeks CP to change trans. location; change trans. and ant.; change TPO; ERP 3.6 kw and HAAT 1,430 ft. Ann. July 1.

■ KSOM-FM Ontario, Calif.—Seeks CP to change trans. location; install new trans. and ant.; HAAT 89 ft. Ann. July 1.

■ *WNUR Evanston, Ill.—Seeks CP to change studio location to Annie May Swift Hall, 1905 Sheridan Rd., Evanston; change HAAT to 101 ft. Ann. June 25.

■ KHAK-FM Cedar Rapids, Iowa—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 50 kw and HAAT 575 ft. Ann. June 25.

■ *KAVS Thief River Falls, Minn.—Seeks CP to change frequency to 90.1 mhz; change TPO; ERP 1.8 kw and HAAT 82 ft. Ann. June 25.

■ KFMP Cape Girardeau, Mo.—Seeks CP to install new trans.; change TPO; ERP 100 kw and HAAT 900 ft. Ann. June 25.

■ WRSV Rocky Mount, N.C.—Seeks CP to change trans.-studio location; install new ant.; change TPO; ERP 1.7 kw and HAAT 379 ft. Ann. June 30.

■ WKZL Winston-Salem, N.C.—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 100 kw and HAAT 499 ft. Ann. June 25.

■ WDAS-FM Philadelphia—Seeks CP to change trans. location; install new ant.; change TPO; ERP 3.31 kw and HAAT 872 ft. Ann. June 25.

■ *WCLH Wilkes-Barre, Pa.—Seeks CP to install new ant. and trans.; change TPO; ERP 2 kw and HAAT 1000 ft. Ann. June 25.

■ *KCBI Dallas—Seeks CP to install new trans. and ant.; change TPO; ERP 9.7 kw and HAAT 655 ft. Ann. June 25.

■ *KTCU-FM Fort Worth—Seeks CP to change frequency to 88.7 mhz; change trans.-studio location to 2900 S. University Dr., Ed Landreth Hall, Texas Christian University, Fort Worth; install new trans. and ant.; change TPO, ERP to 3 kw and HAAT 124.5 ft. Ann. June 25.

■ KTYL Tyler, Tex.—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 100 kw and HAAT 468 ft. Ann. June 25.

■ KWHQ-FM Salt Lake City—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 13 kw and HAAT 3,650 ft. Ann. June 30.

■ *WVPV-FM Colchester, Vt.—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 10 kw and HAAT 99 ft. Ann. June 25.

FM actions

■ *WFAM Jacksonville, Fla.—Broadcast Bureau granted CP for changes; ERP 930 w. (H&V); ant. height 460 ft. (H&V); remote control permitted; condition (BPED-2015). Action June 22.

■ *WFPK Louisville, Ky.—Broadcast Bureau granted CP to redescribe trans.-studio location as Fourth and York Streets, Louisville; operate by remote control from studio and trans. location; install new trans. and ant.; ERP 100 kw (H&V); height 235 ft. (H&V); condition (BPED-2175). Action June 22.

■ WKKQ Hibbing, Minn.—Broadcast Bureau granted CP to increase daytime power to 5 kw and change type trans. (BP-20029). Action June 22.

■ *KUFM Missoula, Mont.—Broadcast Bureau granted CP for changes; ERP 18.4 kw (H&V); ant. height 2510 ft. (H&V); remote control permitted (BPED-2156). Action June 22.

■ KSOR Ashland, Ore.—Broadcast Bureau granted CP to change trans. location; change studio and remote control location to Central Hall, Southern Oregon State College, Ashland; install new trans. and ant.; make change in ant. system; ERP 1.95 kw (H&V); ant. height 1340 ft. (H&V); remote control permitted (BPED-2158). Action June 22.

■ WOFM Greenville, Tenn.—Broadcast Bureau granted CP to install new trans. and ant.; make change

in ant. system; ERP 100 kw (H&V); ant. height 320 ft. (H&V); remote control permitted; condition (BPH-9614). Action June 23.

■ *KOLU Pasco, Wash.—Broadcast Bureau granted CP to install new trans.; make change in ant. system; ERP 3.9 kw; ant. height —66.5 ft.; condition (BPED-2141). Action June 22.

■ *KUWR Laramie, Wyo.—Broadcast Bureau granted CP to change frequency to 91.9 mhz (ch. 220); change trans. location; change studio location to Knight Hall, Ivinson Avenue, Laramie; operate by remote control from proposed studio site; install new trans. and ant.; make change in ant. system; ERP 50 kw (H&V); ant. height 1,150 ft. (H&V) (BPED-1864). Action June 23.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KXTZ Henderson, Nev. (BPH-9822), June 18; WCVU Naples, Fla. (BPH-8831), June 17; WDET Detroit (BPH-9774), June 22; WIFC Wausau, Wis. (BMPH-14760), June 22; WKBJ-FM Milan, Tenn. (BPH-9779), June 22; WLNH-FM Laconia, N.H. (BPH-9753), June 22; WMTM-FM Moultrie, Ga. (BPH-9843), June 16; WYSH-FM Morristown, Tenn. (BPH-9066), June 22; *KSJR-FM Collegeville, Minn. (BPED-2125), June 17.

In contest

Designated for hearing

■ Philadelphia—Commission designated for comparative hearing mutually exclusive applications of Vue-Metrics and Radio Broadcasting Company (RBC) for construction permits for new UHF television broadcast station on Ch. 57 at Philadelphia (Docs. 20842-45). Action June 24.

FCC decisions

■ Las Vegas, TV proceeding: Western Communications (KORK-TV Las Vegas) and Las Vegas Valley Broadcasting Co., competing for ch. 3 (Docs. 19519, 19581)—Commission denied application of Western Communications for renewal of its license for KORK-TV. It also denied competing application of Las Vegas Valley Broadcasting Co. for construction permit. It authorized Western to continue to operate KORK-TV until 12:01 a.m. October 1, 1976, to enable licensee to conclude station's affairs. In initial decision released June 25, 1974, FCC ALJ Chester F. Naumowicz Jr., concluded that neither Western nor Valley had demonstrated they possessed all of basic qualifications necessary for grant of respective applications. Action June 30.

■ KORK-TV Las Vegas—Commission denied request by Western Communications, licensee of KORK-TV, that it suspend proceedings on its license renewal application and conduct further investigations into its allegations of unauthorized disclosures by FCC personnel and ex parte contacts. Proceeding involves mutually exclusive applications of Western for renewal of KORK-TV and Las Vegas Valley Broadcasting Co., for new station using same frequency (see above). On March 9, 1976, Commission heard oral arguments and privately instructed its staff to prepare an opinion consistent with its decision to deny renewal of Western's license. Subsequently, press reports disclosed results of commission's deliberations, even though no official public release had been made and no announcement authorized (Docs. 19519, 19581). Action June 29.

Other actions

■ WENY-TV Elmira, N.Y.—Commission granted UHF station WENY-TV waiver of prime time access rule to allow its continued use of "off-network" programs during access time in 1976-77 year even though Arbitron (American Research Bureau), includes Elmira television stations in "Syracuse-Elmira" market, one of top 50 for 1976-77. WENY-TV argued it was absurd to regard Elmira and Syracuse in same market since they are over 70 miles apart, there is little or no coverage of either city by stations in other, and WENY-TV's revenues and economic potential are very small compared with Syracuse VHF stations and the major-market affiliates covered by prime time access rule generally. Action June 24.

■ Commission established Board of Commissioners to function during August whenever quorum of com-

mission is not present and able to act. Action was taken since various commissioners are expected to be absent from Washington during month. Action becomes effective August 2. Action June 24.

Allocations

Petitions

■ WMYR-FM Albuquerque, N.M.—Seeks assignment of FM ch. 288A or 296A in lieu of ch. 257A at Taos, N.M. (RM-2716). Ann. June 29.

■ James F. Stair II and Hillery K. Duckett II, Knoxville, Tenn.—Seek assignment of ch. 282 to Knoxville, substitution of ch. 237A for 285A at Clinton, Tenn. and ch. 252A for 237A at Sweetwater, Tenn. and ch. 237A for 252A in Cleveland, Tenn. (RM-2715). Ann. June 29.

■ KODI(AM) Cody, Wyo.—Seeks assignment of FM ch. 250 to Cody (RM-2714). Ann. June 29.

Actions

■ Theodore, Ala.—Broadcast Bureau proposed to assign FM ch. 252A (98.3 mhz) to Theodore as that community's first FM assignment. Action was in response to petition by Theodore Broadcasters (Doc. 20841). Action June 22.

■ Rome, N.Y.—Broadcast Bureau proposed assignment of FM ch. 273 (102.5 mhz) as second FM assignment at Rome. Action was in response to petition by Promedia Communications, licensee of daytime-only WRNY(AM) Rome (Doc. 20863). Action June 23.

■ Cherokee Broadcasting Co., Murphy, N.C.—FCC dismissed request to assign FM ch. 288A to Murphy (RM-2604). Action June 18.

■ Broadcast Bureau assigned first FM channels to Chariton, Iowa (ch. 288A, 105.5 mhz); Clyde, Ohio (ch. 265A, 100.9 mhz); Honesdale, Pa. (ch. 237A, 95.3 mhz); Gatlinburg, Tenn. (ch. 288A); and Randolph, Vt. (ch. 272A, 102.3 mhz). Proceeding was initiated in rulemaking notice adopted last February 27, in response to six petitions (Doc. 20733). Action June 23.

Rulemaking

Petition

■ Kahn Communications, Freeport, N.Y.—Seeks amendment of rules toward adoption of compatible AM stereo transmission standards (RM-2717). Ann. June 29.

Actions

■ FCC established special service obligations and New Jersey "physical presence" guidelines for television stations serving New Jersey. Commission's Second Report and Order reaffirmed commission's finding of need for augmented New Jersey service and rejection of ch. 7 reallocation proposal. Furthermore, FCC declined to require any form of station reallocation, concluding adequate service could be obtained through existing allocations. Commission chose not to adopt "dual-licensing" or "hyphenation" scheme. Commission observed that New Jersey, through its Public Broadcasting Authority, was television licensee and said state must endeavor to provide funding and support necessary to insure service contributions of its own stations. FCC added it would further examine New Jersey service role of educational station WNET Newark, in that station's pending license renewal proceeding. Commission rejected proposal of Department of Justice that FCC relax or eliminate some or all of its cable television regulations in order to foster local New Jersey television service. Action June 30.

■ Commission denied petition by Humane Society of United States for rule to bar broadcasting of rodeos or to require broadcast of announcements that artificial devices are used to force rodeo animals to act "wild," "unbroken," or "dangerous." Action June 24.

Translators

Applications

■ City of Nulato, Nulato, Alaska—Seeks ch. 12 rebroadcasting AFTV Galena, Alaska (BPTTV-5620). Ann. June 29.

Professional Cards

<p>ATLANTIC RESEARCH CORP. Jansky & Bailey Telecommunications Consulting Member AFCEE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCEE</p>	<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFCEE</p>	<p>COHEN and DIPPELL, P.C. CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 Member AFCEE</p>
<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 2922 Telestar Ct. (703) 560-6800 Falls Church, Va. 22042 Member AFCEE</p>	<p>LOHNES & CULVER Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCEE</p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCEE</p>	<p>SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member AFCEE</p>
<p>STEEL, ANDRUS & ADAIR 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-5374 (202) 223-4864 Member AFCEE</p>	<p>HAMMETT & EDISON, INC. CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCEE</p>	<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p>JULES COHEN & ASSOCIATES Suite 400 1730 M St., N.W., 659-3707 Washington, D. C. 20036 Member AFCEE</p>
<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCEE</p>	<p>VIR JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5542 DENVER, COLORADO Member AFCEE</p>	<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p>ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>
<p>JOHN H. MULLANEY CONSULTING RADIO ENGINEERS 9616 Pinkney Court Potomac, Maryland 20854 301 - 299-3900 Member AFCEE</p>	<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 632-2821</p>	<p>HATFIELD & DAWSON Consulting Engineers Broadcast and Communications 906 - 36th Ave. Seattle, Washington 98122 (206) 324-7860</p>	<p>MIDWEST ENGINEERING ASSOCIATES <i>Consulting Engineers</i> 6934 A N UNIVERSITY PEORIA ILLINOIS 61614 (309) 692-4233</p>
<p>DAWKINS ESPY Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</p>	<p>MATTHEW J. VLISSIDES, P.E. STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications, Inspections, Supervision of Erection 7801 BURFORD DRIVE McLEAN, VA 22101 Tel (703) 358-8504 Member AFCEE</p>	<p>L. SCOTT HOCHBERG & ASSOCIATES NON-COMMERCIAL RADIO APPLICATIONS — DESIGN Box 25304, Houston, Texas 77005 713—523-7878</p>	<p>SPOT YOUR FIRM'S NAME HERE To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.</p>

Service Directory

<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>SWAGER TOWER CORPORATION TALL TOWER SPECIALISTS Box 656, Fremont, Indiana 46737 219—495-5165</p>	<p><i>contact</i> BROADCASTING MAGAZINE 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>
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- Northern Television, Keystone Valdez Pipeline Camp, Alaska—Seeks CP for ch. 12 rebroadcasting KTV, KENI-TV and KIMO Anchorage via K07NK Fort Liscum Valdez Pipeline Camp, Alaska (BPT-TV-5621). Ann. June 25.
- American Legion Post 13, Silver Springs, Nev.—Seeks CP for ch. 13 rebroadcasting KTVN Reno. Ann. June 30.
- Cumberland Television Co., Cookeville, Tenn.—Seeks ch. 28 rebroadcasting WCPT-TV Crossville, Tenn. Ann. June 30.
- Town of Granger, Granger, Wyo.—Seeks CPs for ch. 3 rebroadcasting KUTV Salt Lake City via K10HR Carter, Wyo.; ch. 6 rebroadcasting KTVX Salt Lake City via K08HB Carter and ch. 7 rebroadcasting KSL-TV Salt Lake City via K12ID Carter (BPTTV-5617-9). Ann. June 25.

Actions

- K130C Douglas and Juneau, Alaska—Broadcast Bureau granted CP for new translator to rebroadcast KINY-TV Juneau, Alaska; TPO 10 watts. Action June 15.
- Newark, Ohio—Commission granted Ohio Educational Television Network Commission (OETNC) emergency special temporary authority to construct and operate new 1,000-watt UHF television translator station on ch. 31 at Newark. OETNC proposed to retransmit programing of its station WOSU-TV Columbus, Ohio, on translator to replace television service now provided by WGSF-TV Newark, licensed to Newark Public School District. It said School District had determined it would cease operating WGSF-TV as of July 1. Action June 24.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced June 30 (stations listed are TV signals proposed for carriage):

- Cablecom-General, for Denison, Tex. (CAC-06791); KAUZ-TV Wichita Falls, Tex.
- Catawba Valley Communications, for Hickory, N.C. (CAC-06792); WRET-TV Charlotte, N.C.
- Van Horn Cable TV, for Van Horn, Tex. (CAC-06793); Requests certification of existing operations.
- Country Cable, Box 7, Ramona, Calif. 92065, for San Diego Country Estates, Cal. (CAC-06794); KCST-TV, KFMB-TV, KGTV, KPBS-TV, San Diego; KCOP, KNBC, KTLA, KTTV, Los Angeles; XEWT-TV, XETV, Tijuana, Mex.
- Midwest Diversified Communications, 12541 Bennington Place, St. Louis 63141, for Lake Ozark, Mo. (CAC-06795); KYTV, KOLR, KMTC, KOZK, Springfield, Mo.; KOMU-TV, KCBJ-TV, Columbia, Mo.; KRCG Jefferson City, Mo.
- M&M TV Cable Co., Box 375, Milltown, Mont. 59851, for Lolo, Mont. (CAC-06801); KGOV-TV, KPAX-TV, Missoula, Mt.; KSPS-TV, KXLY-TV, KREN-TV, Spokane, Wa.
- Ohio River Cable T.V., Route L, Box 391, Chesapeake, Ohio 45619, for (village of) Chesapeake, Rome township, (village of) South Point, (village of) Proctorville, Fayette township, Union township, and Perry township, all Ohio (CAC-06776-82); WSAZ-TV, WOWK-TV, WMUL-TV Huntington, W.Va. WCHS-TV Charleston, W.Va.; WKAS Ashland, Ky.; WXIX-TV Newport, Ky.; WSWP-TV Grandview, W.Va.; WPBO-TV Portsmouth, Ohio and to add WXIX-TV Newport, Ky.; WSWP-TV Grandview, W.Va.; WPBO-TV Portsmouth, Ohio (for Rome township).
- Storer Cable TV of Florida, for Bartow, Fla. (CAC-06783); Requests certification of existing operations.
- Pioneer Cablevision, for Maine and Owego, both NY (CAC-06784-5); WNEW-TV New York.
- Montague Cable Co., R.D. 1, Port Jervis, N.Y. 12771, for Montague township, NJ (CAC-06786); WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX, New York; WNET Newark, NJ; WDAU-TV, WVIA-TV, Scranton, Pa.; WBRE-TV Wilkes-Barre, Pa.
- Upper Potomac Television, for Luke and Westernport, Md. (CAC-06787-8); Requests certification of existing operations.

- Arkansas Cable Television, for Jacksonville, Ark. (CAC-06789); WTCG Atlanta.
- Television Signal Service, Box 61, Olney, Tex. 76374, for Crowell, Tx (CAC-06790); KFDX-TV, KAUZ-TV, KIDZ-TV, Wichita Falls, Tx; KSWO-TV Lawton, Ok.
- Transwestern Video, for Poteau, Okla. (CAC-06773); KXTX-TV Dallas; KTVT Ft. Worth; KBMA-TV Kansas City, Mo.
- Mannington TV Service, 104 Pyles Ave., Mannington, W.Va. 26582, for unincorporated areas of Marion county, (including town of Rachel) W.Va. (CAC-06774); KDKA-TV, WTAE-TV, WIIC-TV, WPGH-TV, WQED, Pittsburgh; WDTV West, W.Va.; WTRF-TV Wheeling, W.Va.; WSTV-TV Steubenville, Ohio; WBOY-TV Clarksburg, W.Va. WVU-TV Morgantown, W.Va.
- Lake Land Cablevision, for Detroit Lakes, Minn. (CAC-06775); Requests certification of existing operations.
- Wolverine Cablevision, for Springfield, Mich. (CAC-06796); Requests certification of existing operations.
- Micro-Cable Communications, Box 333, Oakland, N.J. 07436 for, (town of) Pequannock, NJ (CAC-06797); WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WNYE-TV, WOR-TV, WPIX, New York; WLIW Garden City, NY; WXTV Paterson, NJ; WNET, WBTB-TV, Newark, NJ; WPHL-TV, WTAF-TV, Philadelphia; WNJU-TV Linden, NJ; WNJM Montclair, N.J.
- Teleservice Company of Wyoming Valley, 151 S. Main St., Wilkes-Barre, Pa. 18701, for Bear Creek township, Pa. (CAC-06798); WBRE-TV Wilkes-Barre, Pa.; WDAU-TV, WNEP-TV, WVIA-TV, Scranton, Pa.; WPHL-TV Philadelphia; WOR-TV, WPIX, New York.
- Total Television, for Sedalia, Mo. (CAC-06799); KCPT Kansas City, Mo. and delete KETC St. Louis.
- Cable Systems, 120 W. Merchant St., Audubon, N.J. 08106, for Haddon township N.J. (CAC-06800); KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAF-TV, WUHY-TV, Philadelphia; WKBS-TV Burlington, N.J.; WNJS Camden, N.J.; WHYY-TV Wilmington, Del.; WOR-TV, WPIX, New York.
- Amherst County Cablevision, for Madison Heights, Va. (CAC-06764); WTTG, WDCA-TV, Washington.
- Sammons Communications, for (town of) Cort-

landville and Cortland, N.Y. (CAC-06765-6); Requests certification of existing operations.

- Astro Cablevision Corp., for Corapolis borough, Crescent township, Moon township, and Neville township, Pa. (CAC-06767-70); WOR-TV New York.
- Retel TV Cable, for Ralston, Pa. (CAC-06771); WOR-TV New York.
- T.V. Cable Corp., for Van Buren, Ark. (CAC-06772); KXTX-TV Dallas, KOED-TV Tulsa, Okla.; KTVT Ft. Worth, Tex. KBMA-TV Kansas City, Mo.

Certification action

- Village Cable, Depew, N.Y.—CATV Bureau dismissed application for certificate of compliance for failure to prosecute (CAC-6137). Action June 25.

Other actions

- Contra Costa Cable Co., Pinole and Contra Costa County, Calif.—CATV Bureau denied petition by Contra Costa requesting waiver of signal carriage rules requiring mandatory carriage of KDTV San Francisco, or in alternative, to permit carriage of KDTV only at such times as carriage of network programing is deleted; directed two cable systems to comply with signal carriage requirements within 30 days (CSR-980). Action June 25.
- New York—Commission ruled that Section 817 of New York Executive Law is consistent with FCC rules insofar as it permits state's Commission on Cable Television (CCT) to allocate and collect its operating expense by assessing fee of up 2 percent of "gross annual receipts" among various cable systems in state. It also found that CCT has made special showing required to justify cable operators in state paying in excess of 3 percent of their total gross subscriber revenues when state fee is combined with applicable municipal fee. However, it found that state fee, when combined with applicable grandfathered municipal fee, exceeds 5 percent total gross subscriber revenues of cable system, section was not consistent with FCC rules. Action was in response to petition by CCT for commission advice on whether its system of assessment of its operating expenses on New York cable systems was consistent with fee limitations. Action June 24.
- Clearview Cable TV, Richmond, Ind.—Commission denied petition by Clearview requesting its system be considered as located outside all television markets. Action June 24.

HEW's news

Department of Health, Education and Welfare's Office of Education awarded nearly \$13 million in grants as part of its Educational Broadcasting Facilities Program for fiscal 1977. Breakdown of recipients and amounts follows:

- **Alabama:** Gadsden State Jr. College, Gadsden, \$46,051.
- **Alaska:** Dillingham City School District, Dillingham, \$86,828; University of Alaska, Fairbanks, \$105,177; Kodiak Public Broadcasting Commission, Kodiak, \$23,854.
- **Arizona:** Arizona State University, Phoenix (Tempe), \$91,007; Maricopa County Community College District, Phoenix, \$25,398.
- **California:** White Ash Broadcasting Inc., Fresno, \$99,975; Pacifica Foundation, Hollywood, \$90,000; San Diego State University, San Diego, \$141,259; KQED Inc., San Francisco, \$73,552; Northern California ETV Association, Redding, \$175,200; Santa Clara County Board of Education, San Jose, \$234,923; Central California ETV, Sacramento, \$180,000; Community Broadcasting Inc., San Luis Obispo, \$30,517.
- **Connecticut:** Connecticut ETV Corporation, Middle field, \$298,823.
- **District of Columbia:** Greater Washington Educational Telecommunications Association, \$500,000.
- **Florida:** Community TV, Inc., Jacksonville, \$198,200; Florida Central Coast ETV Inc., Orlando, \$161,669; Palm Beach County School Board, Boynton Beach, \$46,575.
- **Hawaii:** Hawaii Public Broadcasting Authority, Honolulu, \$163,862.
- **Idaho:** Idaho State University, Pocatello, \$234,423.
- **Illinois:** Chicago ETV Association, Chicago, \$300,000; Western Illinois University, Moline, \$500,000; University of Illinois, Urbana, \$125,000.
- **Indiana:** Purdue University La Fayette \$86,250; New Albany-Floyd Co. Consolidated Schools, New Albany, \$34,120.
- **Iowa:** State Education Radio & TV Facilities Board, Sioux City, \$100,000; Western Iowa Technical Community College, Sioux City, \$180,000; State University of Iowa, Iowa City, \$142,884.
- **Kentucky:** Kentucky State Board of Education, Ashland, \$250,000; Louisville Free Public Library, Louisville, \$86,667; University of Louisville, Louisville, \$100,000.
- **Louisiana:** Louisiana ETV Authority, Shreveport, \$469,380.
- **Maine:** Colby-Bates-Bowdoin Educational Telecasting Corporation, Augusta, \$32,325; University of Maine, Presque-

Isle, \$126,348.

■ **Massachusetts:** WGBY Educational Foundation, Springfield; \$300,000; WGBH Educational Foundation, Boston, \$89,730.

■ **Michigan:** Grand Valley State College, Allendale, \$275,000; University of Michigan, Ann Arbor, \$46,771.

■ **Missouri:** Springfield Community TV Inc., Springfield, \$183,451.

■ **Montana:** University of Montana, Missoula, \$9,290.

■ **Nevada:** Clark County School District, Las Vegas, \$112,500.

■ **New Mexico:** New Mexico State University, Las Cruces, \$215,000; Eastern New Mexico University, Portales, \$215,000.

■ **New York:** Public Broadcasting Council of CNY, Syracuse, \$296,101; Southern Tier ETV Association, Binghamton, \$293,462; Rochester Area ETV Association, Rochester, \$32,193; Pacifica Foundation, New York, \$100,000.

■ **Ohio:** Cincinnati TV Educational Foundation, Cincinnati, \$300,000; Greater Toledo ETV Foundation, Toledo, \$10,082.

■ **Oklahoma:** Oklahoma ETV Authority, Eufaula, \$450,000.

■ **Oregon:** State of Oregon, LaGrande, \$235,000; State of Oregon, Salem, \$120,000; Southern Oregon State College, Ashland, \$45,345.

■ **Pennsylvania:** Northeastern Pennsylvania ETV Association, Scranton, \$300,000; South Central Educational Broadcasting Council, Hershey, \$473,852.

■ **South Carolina:** South Carolina ETV Commission, Rock Hill, \$180,600.

■ **Tennessee:** Metro Board of Education, Nashville, \$218,000; Tennessee State Board of Education, Cookeville, \$415,080.

■ **Texas:** Public Communications Foundation of North Texas, Dallas, \$110,000; South West Texas Public Broadcasting, Austin, \$400,000; University of Houston, Houston, \$78,162; Texas A & M University, College Station, \$69,016; Pacifica Foundation, Houston, \$79,753.

■ **Vermont:** Vermont Public Radio, Colchester, \$130,555.

■ **Virginia:** Blue Ridge ETV Association, Roanoke, \$300,000; Hampton Roads ETV Association Inc., Norfolk, \$165,000.

■ **Washington:** Yakima School District No. 7, Yakima, \$347,737.

■ **West Virginia:** West Virginia Educational Broadcasting Authority, Charleston, \$127,167; West Virginia Educational Broadcasting Authority, Huntington, \$75,333.

■ **Wisconsin:** University of Wisconsin, Milwaukee, \$73,875; Educational Communications Board, Park Falls, \$500,000.

■ **Wyoming:** University of Wyoming, Laramie, \$69,222.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager wanted for successful Kentucky AM/FM. Exceptional opportunity. EOE. Box U-57, BROADCASTING.

Associate director of radio and WHA-AM station manager for the University of Wisconsin-Extension Telecommunications Center. Responsible for administration of broadcast and non-broadcast radio activities. Major duties include: Personnel management and supervision; development, review and administration of substantial University and production contract funds; primary stewardship of broadcast responsibilities and policies of WHA; development, supervision and evaluation of total program efforts; representation to and liaison with University units, state and national agencies. Bachelor's degree required. Master's degree preferred. Applicants should have minimum of three year's senior management experience in Public Radio; demonstrated knowledge and/or experience in personnel, fiscal and program management. Salary minimum: \$19,800. Inquire for details to: Ronald Bornstein, Director and General Manager, UW-Extension Telecommunications Center (WHA), 821 University Avenue, Madison, WI 53706. An Equal Opportunity Employer.

Public FM, Central Minnesota, part of Minnesota public radio network. Coordinate music production staff, develop/produce local programming. Management ability, strength in classical music, communicate with community leaders, contribute to network management council. News/Public Affairs ability desirable. Resume/letter of self-introduction by August 1: Kigin, MPR, 400 Sibley, St. Paul, MN 55101. EOE.

Top notch salesperson to move into sales manager's position rapidly. Number 1 station in a top 25 western market. Liberal salary, commission, and override. Only solid sales types call Bill Livick, 312-693-6171, Ron Curtis & Company.

Public Radio Station Manager: New facility at Western Iowa Tech Community College, Sioux City, Iowa, need a full-time staff of ten professionals when this 100 KW Regional FM station goes on the air in mid-1977. Some engineering background helpful as station will be built from scratch beginning this year. All new equipment. Send resume and salary requirements to P.B. Greedy, Director of Personnel, Western Iowa Tech Community College, PO Box 265, Sioux City, IA 51102. An Equal Opportunity Employer. Application deadline: July 20, 1976.

HELP WANTED SALES

Combination sports director and sales for medium Southeast station. Play by play talent fees, sales commission and guaranteed salary make this an extremely attractive position. Experience necessary. EOE. Box T-156, BROADCASTING.

Experienced sales manager for No. 1 college market rocker. Guarantee plus commission. Scenic, relaxed, recreational area in Southern Illinois. Send resume, objectives. Box T-160, BROADCASTING.

Be your own person. Prestige organization needs customer relations representative. Multi-state territories now open for self-motivated, responsible individuals. Radio management and/or sales experience desirable. Extensive travel. Salary plus all expenses, company car, full benefits. Send complete resume, references, salary requirements and when/where available for interview. Box U-70, BROADCASTING.

Experienced salesperson wanted for aggressive Chicago suburban FM market. Send resume to WKKD-FM, 1884 Plain Avenue, Aurora, IL 60505.

Small, expanding radio company with stations in Colorado, Oklahoma and Kansas needs four experienced salespeople. Growth has promoted several good salespeople into management resulting in the present need. We are rock, country and MOR. Write Bob Freeman, President, American Media Inc., 7397 W. Central, Wichita, KS 67212.

HELP WANTED SALES CONTINUED

Wanted: Sales Manager. Aggressive account executive with the desire to be sales manager. If you have the qualification to sell and motivate sales people, send resume to Box 3436, New Bern, NC. Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Combination sports director and sales for medium market Southeast station. Play by play talent fees, sales commission and guaranteed salary make this an extremely attractive position. Experience necessary. EOE. Box T-156, BROADCASTING.

Contemporary Northern Michigan dominant station looking for experienced energetic evening personality. Join a staff of pros who enjoy good pay, benefits and a great resort market. Box U-53, BROADCASTING.

Group owned AM/FM adult contemp. has good pay, great working conditions in the Number 1 station in NE resort area. No beginners please. Resume and salary requirements to Box U-73, BROADCASTING.

KOY, Phoenix is looking for a late evening telephone talk-show host. Experience preferable. Send tape and resume to Nat Stevens, Program Director, 840 N. Central Ave., Phoenix, talk-show host. Experience preferable. Send tape and resume to Nat Stevens, Program Director, 840 N. Central Ave., Phoenix, AZ 85004. An Equal Opportunity Employer.

Number one MOR station looking for someone who is a natural fun personality and can express it on the air. Must know and care about what's happening in the community and the world. Send tape and resume to: KTOK Radio, Box 1000, Okla. City, OK 73101. Equal Opportunity Employer.

Professional adult communicator needed for top notch small market operation in University city. Must have strong over 30 appeal. Production ability a must. Music director experience helpful. Tapes and resumes to Bob Sherman, WCLG, Box 885, Morgantown, WV 26505.

Music personality, vibrant, clever, minimum five years experience, some news. Equal Opportunity Employer. Send resume, tape and salary expectations. WEEU, 34 N. 4th St., Reading, PA 19601.

Immediate opening on "Major Market Sound" adult contemporary station for mature drive-time personality with good knowledge of programming, copy and production. Possible move up to P.D. after training. First phone desirable, not necessary. Send tapes and resumes to Joe Case, WJAK, 416 Airways Blvd., Jackson, TN 38301.

Classical music announcer for South's leading fine arts station. Pleasing voice, knowledgeable of music, composers, artists, production and programming. 3rd class endorsed necessary. Salary open. Send tape/resume to: Norm Vincent, WJCT-FM, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer.

Immediate opening, announcer. Top rated Modern Country & Western. Send tape and resume to: Ray Frazier, WLLY Radio, PO Box 3584, Wilson, NC 27893.

Washington D.C. suburban station needs part-time announcers. First phone beneficial, but not mandatory. Format: Contemporary. 703-368-3108. WPRW, Manassas, VA.

Immediate opening for enthusiastic pro at prestige 5 KW. MOR, CBS affiliate. Mature voice, production ability, solid on air experience required. Dynamic group ownership, beautiful facilities. Tape, resume to Rick Belcher, WSGW, Box 1945, Saginaw, MI 48605.

WSTU Stuart, Florida is seeking an experienced professional for evening slot plus production. Successful MOR located in beautiful South Florida. Send tape and resume to General Manager, WSTU, Stuart, FL 33494. Equal Opportunity Employer. No phone calls please.

HELP WANTED ANNOUNCERS CONTINUED

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.

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.

HELP WANTED TECHNICAL

Chief Engineer. Upper Midwest, directional AM, 5 KW days, 1 KW nights. Separate patterns, FM Stereo, automated. Remote control. Experienced professional required. Ability to do occasional air work helpful, but not required. Excellent situation. Lovely small city for "the good life." Box T-131, BROADCASTING.

Assistant Chief for major N.E. market AM-FM. We are looking for a person with excellent technical qualifications in audio and R.F. who would like to eventually move up to chief with a major broadcast group. Send resume, references and salary requirement to Box T-153, BROADCASTING.

Chief Engineer. Upper Midwest 5 KW full time. Automated FM new solid state equipment. Great benefits, expanding company, \$12,000+ to start. Box U-71, BROADCASTING.

Engineer, strong on maintenance for old established AM/FM station. First class license required. Well equipped shop and equipment for some research and construction. Excellent area to raise a family. Forward resume and salary requirements to Frank C. Carman, KLUB, Box 389, Salt Lake City, UT 84110.

Assistant Chief Engineer. 24 hour AM-FM. Send resume and salary requirements to: W.A. Cooper, WLCY Radio Station, 11450 Gandy Blvd., St. Petersburg, FL 33702.

Excellent opportunity for qualified broadcast engineer to move to chief. Must have 1st and engineering experience. Responsible for maintenance and operation of automated AM directional, FM stereo and PDP-8 computers. EOE. Minorities urged to reply. Contact Station Manager, WRSW, Warsaw, IN 46580.

Chief Engineer wanted for two radio stations. 5,000 watt AM, 100,000 watt FM. Must have knowledge of automation equipment. Good salary. Equal Opportunity Employer. Send resume to WSFL, Box 3436, New Bern, NC 28560.

Chief Engineer for directional AM, FM stereo stations near Chicago. Send resume and salary requirements to: Lake Valley Broadcasters, 145 Virginia Street, Crystal Lake, IL 60014.

HELP WANTED NEWS

Southwest radio station with strong news image is looking for a professional News Editor/Anchor with excellent air presentation, expertise in gathering news and is not afraid of work. Money is no problem, full company benefits. Equal Opportunity Employer. Send resume to: Box U-38, BROADCASTING.

Kentucky sports PBP, announcing, and some sales. Pay equal to effort. Call Jim Ballard, 606-248-5842.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Excellent position available for P.D. with MOR or Top 40 background. Box T-145, BROADCASTING.

Top rated Midwest MOR seeks talented copy-production person. Position requires both writing and announcing ability. Must have production experience, be able to handle details. Send resume, writing and production samples to: Box U-7, BROADCASTING.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS, CONTINUED**

New soul station being formed in major market. Applications now being taken for all air shifts and program director position. Must be professional with major market experience. Send resume, references to Box U-77, BROADCASTING.

Experienced Top 40 P.D. We are looking for a proven major or medium market P.D. wanting top dollars and creative atmosphere without the hassles. Must be willing to locate in Midwest or Mtn. states. All replies confidential. Tape, resume and requirements to: Tom Ingstad, Ingstad Broadcasting, Box 997, Grand Forks, ND 58201.

Nashville, Program Director need for 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.

Farm Director Wanted. Intermountain area. Live in Denver or Salt Lake City. Immediate opening for farm director of the Intermountain Radio Network. The most interesting broadcasting job in the country. Pays more than most. A salary, plus arrangement. Higher the sales, the more you make. We are looking for a person who is, or can become, a member of NAFB, who will travel about one week each month visiting farm/ranch meetings, attend livestock auctions, call on advertiser field reps. During travels, originate programs from our affiliated stations. Your entire effort will go into agricultural activity. Originate 35 minutes daily. Monday through Friday, 6:30-6:45 a.m., 11:20-11:25 a.m., 12:20-12:30 p.m., 12:50-12:55 p.m. Fed to over 70 stations in Nebraska, South Dakota, Montana, Wyoming, Colorado, Utah, Idaho. Interested in talking? Call Charlie Vais: 303-455-4111 in Denver, or write to Intermountain Network, Inc., 2701 Alcott, Suite 464, Denver, CO 80211.

SITUATIONS WANTED MANAGEMENT

Experienced G.M. with 18 yrs. broadcast background. Looking for new opportunities and challenges. Present station being sold. Sales oriented 34 yr. old looking for opportunity to grow. Excellent resume & references upon request. Box T-200, BROADCASTING.

SITUATIONS WANTED SALES

Young major market programmer seeks sales position with growing Eastern promotion-oriented station. Eight years radio. Prefer large market and company to grow with. Frank 703-241-2585.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

3½ years experience including MD, production. 2 years at present station. MOR, EZ. Prefer Penna. or surrounding states. Box U-11, BROADCASTING.

Chicago area no-nonsense beginner. Hard worker. Good production, news, voice. Four years non-commercial. Box U-49, BROADCASTING.

Creative female personality contemp. DJ: 3rd end; tight board; super commercials. NE U.S. preferred. 212-375-2011 or Box U-54, BROADCASTING.

Mature anncr, 15 years in Toledo & Youngstown markets. Seeking a similar position in Top 100 market. Experience in all facets except PBP. Prefer MOR or talk, others considered. Have 3rd, studying for 1st. Box U-61, BROADCASTING.

Humorous, first phone air personality desires small market Top 40 or Contemporary. S.H. Green. 213-387-7175.

I'm broke, hungry and still excited about radio. Even after 11 years. This first phone jock will even work all nites. I can sell too! 318-559-0790.

Have ego, will travel: Also have first phone. Creative, efficient, personable, professional. Over four years experience, progressive and Top 40. In excellent health. Need adequate pay and stable position. John at: 405-732-9697.

DJ 3rd phone endorsed. Both Rock & C&W, tight board, will go anywhere. Tom Kelly, 66 Wilson St., Massapequa Park, NY 11762. 516-798-9021.

SITUATIONS WANTED TECHNICAL

Chief: 28 years maintenance experience AM, FM, TV and two way. Sober, efficient. Presently employed. C.L. Sweet, 907 2nd Ave., Dodge City, KS 67801. 316-227-6582.

SITUATIONS WANTED NEWS

Seeking position with news department in N.E. Corridor. Want to work with pros. Experienced reporter (27) strong on local news. Currently news director for 5 KW station. Good production, writing. First class license. B.A. No one man news departments please. Box T-175, BROADCASTING.

A news pro wants to move up. Now a member of highly respected, award winning news department of top mid-west medium market station. Versatile style, adaptable to almost any format. Strong voice and top notch writing ability, along with accurate reporting. Box U-4, BROADCASTING.

Newsman/News Director. 3 years experience. A digger, M.A. Award winning. Box U-33, BROADCASTING.

News and sports. Four years experience of newsgathering, interviewing, reporting and PBP of college and pro sports at major metro educational station. B.A., 3rd phone. Will relocate. For tape-resume contact Kevin Reinerl, 1043 Atlantic Street, Franklin Square, NY 11010. 516-354-5688 evenings.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Problem solver! Two years commercial experience, college, can solve your personnel problems. Box U-17, BROADCASTING.

Newscast Director. Experienced. Presently employed. Live ENG a must with aggressive news team. Box U-23, BROADCASTING.

Success and ratings have been my constant pals emanating from over ten years of hard work. Small market P.D. and talent rising to major 50 KW. Clear channel P.D. and talent, national P.D., respected winning independent consultant. Turnaround appointments my craft. Family man, no hang-ups, young 33. Personal motivation inspires search for position commanding the best. Two considerations a must for my family: non polluted climate, excellent compensation. Top references. Degree, mass communications. Box U-50, BROADCASTING.

Ambitious, enthusiastic, self-starter w/media background desires position as talent coordinator/producer for radio talk show. Box U-55, BROADCASTING.

Top 10 major market P.D. available! Success and experience in both MOR and rock formats. Now consulting and looking for opportunity! Write Box U-62, BROADCASTING.

Major market pro looking for program directorship in nice medium market. Great track record, super ability to work with people, and no ego problem. Rock-MOR-oldies. Box U-66, BROADCASTING.

The most successful PD in history of this 22 station market is ready to turn on multi-talents for you! Fully qualified PD, MD, jock, CE. Stable, excellent references, no. 1 rated midday, jock, ten years experience. Ready to move up to any position at competently managed Top 40 operation. Ron Castro, 614 South Street, Honolulu 96813. 808-235-3474 or 808-533-6727.

TELEVISION

HELP WANTED MANAGEMENT

Traffic manager. Medium market station looking for traffic manager. Could be number two person ready to move up. Knowledge of computers necessary. EOE. Box U-43, BROADCASTING.

General Sales Manager with strong local sales background needed in the nation's most beautiful market. Contact Dick Grimm, KITV, Honolulu, HI. An Equal Opportunity Employer.

Wanted: TV traffic manager. Excellent pay & benefits. Superb opportunity. Write: Paul Baker, WTPA, Box 2775, Harrisburg, PA 17105. EOE.

**HELP WANTED MANAGEMENT
CONTINUED**

TV Traffic Manager wanted, experience a must. Needs to be organized, meticulous. Good salary. Warm climate area. Beautiful scenery. Call 205-533-4848, ask for General Sales Manager.

HELP WANTED SALES

Sales Person wanted who has knowledge of broadcast television industry especially as it relates to studio equipment. Position will involve product planning, advertising and forecasting as well as sales for North America. Starting salary \$25,000, with no offer limit. Excellent benefits. This job demands a self-starter who can communicate well within an organization both verbally and in writing. Please contact Box U-65, BROADCASTING.

Local TV Sales executive, aggressive, experienced. A hustler has high earning potential with expanding group. Good climate, account list waiting. Call 205-533-4848, ask for General Sales Manager.

HELP WANTED TECHNICAL

Assistant chief engineer for network affiliated mid-Michigan VHF station. Excellent opportunity for a good technician with pride in a quality product. Equal Opportunity Employer. Send resume to Box U-2, BROADCASTING.

Medium market VHF/AM/FM seeking chief engineer. Must have good technical background with administrative experience or excellent potential. Equal Opportunity Employer. Send complete resume to Box U-26, BROADCASTING.

Television Engineer. First Class FCC license Background in Ampex 1200 maintenance required. Famous year around Colorado recreational area. Contact Al Ladage, CE, KREX-TV, Box 789, Grand Junction, CO 81501. 303-242-5000.

TV maintenance position. UHF transmitter, quad and helical tape, and color camera experience desirable. Thorough knowledge of transistor and digital electronics and first class FCC license required. Contact Chief Engineer, WVIR-TV, Post Office Box 751, Charlottesville, VA 22901.

Upstate New York CCTV & production center requires maintenance engineer for full color facility. Experience should include Ampex one-inch, video-cassette and related CCTV gear. Reply to Dunning, Chief Engineer, ETV Center, MVR Hall, Cornell University, Ithaca, NY 14853.

Broadcast Engineer with BS, 2-5 years professional who is looking for M.A. in Broadcast Management/tuition plus stipend for minimum teaching/tech support in university broadcasting center. Resume to: Dr. William Randle, 130 Emery Hall, Univ. of Cincinnati, Cincinnati, OH 45221.

Operating engineer, experienced in UHF transmitter and studio, with 1st class FCC license. All new equipment. Call chief engineer 904-222-7482. Equal Opportunity Employer.

HELP WANTED NEWS

Anchorpeople: News & weather. Top ten eastern market. Seeking persons with established track record, ready to move up. Equal Opportunity Employer. Send resume to Box T-90, BROADCASTING.

Top 10 market station looking for an unusual combination of weather reporter and health, science, medicine reporter. TV on-camera and film experience is essential for this position. Resume to Box U-34, BROADCASTING.

News anchor. Need experienced anchor for evening newscasts. Person should be experienced reporter and able to do some street work. Send resume with references, we'll ask for VTR, Box U-37, BROADCASTING.

Street Reporters. Top Ten Eastern market, aggressive, hungry saavy, with solid track record in TV. Seeking people interested in long hours of intensive work. Send resume only. Able to learn new market quickly. Equal Opportunity Employer. Reply to Box U-63, BROADCASTING.

HELP WANTED NEWS CONTINUED

Experienced TV meteorologist to report "Alaskan Aviation Weather," half-hour show weeknights, October start. New program on young, expanding VHF public station. Letter and resume to KAKM, 3211 Providence Drive, Anchorage, AK 99504. An Equal Opportunity Employer.

News Assignment Editor for number one in Birmingham, Ala. ABC affiliate. Must have solid TV news reporting, producing experience with print experience an asset. Management oriented. An Equal Opportunity Employer. Contact: Jerry Levin, News Director, WBRC-TV, 205-322-2131.

We have an opening for a good solid street reporter who is a self-starter and well versed in solid film packaging and film editing. If you are looking for an opportunity at a progressive station in the fastest growing market in the U.S., call Ken Nelson, 813-936-0195 weekdays between noon and 3 P.M. Applications from minorities are encouraged.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director, minimum two years experience. Emphasis on commel. production and news. Resume to Box U-6, BROADCASTING.

TV producers. Experienced TV producers aware of national and urban issues. Must have good concept of production concepts. Equal Opportunity Employer. Send resume to Box U-64, BROADCASTING.

TV Production/Operations Manager. Small market requiring emphasis on production of news programs and good quality local spots. Need ability to teach good studio operations to staff. Box U-75, BROADCASTING.

Need experienced person to produce creative commercials. Complete studio & remote facilities. Resume & spot tapes to: Bill Sikes, KARD-TV, Box 333, Wichita, KS 67201.

Public TV Prod. Mgr. Must possess BA in Radio-TV and 3 years experience as TV director. Will be senior TV director, supervise prod. staff, and handle wide range of TV productions. Resumes accepted up to July 19. Send to: Pgm. Mgr., KCPT, 2100 Stark, Kansas City, MO 64126.

Wanted: Producer-Director for group-owned VHF television station. Must be experienced in quality news, commercial, and program direction. Working knowledge of film desirable. Send complete resume, salary requirements, and demo tape to Bob Miller, WSFA-TV, PO Box 2566, Montgomery, AL 36105. All tapes will be returned. An Equal Opportunity Employer.

Asst. Producer for Public TV. Able to handle all phases, research, script, direct. 2-3 years experience, preferably in Public TV. Send resume with emphasis on past experience by July 23. Dr. Leo Gerst, Austin Public Schools, Austin, MN 55912.

SITUATIONS WANTED MANAGEMENT

Surprise! You're fired. After 5 yrs. of breaking sales dept. records. Every facet of local/reg. sls mgr. Duties and rep trained background. Time to move up to gen/ natl sales mgr. You be judge of my character. Time is beneficial to you now. Box U-9, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Engineer experienced as chief, AM, DA 1 & 2; FM Stereo. Now VHF transmitter supervisor. Interested in assistant/chief position. VHF station. Prefer East. Other locations considered. Box U-72, BROADCASTING.

Chief Engineer. Currently Assistant Chief Engineer of largest air/production operation in a far western state. Age 28, heavy maintenance/operations background, professional management orientation, relocate worldwide. Inquiries forwarded via: Engineer, 849 Calle Aragon, Tucson, AZ 85706.

Top-notch, Top-Ten, first phone operations, production engineer seeks new challenge. After 4 P.M. 412-766-7373.

SITUATIONS WANTED NEWS

An experienced female television anchor-street reporter in 30's market is looking for a similar position with a creative station. Box U-3, BROADCASTING.

Female with network newsroom experience seeks news reporter/producer position. M.A. radio-television. Box U-14, BROADCASTING.

TV Reporter. 12 years experience in various phases of TV news. Now working in Top 20 market. Works quickly, accurately, efficiently. Box U-48, BROADCASTING.

Anchor, street reporter, PBP, shoot and edit, radio experience, great voice, appearance. Can do a lot for you! Write Box U-51, BROADCASTING.

Weekend anchorman in Top 50 market ready to move up to regular M-F anchor/co-anchor position. Fantastic ratings track record. B.S., M.A., experienced, dedicated journalist. Box U-56, BROADCASTING.

Terrific journalist will manage news department or handle choice experience, awards, degrees. Southeast radio-tv only. Box U-69, BROADCASTING.

Asian-American looking for anchor or reporter position. Experienced. Fluent in native language. Box U-79, BROADCASTING.

news station. Young, personable, masters degree. Contact Dave Layman WJAR-TV, Providence, RI. 401-751-6566.

WXEX-TV may do better without me. You may do better with me. Let's find out. I write, shoot, edit, produce & anchor, and have for a long time. Call WXEX-TV, for references at AC 804-643-0166. Or, write me, Gil Fryer, at 1222 W. Franklin, Richmond, VA 23220. Home phone 355-5436 or 355-4421.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Director, 5 years exp. Heavy commercial and public affairs, wishes to move into large market. Box U-58, BROADCASTING.

Director, 7 yrs experience. News, sports, commercials. Major league football, baseball, hockey, basketball. News Block No. 1. Box U-60, BROADCASTING.

CABLE

HELP WANTED TECHNICAL

Large midwestern CATV system seeking chief engineer. Knowledgeable in AML microwave, system construction and design. L.O. equipment

Chief Engineer wanted for fast-growing cable operation located JOB Enterprises. 24 Blueberry Lane, Concord, MA 01742.

WANTED TO BUY EQUIPMENT

Want to buy 5 or 10 KW FM transmitter, 3 1/8" transmission line, and STL microwave system. Box T-48, BROADCASTING.

FOR SALE EQUIPMENT

Schafer 800 stereo automation. Complete control rack, no source machines. Excellent condition. Also, Moseley SCG-3T stereo generator identical to RCA BTS-1B. Contact Noel Moss, KEZK, St. Louis. Phone: 314-968-5550.

FM stereo equipment: stereo generator, Sparta 682. Stereo Volumax FM limiter, CBS 4110. Stereo Audimax AGC, CBS 4450A. All excellent condition, available immediately. \$900 each or offer. CE, KZAP. Box 511, Sacramento, CA 95803. 916-444-2806.

Gates BC1F 1000/250 Xmlr \$2450. Gates M02639 AM modulation mon. \$150. Gates M5167 Stalevel \$175. Gates M5546 Level Devil \$125. Kahn SP581A Symmetrapeak \$110. RCA BTE10C FM exciter \$975. All except last item can be seen in use. All well maintained. Ken Freeman or Harley Drew, WBBO, 803-279-6610. Box 2066, Augusta, GA 30903.

Two 3M Dropout comps. with VR-1200 interfacing kits. Used one month. Best offer. C. Egoil, WKTV, PO Box 2, Utica, NY 13503.

FOR SALE EQUIPMENT CONTINUED

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. Reading approximately 1500 hours use. Make offer. Byron Motion Pictures, 65 K St. N.E., Washington, DC 20002. Phone: 202-783-2700.

Two Ampex VR-1200. Autocomp amplifiers. Honeywell brand new. \$250.00 each. Two RCA head-wheel panel assemblies. 40790-A and B. \$250.00 both. Dave Castellano 415-937-9566.

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 Twineing, Dallas, TX 75227.

Comedy Today. Over 200 1-liners per monthly issue. Take advantage of our special bicentennial discount! Through July 31 we're offering 6 months of "Comedy Today" for only \$17.76 (Reg. \$25.00)! Send check or money order to: S.F. Comedy Pool, 350 Turk St., No. 1501, San Francisco, CA 94102, c/o Cantu.

Obits. No hype. You be the judge. Free comedy sample! Obits, 366-C West Bullard, Fresno, CA 93704.

Resources variety package for deejays. Lots. Great. Special Aug. price \$5. Send: 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.

Fresh 1 to 4 lines humor, bi-weekly. 3 month trial \$20. Samples \$2. Farquhar, S. 2315A Tekoa, Spokane, WA 99203.

MISCELLANEOUS

45 RPM, reformed record shucks. Choose from a variety of colors. Write for free samples and price too. Pic-A-Disc Products, 2717 Gibson St., Flint, MI 48503.

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

INSTRUCTION

FCC license. New course material, new low prices. Free home study catalog. Gen Tech., 5540 Hollywood Blvd., Hollywood, CA 90028.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin 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.

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.

Free booklet demonstrates "Job Power" of our FCC 1st class license preparation. Write Announcer Training Studios (A.T.S.), 152 West 43 St., New York City, 10036 (Vets benefits).

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

Instruction Continued

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.

Announcing & radio production. Learn at Omega State Institute.

FCC First Class license. Prepare for your test at Omega State Institute.

Omega State Institute. Quality resident training in Chicago at 237 E. Grand Ave. Successful placement. Vet approved. Call or write for course catalog. 312-321-9400.

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.

RADIO

Help Wanted Management NETWORK

RADIO OPERATIONS DIRECTORS

A national radio network is expanding its Program, Operations and Traffic Departments and has immediate openings for only capable and qualified individuals experienced in play-by-play sports production, personnel scheduling, traffic and related areas. Excellent salary and benefits for the right persons. Only the most qualified with a minimum of five years radio experience should apply. Send resume, and salary requirements to:

Box U-106, BROADCASTING.

Help Wanted Announcers

ADULT M.O.R. EVENING PERSONALITY

Must be a communicator with good production abilities Send tapes and resume to:

Ron Dennington
WJAR Radio
176 Weybosset St.
Providence, R.I. 02903
E.O.E. M/F

Help Wanted News

MAJOR MARKET NEWS REPORTER

WGST Radio is looking for a superior news reporter, with a minimum of three years medium to major market experience. Applicants must be strong in all facets of news reporting. We are an equal opportunity employer. Please send tape and resume to News Director, WGST Radio, P.O. Box 11920, 550 Pharr Road, N.E., Atlanta, Georgia 30355.

Situations Wanted Management

Group Mgrs & Owners
Major Mkt G.M./PD. Team
Need New Challenge!

A rare opportunity! Successful and very creative contemporary radio management team will be available for a new challenge. We have topped the best in our major market and want to do it again! We're highly profit-oriented and self starters with heavy experience in sales, programming and promotion management. We have programming and sales personnel that can spell death to the station across the street! We demand good money while you make great money. Want permanent home with a broadcast company that wants to grow. Write for our credentials and you'll want to talk!

Box U-24, BROADCASTING.

Situations Wanted Management Continued

DISAPPOINTING SPRINGBOOK?

Top-notch programmer and nation's leading MD ready to work with large mkt contemp station. Write for our complete presentation. You've got nothing to lose. Please reply BOX U-67, BROADCASTING.

Former AM station owner, 65 years young, fed up with retirement wants inside position, management, PD or air personality, MOR only in small or medium market, temperate zone. Good voice, good health. Excellent Community involvement. Excellent references. BOX U-74, BROADCASTING.

GM or GROUP EXEC

25 years experience. Excellent track record suburban and regional markets. Late 40's. Energetic. Good salesman. Program and promotion savvy. Strong leader. Innovative. decisive. Problem solver. Seek more challenge, greater financial reward. No rush. Can be available late summer. Let's talk now. Box U-81, BROADCASTING.

Situations wanted Announcers

PSSST!

Want to buy a helluva jock. Warm, sincere, informative personality. Funny but believable. Easy going, but works hard. Super one-to-one communicator. A versatile pro currently working in top 35 market. All offers considered. Let me hear from you. For resume and tape, write: Box T-199, BROADCASTING.

Situations Wanted News

A NEWS PRO WANTS TO MOVE UP

Now a member of highly respected, award winning news department of top midwest medium market station. Versatile style, adaptable to almost any format. Strong voice and top notch writing ability, along with accurate reporting.

Box U-4, BROADCASTING.

Strong newscaster

Third phone endorsed; will relocate, contact (213) 463-5665—leave message.

NEWS/SPORTS PROFESSIONAL
25 years experience in news broadcasting and sportscasting is now available. Background includes new directorship, writing, editing and aircaster as well as all sports play by play ... major leagues. If interested in hiring a real pro who can do the job for you ... contact

Ted Work
9707 Braeburn Glen
Houston, Texas 77074
or
Phone: 713-774-4184

Situations Wanted Programing, Production, Others

CURRENTLY TOP 3 MARKET

4 years experience as PD/MD strong research background. M.A., Communication/Business. Profit and people oriented. Available major market airwork or major/medium programming. Reply Box U-78, BROADCASTING.

Miscellaneous

VOICE OF HOOVER DAM taped narration. top West Coast commercial voice. now available for straight voicers (commercials, breaks, id's, etc.) \$15 per minute (or aggregate). Automated stations a specialty. Put some HI-VOLTAGE in your sound. Send copy and check to Rick O'Shea. Box 290, Las Vegas, Nevada. 89101.



COACH ART TURF SHOW

All New Football Series

Hilarious spoof of the athletic scene
A proven audience grabber and holder

Free Demo CALL (901) 324-3461

Earmark, Inc., Box 4275, Memphis, 38104

TELEVISION 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

TV EQUIPMENT SALES

High quality professional broadcast products sales: Openings available in mid-west and east coast. One of the most respected names in TV switchers, computer editors, and automation. Mail resume and salary requirements to:

Bob Faulkner
National Sales Manager
Central Dynamics Corp.
331 W. Northwest Highway
Palatine, Illinois 60067

Help Wanted News

Weekend Anchor-Reporter with desire to grow in a top 40 market. Experience is not as important as ability and potential. This is an opportunity for a person who knows he has it but hasn't had the chance to prove it. Join a news team on the move. Respond now with resume and VTR.

Box U-68, BROADCASTING
An Equal Opportunity Employer

News Anchor/Producer.

We are an NBC affiliate in medium-sized California market and are in immediate need of a key announcer person for our 6 and 11 PM. M/F top-rated newscast. Vacancy due to move by current anchor to San Francisco. (The third such loss in the past five years.) Applicants must be experienced television journalists with some anchor background. Capable of following specific directions for presentation of newscasts. Successful applicant will be working for management that believes "news is our most important programming." Fringe benefit plan includes profit sharing. Starting salary \$12,396, March 1st \$13,128. If interested and truly qualified, forward complete resume and VTR to: Lloyd Chappel, Personnel Director, KSBW-TV, 238 John Street, Salinas, California 93901.

An Equal Opportunity Employer M/F.

Help Wanted Programing, Production, Others

Local Daytime Personality

Major market station starts a new daily variety talk show in Fall. Needs personable, attractive, exciting host/hostess to put it all together and guide formulation and direction of program. Requirements include experience in producing similar programs and on-air performance, including interviewing. Background in writing copy, film/VTR production and news reporting desirable.

Salary open, plus fringe benefits. Send resume and tapes in confidence to:
Libby Stevens, Personnel Manager
WMAR-TV
6400 York Road
Baltimore, Maryland 21212
An Equal Opportunity Employer M/F

Situations Wanted News

News Director

Available immediately. 14 years experience in TV news at all levels. Last 4 years in top 5 market. Excellent manager and journalist. 39. Married, children.

Box U-52, BROADCASTING.

Placement Service

RADIO-TELEVISION CATV Looking For A Job?

Mail Us Your Resume Now!
William J. Elliott, Jr.
& Company, Inc.

205 Datura Street
Suite 444 M
West Palm Beach, Florida 33401
305-659-4513

Programing

There is still plenty of time to have "your man" reporting from the Montreal Summer Olympic Games, July 16-August 1. Three to ten live personalized reports daily with station and sponsor opening and closing. As low as \$1.00 per report for all markets. Call Sports Corporation of America, Lantana, Florida, 305 582-2474.

For Fast Action Use
BROADCASTING'S
Classified Advertising

Programing Continued

HOW CB-RADIO CAN MAKE S PROFITS FOR YOU

Ratings Down?

In the latest A.R.B. Ratings did you find out that you were only talking to yourself? Let us recover your radio station. We have over 18 years experience in Programming, Market Research and Promotions. Call or write us today. We recover all size markets. 606-261-0888. Chris Bailey and Associates, Programming Advisors. P.O. Box 2033, Cincinnati, Ohio 45201.

Miscellaneous

HAL MURRAY

Top Personality Radio/TV Performer/Entertainer. M.C./D.J./PD./TALK HOST. Humor, Master Ad-Lib. Game-Show/Movie Host. TOP RATINGS ... KQV-KFWB-WQAM-WNEW-KLIF. Movies, Stage, Nite Clubs. Store Openings, Ship Launchings, Incubator Hatchings, Bar Mitzvahs. Tape/Resume.
904-376-7604

Wanted To Buy Stations

Investor with cash seeks to purchase a small or medium market radio station in Md., Va., N.J., Pa., N.Y., Conn. or Del. AM/FM comb. preferred.
Phone 202-667-3040 or
Box U-59, BROADCASTING.

For Sale Stations

Southern California regional AM in one of the best markets in the U.S. Excellent frequency. \$575,000 cash. Principals only.
Box U-76, BROADCASTING.

MAINE! Fulltime AM. Small coastal city. Single market. FM possible. Active or inactive with \$10,000 min. Req. If active, please include resume. Profitable. Land, building, tower included.
Box U-80, BROADCASTING.

appraisals

PAUL KAGAN ASSOCIATES, INC.
100 MERRICK ROAD ROCKVILLE CENTRE N Y 11570 (516) 764-5516

Books for Broadcasters

- 403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11", illustrated \$12.95
- 404. THE ANATOMY OF LOCAL RADIO-TV COPY by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 104 pages. \$5.95
- 405. BROADCAST STATION OPERATING GUIDE by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. \$12.95
- 406. THE BUSINESS OF RADIO BROADCASTING by Edd Routh. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages., illustrated. \$12.95
- 411. COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. \$9.95
- 419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. \$7.95
- 421. HOW TO SELL RADIO ADVERTISING by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportunity moment", and how to convert a "No" to a "Yes". 320 pages. \$12.95

BROADCASTING Book Division
1735 DeSales St., NW
Washington, D.C. 20036

Please send me book(s) numbered _____ Payment for the full amount is enclosed.

Name _____

Address _____

City _____ State _____ Zip _____

Books for Broadcasters

- 304. AUDIO CONTROL HANDBOOK**—for radio and television broadcasting, 4th edition. Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated index. **\$10.00.**
- 305. BROADCAST JOURNALISM, An Introduction to News Writing** by Mark W. Hall. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 160 pages, 6 1/8" x 9 1/4". **\$6.95.**
- 306. BROADCAST MANAGEMENT** by Ward L. Quaal and James A. Brown. Whether you aspire to a career in broadcasting, are a student of broadcasting or already are employed in broadcasting, this second edition—revised and enlarged—is "must" reading. 464 pages, charts & index. **\$16.50.**
- 312. THE TECHNIQUE OF TELEVISION PRODUCTION, 8th Revised Edition** by Gerald Millerston. Now revised and updated throughout to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages, 1,160 illustrations, bibliography. **\$14.50.**
- 313. THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques** edited by Raymond Spottiswoode. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 6 3/4" x 9 1/2", 1,000 diagrams, index. **\$37.50.**
- 315. RADIO BROADCASTING: An Introduction to the Sound Medium, Revised Edition** by Irving E. Fang. Reset, expanded and revised throughout, this new edition includes radio news, First Amendment problems and current techniques of electronic journalism. 478 pages, 100 illustrations, notes, bibliography, appendices, glossary. **\$10.95.**
- 318. TV CAMERA OPERATION** by Gerald Millerston. Examines step by step the various principles that underlie the use of the television camera. "Clear, concise and an absolute must for anyone aspiring to TV camera work, it surpasses anything I have seen on the subject."—Richard D. Hutto, Director of Broadcasting, St. Lawrence University. 160 pages, 5 1/2" x 8 1/2", 71 two-color diagrammatic illustrations, glossary. **\$10.95.**
- 327. THE WORK OF THE TELEVISION JOURNALIST** by R.W. Tyrrell. Describes every job from writer and producer to that of cameraman, recordist, film editor and newscaster. Invaluable as a basic primer for all newcomers to television—student and professional. 176 pages, illustrated, glossary. **\$14.50.**

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1735 DeSales St., NW
Washington, D.C. 20036

Please send me book(s) numbered _____ Payment for the full amount is enclosed.

Name _____

Address _____

City _____ State _____ Zip _____

For Sale Stations Continued



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

MEDIA BROKERS APPRAISERS
RICHARD A. **SHAHEEN** INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



- "Class A FM in two station market 16 miles from Lexington, Kentucky. Great coverage. Fantastic buy for \$145,000.
- 1,000 Watt daytimer. Black programmed. Virginia. Excellent opportunity. \$250,000.
- 5,000 Watt fulltimer and class A FM in large central Florida city. Make offer on one or both."

Business Broker Associates
615-894-7511

For Sales Stations Continued

TOP SOUTHEASTERN AM
Price—\$750,000. Number one facility in dynamic growth market. Full time, wide coverage, excellent low frequency.
Contact: Edward E. Murrey III
A/C 615 748-9437
J.C. BRADFORD & CO.
170 Fourth Avenue North
Investment Bankers,
Nashville, Tennessee 37219

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

South	small	daytime	\$225K	terms
Illinois	small	FM	185K	54K
Nevada	small	fulltime	135K	35K
NE	metro	daytime	340K	29%
Florida	metro	power	500K	nego

Atlanta—Boston—Chicago—Dallas
New York—San Francisco

CHAPMAN ASSOCIATES
nationwide service

1635 Savoy Drive, Atlanta, Georgia 30341

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 symbol	Exch.	Closing Wed. July 7	Closing Wed. June 30	Net change in week	% change in week	High	1976	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
Programming													
COLUMBIA PICTURES	CPS	N	6	6 1/8	-	1/8	-	2.04	7 7/8	4 1/2	6	6,748	40,488
DISNEY	DIS	N	54 7/8	56 5/8	-	1 3/4	-	3.09	63	50 1/8	24	31,005	1,701,399
FILMWAYS	FWY	A	7 1/8	7 5/8	-	1/2	-	6.55	10 1/4	5 1/4	7	2,164	15,418
FOUR STAR			1/2	1/2				.00	5/8	3/8	5	666	333
GULF + WESTERN	GW	N	25 1/8	25 1/4	-	1/8	-	.49	26 7/8	19 5/8	5	30,058	755,207
MCA	MCA	N	35 7/8	33 7/8	+ 2		+	5.90	79 1/8	29 3/8	6	17,344	622,216
MGM	MGM	N	13 3/4	13 1/4	+ 1/2		+	3.77	15 3/4	12 7/8	7	13,091	180,001
TELETRONICS INTL.	O		5 1/4	5 1/4				.00	9 5/8	3 3/4	8	837	4,394
TRANSAMERICA	TA	N	11 1/4	11	+ 1/4		+	2.27	11 5/8	8 1/4	9	64,947	730,653
20TH CENTURY-FDX	TF	N	11	10 3/4	+ 1/4		+	2.32	15	8 7/8	6	7,558	83,138
WALTER READE*	WALT	O	1/8	1/8				.00	3/8	1/8	6	4,296	537
WARNER	WCI	N	20 1/2	21 3/8	- 7/8		-	4.09	24	17 1/2	32	17,728	363,424
WRATHER	WCO	A	4 3/8	4 3/8				.00	5 1/8	3 1/8	9	2,244	9,817
TOTAL										198,686	4,507,025		
Service													
8800 INC.	8800	O	19 1/4	20	- 3/4		-	3.75	21	16 3/4	7	2,513	48,375
COMSAT	CO	N	25 3/4	26	- 1/4		-	.96	31 3/4	23 7/8	6	10,000	257,500
DOYLE DANE BERNBACH	DOYL	O	12 1/4	12	+ 1/4		+	2.08	13	8 7/8	7	1,816	22,246
FOOTE CONE & BELDING	FCB	N	12 7/8	13	- 1/8		-	.96	14	10 1/4	7	2,130	27,423
GREY ADVERTISING	GREY	O	12	12				.00	12	6 7/8	6	1,187	14,244
INTERPUBLIC GROUP	IPG	N	23 3/8	24	- 5/8		-	2.60	25 5/8	16 3/8	7	2,290	53,528
MARVIN JOSEPHSON	MRVN	O	6 3/4	7	- 1/4		-	3.57	10 3/8	6 3/4	7	1,952	13,176
MCI COMMUNICATIONS**	MCIC	O	1 3/8	1 1/2	- 1/8		-	8.33	3 3/8	1 3/8	7	15,826	21,760
MOVIELAB	MOV	A	1 5/8	1 5/8				.00	2 5/8	1	7	1,407	2,286
MPO VIDEO ELECTRONICS**	MPO	A	3 1/4	3 5/8	- 3/8		-	10.34	3 5/8	2 3/8	7	537	1,745
NEEDHAM, HARPER	NDHMA	O	6 1/8	6 1/8				.00	6 7/8	5 5/8	4	816	4,998
A. C. NIELSEN	NIELB	O	21	20 1/4	+ 3/4		+	3.70	24 5/8	16 3/4	14	10,598	222,558
OGILVY & MATHER	OGIL	O	24 1/2	24 3/4	- 1/4		-	1.01	27 1/2	17	8	1,805	44,222
J. WALTER THOMPSON	JWT	N	11 3/4	11 7/8	- 1/8		-	1.05	13 7/8	7 7/8	10	2,649	31,125
TOTAL										55,526	765,186		
Electronics/Manufacturing													
AMPEX	APX	N	8 1/2	8 5/8	- 1/8		-	1.44	8 5/8	4 3/4	85	10,885	92,522
ARVIN INDUSTRIES	ARV	N	14 5/8	15 1/8	- 1/2		-	3.30	16	9 5/8	8	5,959	87,150
CETEC	CEC	A	1 7/8	1 3/4	+ 1/8		+	7.14	2 3/4	1 1/4	12	2,319	4,348
COHU, INC.	COH	A	2 3/8	2 3/8				.00	3 5/8	2	12	1,617	3,840
CONRAC	CAX	N	21 5/8	29 1/8	- 7 1/2		-	25.75	29 1/8	20	7	1,282	27,723
EASTMAN KODAK	EASKD	N	97 7/8	100 1/8	- 2 1/4		-	2.24	116 3/4	96 1/4	25	161,347	15,791,837
FARINON ELECTRIC	FARN	O	10 1/4	10 3/4	- 1/2		-	4.65	11 1/2	7	19	3,925	40,231
GENERAL ELECTRIC	GE	N	57 1/2	57 1/8	+ 3/8		+	.65	57 1/2	46	16	184,427	10,604,552
HARRIS CORP.	HRS	N	48 1/2	49 1/4	- 3/4		-	1.52	49 1/4	33 3/4	12	6,066	294,201
HARVEL INDUSTRIES	HARV	O	5	6 1/2	- 1 1/2		-	23.07	6 1/2	5	13	480	2,400
INTL. VIDEO CORP.**	IVCP	O	1 7/8	1 7/8				.00	3 1/8	1 1/8	13	2,701	5,064
MICROWAVE ASSOC. INC	MAI	N	20 1/2	21	- 1/2		-	2.38	21	13 3/4	13	1,320	27,060
3M	MMM	N	57 7/8	55 5/8	+ 2 1/4		+	4.04	63 1/2	52 1/2	24	114,240	6,611,640
MOTOROLA	MOT	N	55 7/8	56 3/4	- 7/8		-	1.54	57 3/4	41 1/4	31	28,300	1,581,262
N. AMERICAN PHILIPS	NPH	N	29	29 3/4	- 3/4		-	2.52	33	19 7/8	9	12,033	348,957
OAK INDUSTRIES	OEN	N	11 7/8	12 1/4	- 3/8		-	3.06	12 1/4	7 1/4	16	1,639	19,463
RCA	RCA	N	28 7/8	29	- 1/8		-	.43	29	18 7/8	18	74,627	2,154,854
ROCKWELL INTL.	RDK	N	32	31 1/4	+ 3/4		+	2.40	32 1/2	23 3/8	10	31,200	998,400
RSC INDUSTRIES	RSC	A	1 3/4	1 3/4				.00	2 1/2	1 3/8	9	3,440	6,020
SCIENTIFIC-ATLANTA	SFA	A	15	14 3/4	+ 1/4		+	1.69	18 5/8	10 1/4	12	1,387	20,805
SONY CORP.	SNE	N	9 5/8	9 7/8	- 1/4		-	2.53	9 7/8	7 1/4	36	172,500	1,660,312
TEKTRONIX	TEK	N	62 1/4	64	- 1 3/4		-	2.73	64	44 1/4	19	8,671	539,769
TELEMATION	TIMT	O	1/2	1/2				.00	1	1/2	1	1,050	525
VARIAN ASSOCIATES	VAR	N	15 1/2	15 5/8	- 1/8		-	.80	17 1/4	12	13	6,838	105,989
WESTINGHOUSE	WX	N	17 1/8	17 3/8	- 1/4		-	1.43	17 3/4	13	8	87,498	1,498,403
ZENITH	ZE	N	33 3/4	32 7/8	+ 7/8		+	2.66	38 1/4	23 5/8	19	18,799	634,466
TOTAL										944,550	43,161,793		
GRAND TOTAL										1,733,114	62,476,678		

Standard & Poor's Industrial Average 116.3 117.5 -1.2

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

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

*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.

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	3	3/8/76
Lamb Communications	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

Steeped in the business: Don Menchel of MCA TV

One of the things that sets Don Menchel apart from most of his colleagues in the program syndication business is that he has had experience, in rare depth, on the program buying as well as the selling side—not just the mechanical functions of negotiating and buying but also the creative and tactical functions of analyzing station problems and possibilities and helping to select and schedule the programs that will do the most good.

Competitors, clients and former associates agree that, as one of them put it, “Don’s one of the best programmers in the business.” He is also one of the most widely known among broadcasters. He served an increasingly influential 15-year tenure with TV Stations Inc. (now Telcom Associates), which at its peak was serving 125 to 130 stations, and he got to know their people and problems intimately, and in subsequent years has enlarged the circle, first as director of marketing for Time-Life Television and, since last December, in his present post of vice president and director of sales for MCA TV.

He has only the finest compliments for the other employers he’s had—and they for him—but says of MCA TV that “it’s like I came home: I felt as if I’d always been here. And I don’t think there’s anyone in the world who’s happier with what they’re doing than I am here.” His boss, Louis N. Friedland, president of MCA TV, agrees his arrival was like a homecoming: “In no time—well, maybe two days at most—he was performing as if he’d been here 30 years.”

By all accounts Mr. Menchel is indeed a quick study. “Very bright,” or its equivalent, ranks at or near the top whenever close acquaintances offer their assessments of him. “Nice guy,” “straight” and “dependable” are terms that “very bright” usually has to contend with in such catalogues. None of which surprises Lou Friedland, who says it all figured in the decision to hire him.

“I’d known him for 15 years, starting when he was a buyer at TV Stations Inc.,” he recalls. “For years I had virtually daily dealings with him, and I knew he was a remarkably savvy fellow—one of the savviest I’ve ever known. He has immense knowledge and an extraordinary record in the industry. When we were looking for someone to fill this post, we were looking for someone who would continue the believability and decency we think we’ve established, and Don is totally balanced in that respect too.”

He can also dribble and rebound well,



Donald Menchel—vice president, director of sales, MCA TV; b. Oct. 26, 1932, New York; BA Brandeis University, 1954; sergeant, U.S. Army, 1954-56; film booker, ABC Films, 1956-57; with TV Stations Inc. (now Telcom Associates) as program buyer 1957-60, manager of program buying 1960-61, vice president, 1961-70, executive vice president and board member, 1971-72; director of marketing, Time-Life TV, 1972-75; present post since December 1975; m. Barbara Winograd Jan. 27, 1957; children—Pamela, 18, and Terry, 15.

skills that also helped get him where he is today because they led to a basketball scholarship that put him through Brandeis University. “You might say I was an athlete of little distinction,” he says. Indeed, his athletic prowess did take a back seat to his scholastic attainments, which included a major in American history and a consistent berth on the dean’s list.

From the Army he went into the film business, more by accident than by choice. “I had wanted to get into advertising as a copywriter. That always had a great ring to it.” So he answered an ad for a copywriter. But the employment agency told him he was too late—the job had already been filled. However, there was an opening in an allied field—specifically for a booker in film syndication—and would he be interested in that? It sounded to him “like some kind of underworld job,” but he was interested, and in time signed on with ABC Films (now Worldvision Enterprises).

There he got experience booking films like *Passport to Danger* and *Sheena, Queen of the Jungle* and in general, as he recalls it, serving as “a glorified traffic clerk” at \$47.50 a week. Then he heard of an opening for a program buyer at TV Stations Inc., at that time a station coopera-

tive venture, and “went up for an interview and stayed 15 years.”

His horizons broadened immensely at TV Stations Inc., where he not only got to know more and more broadcasters but also worked closely with them in analyzing their program needs, recommending program acquisitions and then going out and negotiating the buys. The company served as a consultant to its constituent stations on all matters related to programming, and Mr. Menchel was an increasingly important part of the company and its work. He has been credited with initiating the scheduling of the *Merv Griffin Show* as a daytime rather than nighttime-only series, and was among the first to see the potential values of the science-fiction format. By the time he left TV Stations Inc., he had risen to executive vice president and member of the board.

He left in 1972 to join Time-Life Television, initially without portfolio, then as director of marketing. The job offered him a chance to stretch in new directions. He was involved not only in selling but also in developing new programming and in helping to decide which programs to push under Time-Life’s arrangement with the BBC.

He says he has two heroes. One is his father, who operated a fruit and vegetable stand and imparted his conviction that “education was the most important thing.” His other hero, he says, is Socrates: “He had this great gift—he felt that questions were as important as answers. It’s as though the answers are all out there—and they are—but you have to ask the right questions to get the right answers. So I find myself asking a lot of questions.”

“It’s even affected my life style,” he adds. “I tend to be inquisitive rather than acquisitive.”

He is acquisitive in at least one respect: He collects inspection labels—the kind found in clothing, on appliances and the like. “It may make me sound like a flake,” he says, “but my children challenged me to collect something that no one else in the world does, and I guess I’ve succeeded.” He has “thousands” of inspection tags, including many in foreign languages.

But his real hobby, he says, is his family, and next to that, reading and music, especially that of Aaron Copland. He often has four or five books going at once, “from a spy thriller to a treatise on Darwin,” depending on his interests of the moment. “I go on tears,” he explains. “When I get interested in a writer I want to read everything he’s done. One summer I read everything Somerset Maugham ever wrote.” In a pinch, he confesses, he’ll settle for less: “I’ll read a catchup label if I can’t get anything better.”

From the hip

The resolution adopted by the American Medical Association declaring television violence a risk to public health may tell more about the state of medicine than the state of television. There is something wanting when a professional society that is supposedly dedicated to the scientific principle reaches a sweeping conclusion that is based more upon subjective induction than upon hard research.

The very shrillness of the AMA's indictment—"massive daily diet of symbolic violence and crime," "environmental hazard," "risk factor threatening the health and welfare of young Americans"—suggests that the doctors have lost their cool. Is it possible that television has been chosen as a diversionary target by a professional that itself has come under rising criticism?

The *New York Times* has recently concluded a series of articles that portrayed the medical establishment as greedy and insensitive. The articles reflected intensifying public concern over the soaring costs of medical attention and falling standards of individualized care.

The current *Reader's Digest* contains an article on "The Shocking Truth about Medical Lab Reports," purporting to expose practices that have led to unnecessary hospitalizations and even to deaths.

Governmental investigations of the relationships between doctors and pharmaceutical houses are continuing, with emphasis on the safety and escalating prices of medications that doctors are encouraged to prescribe.

To mention these developments, which must be troubling to the AMA these days, is not to argue that television programming is above reproach or that doctors, whatever their collective shortcomings, are disqualified to criticize what is on the air. The editors of this publication share the view that action may occasionally get out of hand on contemporary television, but they are also aware, as the AMA chose not to be, that the condition is of at least equal concern to the people in a position to do something about it, the management of television stations and networks.

The doctors are indulging in inflammatory rhetoric when they talk of issuing pamphlets warning patients against television programming, which available evidence suggests is less a menace to the country than the medical profession is.

Cowles as an example

FCC Chairman Richard E. Wiley has neatly illustrated the dilemma facing the commission in comparative cases pitting incumbents against challengers. In dissenting to the FCC's 4-to-3 action restoring Cowles Communications' license to WESH-TV Daytona Beach, Fla., and denying a rival application, he explained that although Cowles deserved to keep the station, present law compelled him to vote for the challenger.

Under present standards, Cowles had to be found to have performed "superior" services—as the majority did find—to overcome the challenger's advantages in integration of local ownership and management and the absence of other media ties. Mr. Wiley thinks the standards should be changed to give incumbents assurance of renewal upon a showing of a "good and faithful job of serving their communities." That standard, he said, had been met by Cowles.

Mr. Wiley's dissent may provide a needed reminder that legislation to reform renewal standards has languished in the Congress. It may be too late for action this year. Renewal reform ought to take priority in the next Congress.

They did it their ways

For technical virtuosity alone, the television networks made a mark on history in their coverage of the Bicentennial celebrations of the Fourth of July. The ease with which live television can skip from Guam to the Grand Canyon, from Independence Hall to New York harbor was never more impressively demonstrated.

It may also be remembered as an evolutionary event that the three networks varied widely in their choice of programing and scheduling, CBS with an 8 a.m.-to-midnight special, NBC breaking into special programing for its prime-time entertainment shows, ABC with three special hours scattered in the day. That kind of individuality is not always asserted when the three face up to the coverage of large events.

For viewers, the benefits are obvious when the networks offer a choice.

All in two centuries' work

If imitation is the sincerest form of flattery, television is being suffocated by the printed media. Or is it an "if you can't beat 'em, join 'em" reflex?

In thumbing through a recent issue of *Advertising Age* we encountered several titillating displays triggered by TV's remarkable success. One takes ingenious advantage of nonexistent Channel One. "No TV station in Boston delivers like Channel One," asserts the *Boston Globe*. Another full page, replete with illustrations depicting money, headlines "The TV Squeeze" and "How to Beat It." Citing the "sold out" condition of network prime time, the display importunes: "Add *Newsweek*. Beat the Squeeze." *Newsweek* ought to know because the Post-Newsweek stations are enjoying their biggest year.

A double-truck promotes "TMM Network"—acronym for Times-Mirror Magazine Network, also a television owner. Another full page, for the prestigious *National Geographic*, compares five reasons for buying "Prime Time" to five reasons for buying "Prime Print," the latter, of course, being *National Geographic*.

The one thing the print and the broadcast media have in common is the right to do and say what they believe. That is imparted by the First Amendment. There is no valid argument against fair competition because that's what the free enterprise system is all about. So it behooves all media to work together to preserve the freedom given them by the founding fathers in this, the nation's Bicentennial year.



Drawn for BROADCASTING by Jack Schmidt

"There's nothing wrong with your horizontal, folks. We're broadcasting live from Breezy Point . . ."

Here's how WXYZ-TV uses film to keep on top of the news and the ratings.

In the Detroit market WXYZ-TV's early and late news shows are number one.* A lot of credit goes to film teams headed by Joe Doneth of the News Film Department. Says Doneth: "We film



Joe Doneth, head of the Newsfilm Department, shown with one of the teams that originates up to 24 stories a day.

practically everything in single system sound. Most times we use a cameraman, soundman and reporter with CP-16 cameras and wireless mikes; we get a lot of flexibility and mobility this way when covering a story.

"We had been getting excellent results with Kodak Ektachrome EF film 7242 (tungsten) for the last year; now we have been using the new Eastman Ektachrome video news film 7240 (tungsten). We have found that 7240 has superior grain structure and definition. We get excellent results at E.I. 250, 500, and even 1,000. At 250, 7240 looks as good as 7242 normal." Dean Erskine, head of the film editing, edits to eliminate lip flutter and other major editing problems. We are



death on talking heads, so we use B rolls on most every story to show what the conversation is all about.

Mike Kalush, another member of the WXYZ-TV team, feels that his staff has been in the forefront of developing 7240.

"I've shot with 7240 when I literally could not see through the viewfinder and the picture showed up just great.

Like the time we were doing a five-part documentary on industrial thefts for our Action News Show. We spent the night on top of a switch tower overlooking a railroad car. We had a CP-16 camera and no illumination but a



Dean Erskine, head of the Film Editing Department.

red flare. We 'captured' the gang of car thieves on film. Then we force-processed the film one stop, and had a great story for our Channel 7 Action News audience." Joe Doneth and Mike Kalush agree that as their work with Eastman film 7240 progresses they are more and more convinced that film will remain an important factor in news reporting for years to come.

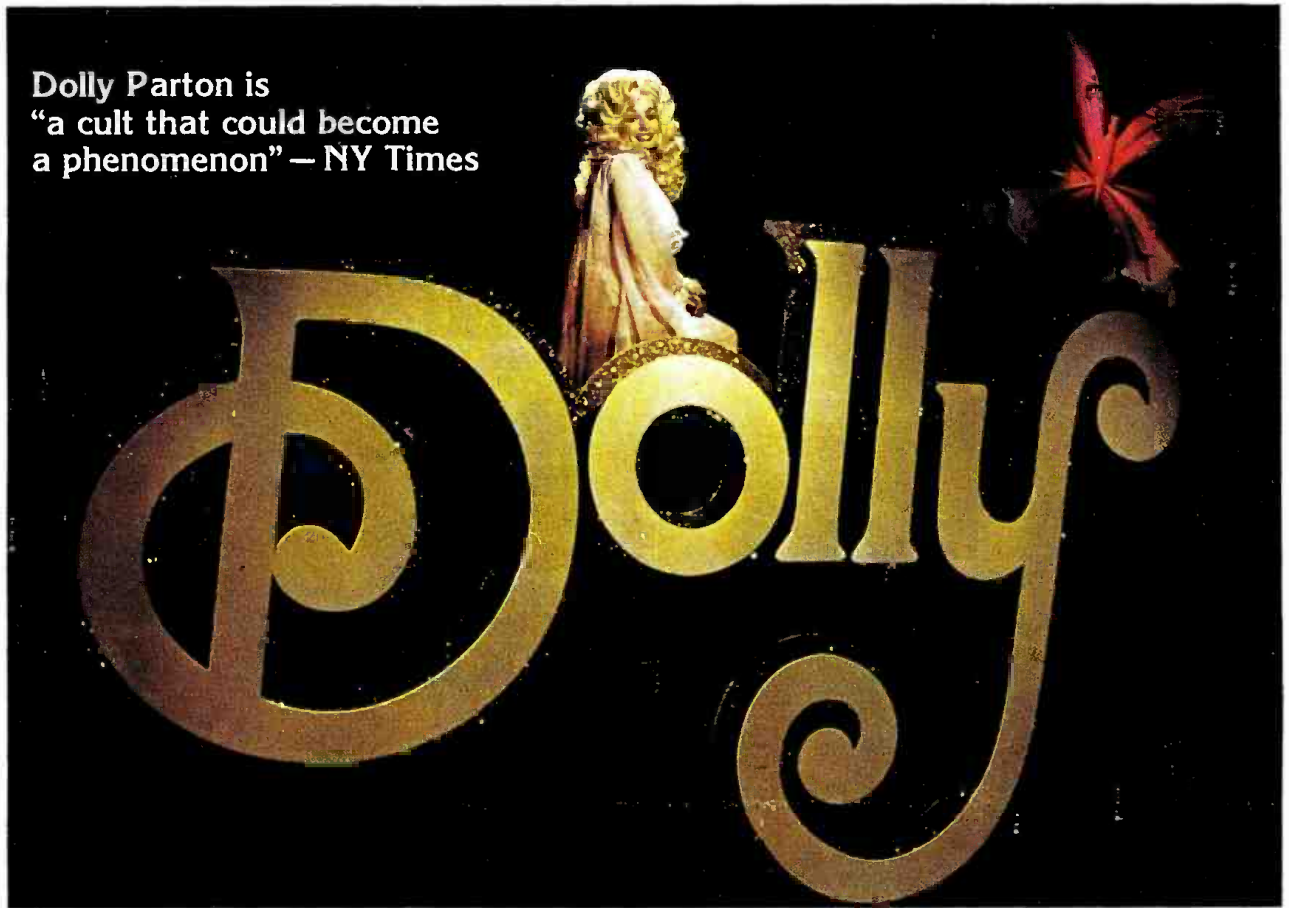
This could be one of the factors which makes WXYZ-TV's News number one.

Film is good news.



* Source NSI Detroit market Jan. 76—DNA ratings. Hones subject to qualifications available on request.

Dolly Parton is
"a cult that could become
a phenomenon" – NY Times



Cleared for a fall start in 71 markets (better than 90% prime and prime access) including WNEW, New York; WTCN, Minneapolis; KPTV, Portland; WKRC, Cincinnati; KCMO, Kansas City; KHOU, Houston; WNGE, Nashville; WGHP, Greensboro/High Point; WAVE, Louisville; KPHO, Phoenix; WBNS, Columbus; WFBC, Greenville/Spartanburg; KOCO, Oklahoma City; KSAT, San Antonio; WXIA, Atlanta; KOA, Denver.

11 Shows Completed with guests like Linda Ronstadt, Anson (Potsy) Williams, Tennessee Ernie Ford, Marilyn McCoo, Billy Davis, Jr., Captain Kangaroo, Jim Stafford, Anne Murray and The Hues Corporation. ("An educated guess is that DOLLY is costing in the range of \$85,000 to \$100,000 for each half hour" – Philadelphia Inquirer, May 21)

Available on barter for Lever Brothers and Block Drug Co.

A New Show you can't classify as country, pop or rock... but you definitely *can* classify as the hottest music half hour for the fall season. Just as Dolly Parton is unique so is her program one of a kind.

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