

More muscle than news at Democratic convention  
White named to FCC; Ford fields new PR team

# Broadcasting Jul 19

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER

## ONE MORE REASON KPRC TV HAS AWARD-WINNING NEWS:



### AN AWARD-WINNING NEWS PHOTOGRAPHER.

The 1976 National Press Photographer's Association Award for News Film Cameraman of the Year went to KPRC TV's Bob Brandon.

Bob took first place in the Feature Category with his report "Haunted House". And he copped a first place in the Sports Category with his investigation of the skateboard craze entitled "Sheer Madness".

Not bad, when you consider that usually the News Film Cameraman of the Year award goes to a network.

But then, KPRC TV News is used to winning awards. To date, we've won more than all the other Houston stations combined.

After all, you don't get award-winning news without award-winning newspeople.



## KPRC TV HOUSTON

Petry Television, Inc., National Representatives/NBC Affiliate

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# 50 YEARS OF BROADCASTING LEADERSHIP

1926  1976



Julian Goodman



Herbert S. Schlosser



David C. Adams



Walter D. Scott



Robert E. Kintner



Robert W. Sarnoff



Sylvester Weaver



Frank White



Joseph McConnell



Niles Trammell



Lenox Lohr



David Sarnoff



Merlin H. Aylesworth



Harry P. Davis

**Chief Executive Officers  
NATIONAL BROADCASTING COMPANY**

# WGAL TV 8

LANCASTER • HARRISBURG • YORK • LEBANON

PIONEER IN CENTRAL PENNSYLVANIA

# The Week in Brief

**AFTER THE GAVEL** □ The biggest news coverage ever accorded a national political convention was given by more than 3,600 new personnel from broadcast organizations. Radio and TV are credited with adding a lustre to a proceeding that started with little promise of the political excitement that marked conventions of yesteryears. **PAGE 21.**



**THUMBS DOWN ON DROP-INS** □ New York State broadcasters hear FCC Commissioner Lee predict the death of UHF if commission OK's VHF drop-ins. Other topics at annual meeting include fairness and Senator Buckley's support of Radio Free Europe. **PAGE 34.**

**EMPLOYMENT** □ CPB board gets results of study that claims employment of women and minorities in public broadcasting has improved since 1972. **PAGE 37.**

**SUMMER DOLDRUMS** □ Network replacements are all doing poorly in the ratings as summer season reaches half-way mark. **PAGE 42.**

**LONDON CALLING** □ More than 60 international broadcast equipment makers are gearing up for the 1976 Biennial International Broadcasting Convention. Ampex, IVC and Harris are among the many American companies preparing for Sept. 22-24 in London. **PAGE 43.**

**OPTICAL FIBERS ON DISPLAY** □ With TV adaptation down the road, Bell Labs and Western Electric show system that can carry the equivalent of 50,000 phone calls. **PAGE 44.**

**ABA TIPS ITS HAT** □ Bar association will confer 84 Gavel awards and certificates for contributions to the understanding of law and justice. The broadcast media will get a total of 37. **PAGE 45.**

**RCA'S GOOD NEWS** □ Profits for the first half soar to \$88 million as the company chucks up the best second quarter in its 57-year history. Playing a major role is NBC which sets a new earnings highmark. **PAGE 49.**

**ANOTHER STRONG GAINER** □ CBS Inc. picks up more steam in its second quarter and lifts its net income for six months to \$75.3 million. Again broadcasting comes in for a lot of the credit. **PAGE 50.**

**THE TOUGH CLIMB** □ Saidie Adwon is a classical example of perserverance. It enabled her to survive the Depression, family problems and a touch of male chauvinism. She tells what she now looks forward to in her year as president of the American Women in Radio and Television. **PAGE 73.**

**NEARING THE END** □ Final arguments in the family-viewing suit in Los Angeles covered the same ground that had been argued earlier. It remains for Judge Ferguson to study the record and then make his decision. **PAGE 25.**

**PR ON PENNSYLVANIA AVE** □ The White House beefs up its Office of Communication. New director, David Gergen (left) and his deputy, William Rhatigan (right), will expand the staff with 'at least' 11 more members. Bob Mead, the



President's television adviser, quits after dispute with Press Secretary Nessen over quality of state dinner coverage by PBS. **PAGE 26.**

**KEEP 'EM GUESSING** □ President Ford fools everyone by naming Margita White to a full seven-year term at the FCC instead of Joseph Fogarty who is not even mentioned for the two-year seat still vacant. But White House sources say the Fogarty nomination is on track. **PAGE 30.**

**ACCESS COULD BE THE ANSWER** □ NAB Chairman Wearn tells South Carolina broadcasters that granting more access requests may be the only way to stop the government's 'erosion' of First Amendment rights. **PAGE 31.**

Index to departments	Closed Circuit.....	5	For the Record .....	54	Profile.....	73
Broadcast Journalism .....	Datebook.....	14	Media .....	26	Programing.....	41
Business Briefly .....	Editorials.....	74	Monday Memo.....	12	Stock Index.....	71
Cablecasting.....	Equip. & Engineering.....	43	Open Mike.....	16	Top of the Week.....	21
Changing Hands.....	Fates & Fortunes.....	50	Playlist.....	53	Week's Worth.....	50

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

# AW, Shucks.

What can we say? Here are our Seattle Emmy Awards. All twelve of them.

## Individual Achievement Awards

Robert Banks, Graphic Designer, "So You Wanna Buy An Aid Car?"  
Robert Banks, Graphic Designer, "A New Birth of Freedom" Bicentennial Series (Opening)  
Al Stenson, Photographer, "Freedom & Learning"  
Gary Harper, Photographer, "The Healers" (Opening)  
Bruce McGillivray, Artist, "The Bucks Stop Here"

## Program Excellence Awards

Tyler Johnson, Producer, "Freedom of Speech"  
Tyler Johnson, Producer, "Freedom & Learning"  
Mike Beck, Producer/Director, "Is It Gonna Hurt?"  
Charles Royer & Don McGaffin, Co-Producers, "The Bucks Stop Here"  
Robert Royer, Producer, "So You Wanna Buy An Aid Car?"  
Martin Wyatt, Producer, "Bill Russell: A Man Alone"

## Overall Program Achievement Award

Charles Royer & Don McGaffin, Co-Producers, "The Bucks Stop Here"

**KING-TV/SEATTLE**



# Closed Circuit<sup>®</sup>

Insider report: behind the scene, before the fact

## Liberal license

Though Democrats' vice-presidential candidate, Senator Walter F. Mondale of Minnesota, may be more consumerist than some broadcasters would prefer, he's on their side on at least one issue. Last October he told Minnesota broadcasters he favored lengthening broadcast license terms to eight or nine years "so no sitting President would have any hope of undermining the independence of broadcasters."

Several years ago, he introduced and championed newsman's shield legislation that had been drafted by Joint Media Committee that included broadcast and print journalism organizations. Dissension later developed among journalists over extent of privilege to be legislated, and no act was ever passed.

## More regulators

FCC is hoping for budget in fiscal 1978, which begins Oct. 1, 1977, about \$12.5 million richer and providing 225 more positions than its 1977 budget of \$55 million. Commission last week approved basic recommendations of Executive Director's Office to request those increases in presentation to Office of Management and Budget.

Although details remain to be worked out, large number of new positions would be assigned to Field Operations Bureau, which is being given public service function; its offices around country will handle queries from public on technical matters over which commission has jurisdiction. Common Carrier Bureau and Executive Director's Office would also get substantial share of new jobs. Broadcast Bureau would get around 14. Despite additions, bureau chiefs were not entirely happy. Their requests for new positions reportedly totaled more than 300.

## Back to normal

Television viewing, which was reported by Nielsen to have fallen off last fall, has fully recovered, according to early summer Niensens. On "typical" day last month average household used TV five hours and 36 minutes, compared with five hours and 31 minutes in June 1975.

Over-all, prime-time household viewing for April-June this year added up to 55.3 rating, compared with 54.5 in same period of 1975. Daytime viewing, April-June, delivered 24.7 rating this year, 25.2 last year.

## Rejection slips

FCC staff is considering get-tough approach to deal with

flood of 572 AM and FM applications filed last month ahead of six-month "closed season" on such applications (BROADCASTING, July 5). Normally, when staff engineer discovers defect in application, it is returned with explanation. This permits applicant to make correction and refile (though modified application often contains new error, and process is repeated). Staff feels that procedure is luxury that cannot be afforded now. So it is considering recommending that commission adopt policy of returning defective application with instructions to correct and refile after "closed season." Exceptions would be made for applications that are mutually exclusive with others.

## Poor grades

Study of government regulation of food industry, being done by two university professors for Senate Government Operations Committee, will come down hard on Federal Trade Commission's regulation of advertising. Mel Hinich, economics professor at Virginia Polytechnic Institute, Blacksburg, Va., says FTC lawyers wrongly assume consumers are "bunch of idiots" and that "advertising is fundamentally sinful." He and co-author, Richard Staelin, associate professor of marketing at Carnegie-Mellon University, Pittsburgh, find little good in FTC's proposed nutritional advertising guidelines, think FTC doesn't know enough about effects of advertising on consumer. They will recommend that commission do more research.

Food study is one of several ordered by Senate Government Operations task force on economics of regulation. Another is on FCC's regulation of cable television (BROADCASTING, May 24). Its author, Bruce Owen, of Stanford University department of economics, is still organizing his thoughts, but tenor of his paper will be that FCC regulation of cable has been excessive.

## Round peg, if round hole

There was talk last week that Tom Swafford, who lost his job as CBS-TV vice president for program practices (BROADCASTING, July 5), would be right for job of National Association of Broadcasters Code Authority director. Current director, Stockton Helffrich, told NAB President Vincent Wasilewski year ago he would quit next fall when he reaches retirement age, 65, partly because of recent bout with cancer. But cobalt treatments have Mr. Helffrich out of woods, he says, and he has changed his mind about retiring soon. NAB policy permits him to stay five years

past 65.

Search for new manager at NAB to work under Mr. Wasilewski, meantime, has yet to begin. Several weeks ago Charles Tower of Corinthian Broadcasting was approached about job, informally, but he said he wouldn't want it. Other prospects would be pure speculation because NAB officers making up search committee are deliberately discouraging mention of names until job is defined. Task force, made up of NAB executive committee and four other board members has divided into two subcommittees. One, under radio board chairman, Don Thurston, is studying NAB's internal organizational needs. Other, under radio vice chairman, Don Jones, will write job description. Both halves meet in Washington July 29 and 30.

## Delay on drop-ins

FCC will probably consider controversial VHF drop-in matter next week, as scheduled, but not in meaningful terms. Despite Chairman Richard E. Wiley's plans for making progress on issue before departure of Commissioner Glen O. Robinson at end of month, staff is unlikely to be ready with required document. Various studies—engineering and economic—on which proposal would be based apparently are incomplete. It was not clear last week whether document to be eventually submitted to commission will be in form of proposed rulemaking or further inquiry.

Regardless of whether commission takes up drop-in issue, it will have full agenda next week: radio formats, cable equal employment opportunity, cable subscriber rate regulation and, possibly, standards for determining when viewable distant signals should be blacked out to protect local stations.

## Bets off

Ownership ties between Starr Broadcasting Group Inc. and Torbet-Lasker radio station rep firm have been quietly dissolved. Agreement entered in late 1971 gave owners of Torbet-Lasker (then Alan Torbet Associates) options to trade their shares for Starr shares in what was potentially million-dollar deal with Torbet firm remaining autonomous (BROADCASTING, Dec. 20, 1971). But Torbet-Lasker officials say only few of their shares were ever cashed in, and in recent weeks, with T-L stockholder approval and Starr board's concurrence, agreement has been terminated.

T-L ownership remains with company's officers and directors. Starr shares were trading at about 17 at time of original Torbet deal. Last week price was 3½ (see Stock Index, page 71).

# Business Briefly

**Bic Pen Corp.** □ Company is introducing its third non-pen product, Bic Shaver, launched by largest product advertising in its history. Emphasis will be on spot TV, starting in September and continuing through end of year, in introductory area covering Michigan, Ohio, Indiana, western Pennsylvania, West Virginia and Kentucky. On annual equivalency ratio, Bic Shaver advertising



for fourth quarter is at rate of \$9 million. Other non-pen Bic products placed on market in recent years are Bic lighters and Bic pantyhose, both heavily advertised on TV. Wells, Rich, Greene, New York, is aiming for men, 18-49, via spots in prime and late fringe periods, with strong commitment to sports programming.

**H.J. Heinz Co.** □ On behalf of new product, Chili Fixin's, Heinz plans spot TV promotion to run for about three months in approximately 10 markets, starting in early October. Leo Burnett Co., Chicago, is seeking to reach women, 18-49.

**Firestone Tire & Rubber Co.** □ Firestone has developed widespread spot TV campaign for later this month spanning top 100 markets and using spot radio to support TV effort. Sweeney & James, Cleveland, is placing effort, aimed at reaching men, 25-54.

**Vick Chemical** □ Clearasil ointment and cleanser will be showcased in spot TV campaign to blanket 43 markets for 13 weeks, starting in mid-September. BBDO, New York, is focusing on teen-agers, up to 17, through buys in fringe, daytime and evening periods.

**Pizza Hut Inc.** □ Pizza Hut and its national advertising for dealers have appointed Foote, Cone & Belding, Chicago, as agency for national account that bills more than \$6 million, of which estimated \$5 million is in broadcast. FC&B replaces Noble-Dury & Associates, Nashville, which has had account for

seven years. FC&B takes over account on Sept. 1 and, according to Pizza Hut, was chosen over two other finalists in contention—J. Walter Thompson, Chicago, and Tracy-Locke, Dallas. Still up for grabs is local account of Pizza Hut's franchised dealers, which also had been at Noble-Dury. It bills about \$4 million, estimated \$2 million in TV-radio.

**Burlington Industries** □ Company's hosiery division (through Ted Bates) has signed up as new sponsor of weekly 90-minute variety series, *Sammy & Company*, starring Sammy Davis Jr. Other national sponsors that will return to Mr. Davis's late-night barter series of 16 new episodes (with Oct. 3 as beginning air date) are Colgate-Palmolive (direct), S.C. Johnson Co. (Foote, Cone & Belding), Block Drug Co. (direct), Alpo dog food (Weightman), Vick Chemical (Norman, Craig & Kummel), Warner-Lambert (J. Walter Thompson), J.B. Williams Co. (Parkson Advertising) and Continental Baking's Hostess Twinkies and Wonder Bread (Ted Bates). National sponsors account for seven minutes within each 90-minute episode, with 11 minutes made available to stations, which get series free. Sixty-three stations are aboard for next October (for 67% US coverage), among them WNBC-TV New York, KNBC Los Angeles, WNSN Chicago, WKBS-TV Philadelphia, WNAC-TV Boston, KGO-TV San Francisco and WWJ-TV Detroit. Syndicast Services, New York, distributes *Sammy &*

season at Harrah's in Lake Tahoe on July 31. Later this year (Nov. 22-Dec. 4), *Sammy & Company* will go to Acapulco to tape more episodes.

**Black 'N Decker** □ Power tools and Workmate workbench vise will be featured in pre-holiday flight beginning mid-November and continuing through mid-December. TV 30's in fringe time will air in 30 markets. Radio 60's are set in about 100 markets. BBDO, New York, is aiming for men and women, 18-49.

**Warner-Lambert** □ Certs, Dentyne and Dynamints manufacturer, will sponsor syndicated radio show, *90 Minutes with...* Program features material concerning music stars. Sponsorship buy was through Ted Bates Advertising, New York; AVP, Los Angeles, is national marketing firm and Programme Shoppe, Hollywood, produces show.

**Swift & Co.** □ Sizzlean, all-pork bacon-like product, recently in test period, begins flight Aug. 23 in about 18 markets. Prime-time and fringe TV 30's are targeted to women, 25-54, with theme, "50% leaner than bacon." Budget is heavy, according to Swift spokesman. William Esty, New York, is agency.

**Ronson** □ Ronii lighters will begin five-week flight Aug. 16 in approximately 12 markets with daytime and fringe TV 30's. Theme is "3,001 strikes" or 20% more butane than other disposable butane lighters. Budget is roughly \$300,000 for

## BAR reports television-network sales as of June 27

ABC \$425,757,600 (30.9%) || CBS \$489,184,100 (35.5%) | NBC \$463,846,400 (33.6%)

Day parts	Total minutes week ended June 27	Total dollars week ended June 27	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.	144	\$694,400	3,436	\$18,041,000	\$16,219,500	+11.2
Monday-Friday 10 a.m.-6 p.m.	1,006	11,157,300	25,630	306,058,700	263,719,300	+16.0
Saturday-Sunday Sign-on-6 p.m.	267	4,318,600	7,923	154,174,800	119,459,800	+29.0
Monday-Saturday 6 p.m.-7:30 p.m.	103	2,689,600	2,600	74,075,100	62,929,600	+17.7
Sunday 6 p.m.-7:30 p.m.	16	594,000	553	22,969,300	10,196,100	+125.2
Monday-Sunday 7:30 p.m.-11 p.m.	423	25,626,800	10,653	707,954,700	623,801,900	+13.4
Monday-Sunday 11 p.m.-Sign-off	118	3,288,100	5,136	95,514,500	79,577,900	+20.0
<b>Total</b>	<b>2,147</b>	<b>\$48,368,800</b>	<b>55,391</b>	<b>\$1,378,788,100</b>	<b>\$1,175,904,100</b>	<b>+17.2</b>

Source: Broadcast Advertising Report

One of a series of reports on the first hundred years of the telephone.

## Why the cost of telephone service has gone up less than the cost of almost anything else.

In the late 1920's, in a Chicago factory, the history of industrial relations reached a turning point. The plant, the Hawthorne Works of the Western Electric Company, made telephones and telephone equipment for the Bell System. And in 1927 its managers had a puzzle.



*The Hawthorne Works of the Western Electric Company, scene of what one economist called "the most exciting and important study of factory workers ever made."*

For more than two years the company had been studying plant lighting and its relation to efficiency. (It was the era of the "efficiency expert" and "scientific management.") Increases in illumination were followed by increases in production, as expected. But decreases in light levels were also followed by increases in production. Two young women even maintained good production under light no brighter than moonlight.

It became clear that light had only a minor effect, and that there were many other variables to be identified. To solve the puzzle, the company undertook a further study, carried on jointly with the Harvard Graduate School of Business Administration. The researchers selected a group of six competent, experienced women, explained what

they were trying to do, and requested their cooperation. Over a period of twenty-six months, the researchers added rest periods and snacks to the group's work schedule, shortened the work day, and then returned to the original schedule. The group showed an al-

most unbroken rise in average hourly production and also in total weekly production, even when the week was five hours shorter than at the start. At the end, their production was 30 percent above the beginning level.

The Hawthorne Experiments made it clear that the "scientific management" theory of the day relied too heavily on methods borrowed from the physical sciences. Two major conclusions are widely accepted now, but then their application to factory work was new:

People work better when they feel they are part of a team.

People work better when they feel what they are doing is important.

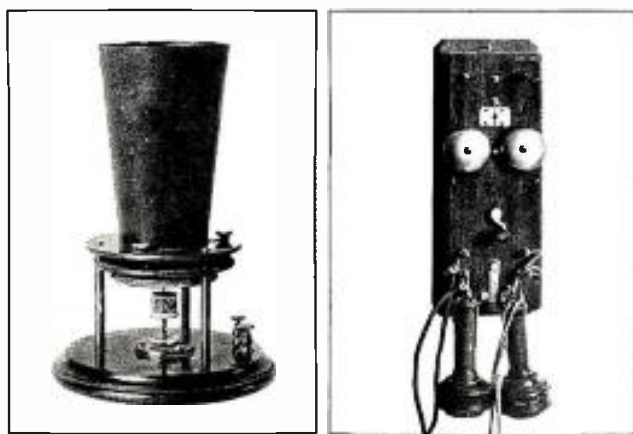
Today most businesses are aware of "group dynamics" and "job enrichment." But the lessons of Hawthorne have shaped



policy for many years, not just in Western Electric factories but in all parts of the Bell System. And the Bell System is still a leader in the exploration of factors affecting industrial productivity.

The prices of most telephone equipment made by Western Electric currently average 20 percent below the prices of other suppliers. Why?

New products for the Bell System are usually designed at Bell Laboratories, the research and development arm of the System. Bell Labs also sets quality standards. But at an early stage manufacturing engineers from Western Electric sit down with the designers and look for ways to save. All companies know that's the best time to cut costs; in the Bell System, that knowledge guides practice. The search for reduced costs continues after production begins. Every aspect of manufacturing is under constant reexamination. Western Electric's engineering cost reductions alone totaled \$198 million in first-year savings in 1975.



*An early improvement in Bell's 1876 laboratory model phone was the addition of a bell.*

Yet none of these achievements would take place unless the people involved were convinced that it is important to produce good telephones at low cost. Phillip S. Babb of McKinsey and Co., management con-

sultants, made this analysis in an interview published in the journal *International Management*:

Western Electric has succeeded in making cost-cutting a central part of the ethos, the value system, by which their people live. Driving costs down—with retained high quality—is what they spend their working lives at. It is what they take their pride in. It is their way to the corporate top.

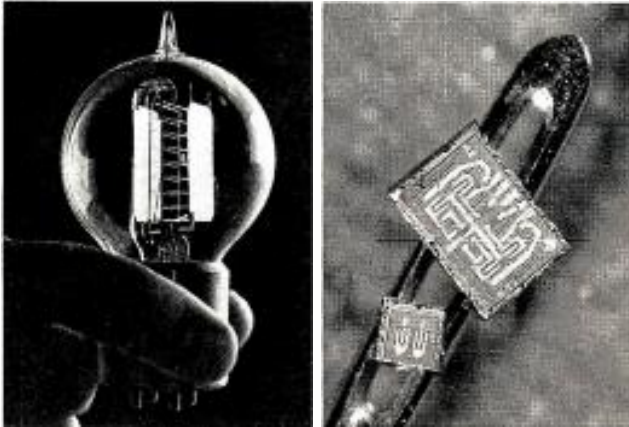
To put it another way, the business of the Bell System is providing good telephone service at reasonable cost; Western Electric's activities are directed toward that service goal, rather than toward simply making products.

That service goal characterizes all parts of the Bell System, including the twenty-three regional operating companies and the Long Lines Department. All the parts work closely together to achieve that goal, and all benefit as a result. The operating companies provide telephone service and report, through AT&T, to Bell Labs and Western Electric their needs and the needs of telephone users. Bell Labs and Western Electric design and manufacture equipment to meet known needs as well as the best estimates of expected needs. And the local companies are assured of having the products customers want. To use the vocabulary of the economist, vertical integration with organizational feedback enhances productivity throughout the Bell System.

Touche, Ross & Co., acting as consultants for the staff of the Federal Communications Commission, made a study of how this corporate structure affects costs for telephone service. According to their report, written in 1974:



Western Electric's efficient performance has resulted in lower costs than otherwise would have been incurred. Because of Western's pricing policies and practices, these lower costs have not increased profits, but have been passed on to operating companies in the form of lower



*Western Electric's first commercially successful vacuum tube (left) was used in 1915 in the amplifiers that made possible the first transcontinental telephone call. Solid-state electronics, begun at Bell Labs, makes it possible for tiny integrated circuits (right) to do the work of many vacuum tubes.*

prices....The effect of the interrelationship between Bell and Western Electric is to operate Western, not as a manufacturing concern, but as an integral part of a vertically integrated communications firm. These interrelationships result in a favorable impact upon Western's costs, prices and service to operating companies.

Another major factor affecting productivity is investment in new technology—in research and development. Bell Laboratories is recognized worldwide as one of the leading development and research institutions anywhere. The achievements of Bell Labs people have won two Nobel prizes, one for the demonstration of the wave nature of matter, and the other for the invention of the transistor.

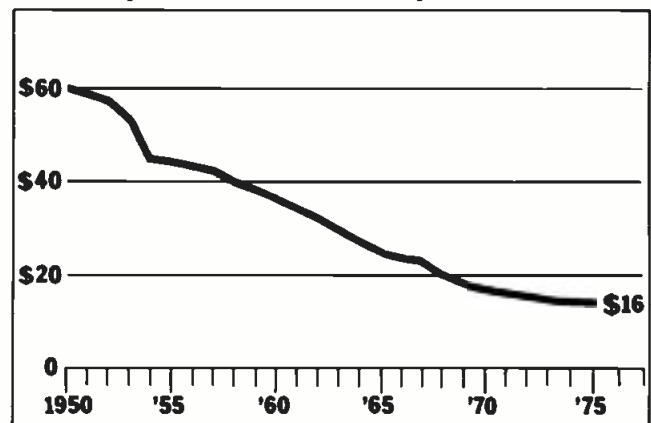
The search for new and better technology has always been a part of the telephone industry. On March 10, 1876, Alexander Graham Bell and Thomas A. Watson achieved that famous first telephone message, "Mr. Watson, come here. I want to

see you." At once they began to improve the instrument, and make it more usable. The goal, then as now, was to provide good telephone service at a price almost every American could afford.

The effect of research and engineering on costs can be seen most readily by considering how it has changed methods of transmitting calls. Bell Labs scientists found ways to send many conversations simultaneously through a pair of wires, and later through coaxial cables. They incorporated microwave radio into transmission systems for long distance calls.

In just the last quarter century, such improvements have reduced the average cost per circuit mile of the Bell System nationwide long distance network from \$60 to \$16. (See graph.) The cost of the newest coaxial cable system is less than \$2 per circuit mile.

*Average cost per circuit mile of interstate transmission facilities.*



But Bell engineers are not satisfied. Already they are preparing the technology for even greater economies and capacities when call volumes reach a level to justify using it. The new Comstar domestic satellite—being used jointly by the Bell System and GTE Satellite Corporation—in addition to standard communications traffic will

beam experimental signals to an extraordinarily precise antenna so that Bell Laboratories scientists can investigate super-high frequencies that could provide increased satellite capacity in the future. And new systems, using millimeter waveguides or laser light and glass fibers, are expected to reduce transmission costs and add new capacity also.

Another simple way to measure how technology improves productivity is to look at the number of Bell System people required to serve each 10,000 telephones. In 1925 it took 246. In 1958 it took 148. Today it takes 65.

Finally, the Bell System seeks to improve productivity by improving the methods used to manage the telephone business. For instance, the teamwork of Western Electric and Bell Labs people was cited earlier. To facilitate their interaction, some Bell Labs people work adjacent to Western Electric plants. A significant reduction has resulted in the time required to get a new design from drawing board to actual production.

The Bell System is placing greater emphasis on computerized information retrieval for the mountain of data connected with serving 118.5 million telephones. It is moving toward a standardized format for recording and storing data, to make more efficient use of computers.

The Bell System is placing greater emphasis on new methods of employee training, on the restructuring of jobs, and on



*The Bell Systems's Telstar® satellite demonstrated the feasibility of using space satellites for communications.*

efforts to build more responsibility, challenge and satisfaction into jobs at all levels. Experience to date indicates that these changes help people do a better job, reduce employee turnover, and consequently improve productivity as well.

That is exactly the result one would expect, on the basis of the 1927 Hawthorne findings. The Bell System has changed a lot since 1927. But it still emphasizes people, research, manufacturing efficiency and an organizational structure that fosters teamwork.

Data issued by the federal Bureau of Labor Statistics show that overall the productivity of the telephone industry has increased 50% since 1965. That is two-and-a-half times the productivity increase of the United States economy as a whole.

In that same decade, the cost of living rose 75%. Telephone rates for local service went up only 40%. And interstate long distance rates went up about 4%. Now 95% of all American homes have telephones.

One Bell System. It works.



**Bell System**

this and second flight planned for fourth quarter. Norman, Craig & Kummel, New York, is agency.

**Henry I. Siegel Co.** □ Fall campaign for H.I.S. casual clothes begins Aug. 23 for four weeks. Fringe and sports TV 30's are targeted to women, 15-24 and 25-34; secondarily to men, same ages. Leber Katz, New York, is agency.

**International Harvester** □ Company will emphasize tractors, plows, fertilizer spreader and other farm equipment as it begins another 26-week cycle as sole sponsor of syndicated TV series *U.S. Farm Report*. Series is produced by WGN Continental Productions, Chicago. International Harvester takes three commercial minutes within each weekly half-hour; stations, which get series free are allotted three minutes. Additional 30 seconds is set aside for dealer tags of local International Harvester outlets. Seventy-five stations have signed for new 26-week cycle, among them WGN-TV Chicago, WCCO-TV Minneapolis, WLWT Cincinnati, KHQ-TV Spokane and WKOW-TV Madison, Wis. *U.S. Farm Report* is presided over by Orion Samuelson, vice president and farm director of WGN-TV Chicago, and basically covers news of interest to agribusiness community.

**Olympia Brewing Co.** □ Summer-into-fall campaign for Olympia beer begins today (July 19) for nine weeks. Prime-time, fringe and sports 30's are set in number of spot TV markets with some network TV as well. Men, 18-34, are targets. N.W. Ayer, Seattle, is agency.

**Krazy Glue** □ Company is putting together extensive spot TV blitz to cover about 160 markets for three weeks, starting in late August. Furman, Roth & Co., New York, is seeking to reach men and women, 18-49, via commercials in prime-access, weekend and sports periods.

**Hollywood Brands** □ New candy stars in spot TV flights being proposed for four weeks, one starting in mid-August and another in late September, in substantial number of markets. Kelly, Nason Inc., New York, is targeting its commercials toward children, 6-11, and women, 18-49.

#### Rep appointments

- WRR(AM) Dallas; KDEN(AM) Denver; WMID(AM) Atlantic City; WRTH(AM) Wood River, Ill.; WENE(AM) Endicott, N.Y., and WZMF(FM) Menomonee Falls, Wis.: Jack Masla and Co., New York.
- WVON(AM)-WGCI(FM) Chicago: PRO/Meeker Radio, New York.
- WEVU-TV Naples, Fla.: Neil Group, Troy, Mich., appointed regional sales representative for Michigan, Ohio and Indiana.

**S.C. Johnson** □ Drug company, through Foote, Cone & Belding, Chicago, and Block Drug Corp., through Grey Advertising, have added four new TV stations for their weekly half-hour syndicated series *Sports Challenge*. Four are: KIMA-TV Yakima, Wash.; KMIR-TV Palm Springs, Calif.; WNYX-TV Syracuse, N.Y.; and WUTR Utica, N.Y., bringing current total to 65 stations. Present batch of 13 half-hours will run through October and then be retired on most stations until next April. Johnson and Block each take full minute within half-hour; three-and-a-half minutes are returned to stations, which get series free, to sell to local advertisers. Stations run it mostly on Saturday and Sunday afternoons before or after major sports events. Series, with Dick Engberg as host, pits two teams of sports celebrities against each other answering rapid-fire questions dealing with all sports. Celebrities in latest batch of *Sports Challenges* include Mickey Mantle, Tony Kubek, Johnny Bench, Pete Rose, John Brodie and Warren Spahn. Distributor is Syndicast Services.

**Malt-O-Meal Co.** □ Various cereal products will be spotlighted on spot TV this fall and winter, with first flight to begin in early September and second in early January. Advertising continues for 13 weeks in most markets. Campbell-Mithun, Minneapolis, is aiming for approximately 70 markets and setting sights on women, 18-49.

**Estee Lauder** □ Fall campaign in approximately 85 spot TV markets employs gift-with-purchase theme for various Estee Lauder cosmetic products. Some radio, about 25 markets, will run concurrently, both media targeted to women, 25-64. Daytime, fringe and prime-time TV 30's run in two-week flights; start dates vary according to market. AC&R, New York, is agency. Pre-Christmas flight is in works for uncertain number of markets.

**Haggar Slacks** □ Clothing company, through Tracy-Locke, Dallas, has renewed its contract for rest of year as national sponsor of *Sportspecial of the Month*, two-hour, late-night, TV series produced by Trans World International, Los Angeles. Three other national sponsors are Miller Lite beer and Miller High Life (McCann-Erickson), Ford Motors' autos and trucks (J. Walter Thompson) and Warner Lambert's Listerine, Certs and Roloids (J. Walter Thompson). These and other national sponsors take up 11 commercial minutes within each two hours. Stations, which get series free, are given 14 minutes. Eighty-four stations now take series. Event for August is Cheyenne, Wyo., Frontier Days Rodeo. September will be either pro track meet from Boston or karate from city to be announced. Demographic target of these shows is men, 25-49, middle- to upper-income.

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# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Bill Zuspan, vice president and media director, Tucker Wayne & Co., Atlanta

## Networks are not serious about regional sales

A number of articles in the advertising and broadcasting business press have contended that there is little interest on the part of regional advertisers in the purchase of regional network television.

Results of the regional television sales test, voluntarily begun by the networks in the fall of 1974 at the instigation of the Federal Trade Commission, are touted as proof that the concept is not viable.

In fact, however, Tucker Wayne & Co. has considerable interest in purchasing regional network television. I am certain that this is also true for many other agencies and advertisers. In our view, the network regional sales test amounted only to an effort on the part of the networks to gather sufficient evidence to satisfy the FTC, and should not be construed as a serious attempt on their part to develop this kind of business.

It was reported that CBS only got a few more advertisers than it already had on a regional basis, and that ABC had 30 to 35—practically all national accounts. NBC, meanwhile, permitted the FTC to make public its list of regional accounts for the first six months of the test, and the list showed only four regional advertisers who had not previously used the network.

NBC reported, moreover, that in the same period only 38 written inquiries had been received, and only three of the companies that indicated initial interest subsequently took the time to fill out questionnaires supplied in response to their letters. The network also reported that only 10 of the 38 were true regional advertisers, and those that ultimately advertised regionally were primarily sought out in network-initiated sales efforts.

It was further stated by the network that results of the market test confirmed "that viable demand for regional advertising is minimal even when the expressed interests of all advertisers large and small are considered."

One network sales vice president said regional billings at present and during the test period amounted to about 0.5% of the network's total business. Another network official said regional advertising billings have only been nominally larger since the test and include very few new names.

It would appear on the surface that the networks during the test had done all that could be asked of them. As agreed with the FTC, they promoted regional sales with advertising in trade and business publications, through press releases and by notices to advertising agencies. Also, as agreed, they appointed one or more persons to take charge of regional sales and established "clearinghouse operations"



William H. Zuspan has been vice president and media director of Tucker Wayne & Co., Atlanta, for two years. Prior to that, he was director of media planning at Needham Harper & Steers; media director at Deutsch Shea and Evans, and media buyer-planner at Benton & Bowles, all New York. Mr. Zuspan holds a BA in psychology from Kalamazoo (Mich.) College. One of the top-100 agencies with billings of over \$20 million, Tucker Wayne handles a number of accounts with strongly regional patterns, as well as others with requirements for national exposure.

where advertisers generally interested in regional buys could file information on their needs. This was done so that advertisers could be contacted when they were needed as "matches" with other advertisers to complete a full network purchase.

Now let us look how this system worked out from the vantage point of Tucker Wayne & Co. and a number of its clients. It should be borne in mind that this is only one agency's experience, but I think it is a truly representative one in terms of the way the networks actually handle the matter of regional sales.

Because our clients number many regional as well as national marketers, Tucker Wayne & Co. has had an interest in purchasing regional network television for several years. In fact, three years ago, we were able to obtain a regional offering from one of the networks for Creomulsion, a cold season product whose primary media strategy was daytime spot television.

Upon analysis of the network proposal, we found the cost to be somewhat high compared to the efficiency of spot television, and made a counter offer at a lower price to the network. At this point, the network informed us that the regional availability was no longer available.

Encouraged by the instigation of the regional sales test, we again contacted the

networks early in 1975. We explained that we had several accounts that would be interested in the purchase of regional network television. In addition to Creomulsion, Conwood Tobacco, Hot Shot Insecticide and Castleberry/Austex Canned Food Products (all with regional sales concentration patterns) could stand to benefit from the ability to air commercials within network programs.

Rather than receiving a serious reply from the networks spelling out what could be purchased in which programs, in which markets, at what price, we received numerous regional maps and a request that the networks be quickly contacted if there was any interest. In effect, we had succeeded only in placing our names on the networks' mailing lists.

If the networks were serious about selling regionally, they would recognize that sufficient information must be made available to demonstrate that the specific network schedule offered would be advantageous compared to the use of spot television.

The networks must realize that an advertiser will not switchout \$300,000 or \$400,000 from spot television in 40 or 50 markets without a thorough comparative analysis. Besides, they must provide sufficient time for an intelligent decision to be made. Providing a sketchy outline of a regional network availability on a map, listing some programs and the cost, then asking for a quick decision is not a workable approach.

Yet the networks seem to have concluded, on the basis of the rejection of numerous "fast close" regional availabilities, that there is no interest in the purchase of regional network television. This is erroneous.

The networks also argue that deviation from normal network facilities may require the purchase of expensive interconnection facilities or circuits, and the payment of fees to affiliate stations that provide cut-in and switching services. These additional costs are borne by the regional advertiser, however.

A number of our clients would willingly bear the extra cost in cases where network performs at least as efficiently as spot television. They would also like the prestige of being on a network show, especially one that reaches their basic audience.

In summary, Tucker Wayne & Co. has several clients for which the purchase of regional network television would be seriously considered if the networks would address themselves to the needs of these clients. And yet, not once during the FTC-regional network sales test did we receive a detailed offer related to the specific goals of our clients from any of the networks.

# We've lightened your load.

## Here and here.

**Our new portable video cassette recorder/player makes eyewitnessing the news easier than ever before.**

JVC has done two things to improve your ENG capability: we've made the gear lighter and we've lowered its initial cost.

Our brand-new CR-4400U Color Portable Capstan-Servo 3/4" U-VCR weighs only 24.5 pounds, complete with rechargeable battery and standard 20-minute videocassette inside. And it sits as lightly on your checkbook as it does on your shoulder.

With the CR-4400U at your side, you're set to record top-quality color video, with a S/N ratio of better than 45 dB. There's a full-function keyboard, including pause/still and audio dub. Other JVC features include audio mixing and multi-purpose meter to read audio, battery, video and servo levels. Our exclusive auto assemble editing function enables you to get smooth, glitch-free edits between scenes, and can be operated by camera trigger or remote switch. With lock-up time to full speed at less than 0.2 second, you're always ready to shoot. And you can shoot 50% longer, too, since the CR-4400U requires 50% less power than most other decks.

JVC's unique patented dubbing switch is provided to facilitate quality tape transfers. For playback through regular TV sets, an optional RF converter can be plugged right into the deck. The CR-4400U operates on AC as well with its companion

**New JVC CR-4400U Color Portable Recorder, shown with new CR-8300U Full-Editing Cassette Recorder, GC-4800U Color Camera, CC-4800U Camera Control Unit and Dual-Machine Remote Controller.**



AA-P44U Power Adaptor, which also functions as a battery charger.

But the best way for you to find out how this light-weight, low cost portable video-cassette system can add to your newsgathering ability is to get yourself a hands-on demonstration. Call your JVC dealer, or send us the coupon below.

**JVC Industries, Inc.  
58-75 Queens Midtown Expwy.  
Maspeth, N.Y. 11378**

MB 7/19/8

Please send information on:

- CR-4400U Portable Color 3/4" Video Cassette Recorder/Player
- GC-4800U Portable Color Camera
- CR-8300U Full Editing 3/4" Video Cassette Recorder/Player
- I'd like a demonstration

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Organization/Company \_\_\_\_\_

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Telephone \_\_\_\_\_

**JVC**  
JVC INDUSTRIES, INC.



# Datebook

■ indicates new or revised listing

## This week

**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. Speakers include R. Gene Conatser, vice president and economist, Bank of America; Mark Fowler, Washington communications attorney, and William Young, vice president, BBDO. 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**—Hearings on cable television regulation before *House Communications Subcommittee*. Room 2123, Rayburn House Office building, 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**—Hearings continue on cable television regulation before *House Communications Subcommittee*. Room 2123, Rayburn House Office building, Washington.

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

**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.

## Also in July

**July 27-29**—Hearings resume on cable television regulation before *House Communications Subcommittee*. Room 2123, Rayburn House Office building, Washington.

## August

**Aug. 1**—Deadline for technical papers for fall convention of the *Society of Broadcast Engineers*. Contact: Mark Schubert, 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*. Room 2123, Rayburn House Office building, Washington.

■ **Aug. 5-8**—Seventh annual conference of the *Concert Music Broadcasters Association* with WFMT Inc., Chicago, and the Chicago Symphony Orchestra as hosts. Open to commercial and noncommercial broadcasters, agenda will include all facets of programming and sales in conjunction with classical music

as well as equipment and program exhibits. Sheraton Plaza hotel, Chicago.

**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. 11**—*Connecticut Broadcasters Association* summer sales seminar. Waverly Inn, Cheshire.

**Aug. 12-13**—*Arkansas Broadcasters Association* summer convention. Speaker: Saidie 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 nonprofit 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 Musexpo '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.

## 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.

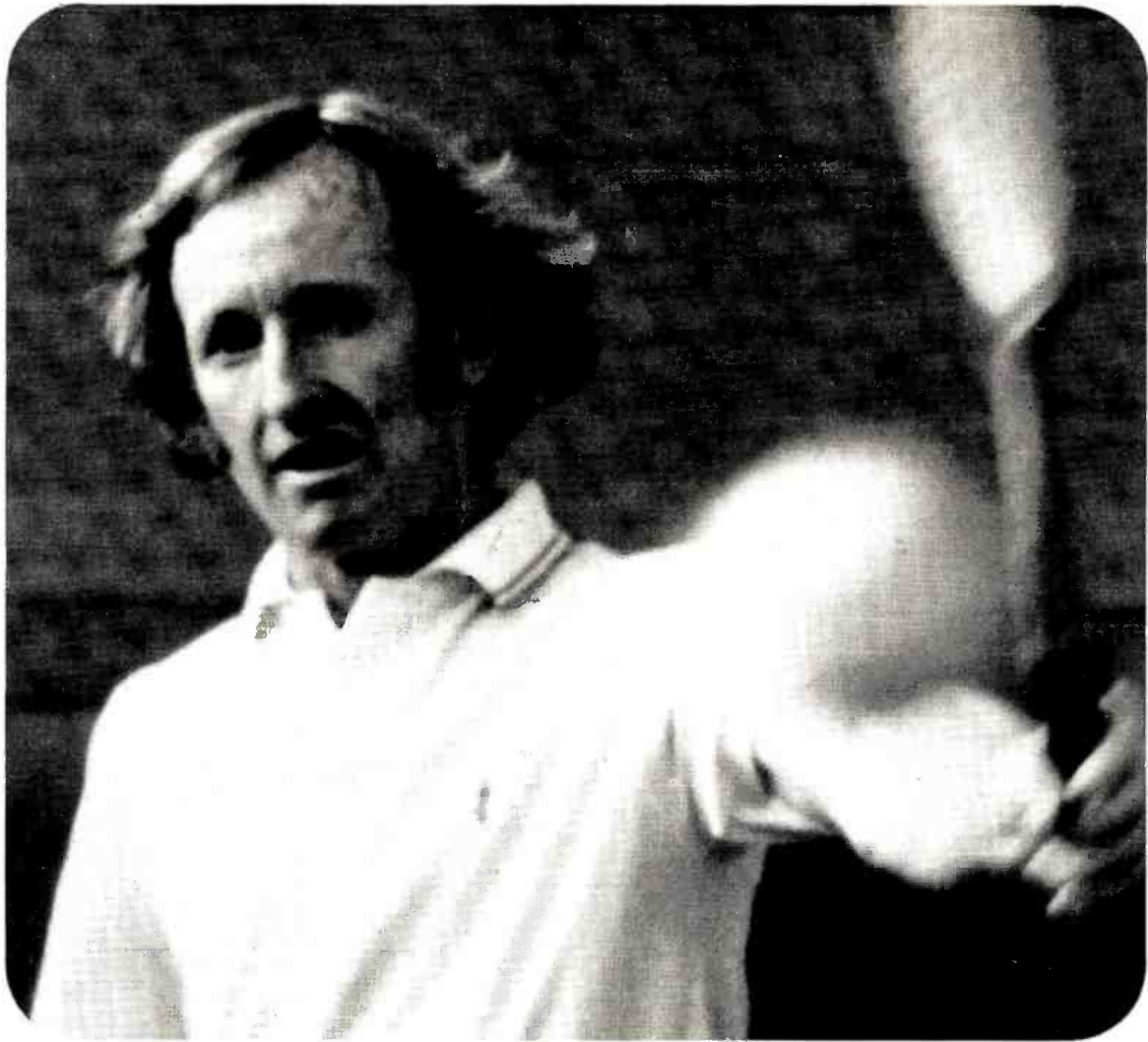
**April 17-20, 1977**—*National Cable Television Association* annual convention. Conrad Hilton, Chicago.

**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.





**Rod Laver is one of the best at what he does.  
So is Katz.**

Rod Laver became a tennis great by mixing a big serve with a deft volley.

In the rep business Katz has the resources to score with a big smash or a little finesse. Take computers for example. Katz has a big computer that can do most anything but make a sales call — and a mini-computer to help with that job.

With more salesmen in more offices than any other rep, Katz can afford to link all of this selling power together in a nationwide on-line computerized spot sales system.

By year end an automated avail preparation system will give Katz TV salesmen more time to sell. Katz Radio will be transmitting "Probe" reports to all of its offices. Both station and Katz salesmen will be getting the facts they need faster to sell retail and agency timebuyers.

Even the little things at Katz are big. Being big helps Katz build bigger station billing.

Come to Katz. Be with the best. Call Gordon Hastings, Vice President, New Business Development. (212) 972-2422.



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# Open Mike®

### The pro record of amateurs

**EDITOR:** The letter from B.D. Thornton in the July 5 issue, alluding incorrectly to the lack of a connection between today's broadcast radio and the amateur service, commonly referred to as amateur radio, demands a rebuttal.

The first radio stations were, in essence, amateur operations. The government in the earlier part of this century stated that any frequencies (then called wavelengths) below 200 meters were worthless for ship and military use. At the time, these were the only areas the government recognized in which radio had value. The frequencies were thus given, in full, to experimenters. The pioneering efforts of many early operators such as the late General David Sarnoff, Paul Godley and so many others proved the viability of radio on many frequencies and for many uses. The first radio-telephone transmissions were made by these so-called "amateurs." Even as late as 1939, when in Schenectady General Electric began regular television services, the station was assigned the experimental amateur radio-type call-sign, W2XGE.

The contributions of this service to commercial broadcasting are manifold. Certainly, we would not have radio and television as we know it today had it not been for these early amateur operators. The classification of "amateur" is not to be misunderstood as to mean something demeaning. It simply clarifies the fact that the activity is non-commercial. —*Richard L. Winslow, general manager, WTHe(AM) Mineola, N.Y.*

### Well received

**EDITOR:** I am very pleased with the "Profile" [BROADCASTING, July 5] and, of course, with the fine comments being received from all over the country. It gives me a tiny sample of the kind of impact you have on the broadcast industry every week. —*Donald A. Thurston, president, Berkshire Broadcasting Co., North Adams, Mass.*

### Additional reaction to Hanssen

**EDITOR:** I take very serious objections to the letter of John F. Hanssen, in which he states, "small-town radio stinks," ("Open Mike," June 28).

Though he failed to mention California in his travels, we at KOWL are proud of our sound, our award-winning news, our major sports and high school sports. Frankly we sound a hell of a lot better than a good many major-market stations.

Mr. Hanssen cites his 12 years as chief, Radio Branch, Office of Information,

Aerospace Defense Command. We small-market operators well remember the Armed Forces multimillion budget for the media, of which we small-market operators got nothing. But we were still expected to do free public service while the big boys were being paid for it. With such a big title, and his knowledge of small market radio, why didn't he do something then? —*Ken Hildebrandt, president, KOWL(AM) South Lake Tahoe, Calif.*

**EDITOR:** Mr. Hanssen's comment about "stinky" small-town radio hit a sensitive nerve with me. Evidently Mr. Hanssen is one of a small radio audience that prefers easy music or something other than country and rock. I sympathize with his preferences. However, the current musical trend nationally appears to be for rock and country. Radio broadcasters must provide popular musical programming in an effort to capture the majority of the audience in their range.

In any event, I invite Mr. Hanssen to visit our small-town. The AM station here plays no rock at all and less than 5% country. Nostalgia is the theme with music from as far back as the early 1900's. All contemporary is selected for easy listening and we even provide 90 minutes of serious classical music every day. We are popular, and serve a community as calm and cultured as the music provided. —*Joseph P. Tabback, owner/general manager, KASM(AM) Sedona, Ariz.*

**EDITOR:** Methinks John F. Hanssen has opened a can of worms! —*J.P. Robillard, KAZM(AM) Sedona, Ariz.*

### More for CB

**EDITOR:** The article on the citizens-radio channel-expansion docket on page 36 of the July 5 BROADCASTING, inaccurately characterizes the thrust of a recent filing of the citizens radio section of the Communications Division of the Electronic Industries Association.

The section urged the FCC to expand the current class D service from 23 to 45 AM channels. In addition, the section urged a new class E citizens service in the high VHF/low UHF area, preferably at 220-225 mhz. It is important to note the class E service would be in addition to the current class D band.

With regard to potential interference, allegations to that effect have not been proved and the arguments are not compelling, certainly not to the CB industry. —*John Sodolski, vice president, communications division, Electronic Industries Association, Washington.*



# Who's living together in Washington and making big news? Film and tape at WTOP.

"Film and electronic journalism both have their strengths and limitations," says Dave Daughtry, assistant news director of WTOP-TV in Washington, D. C.

"Each complements the other—and we often use them together on the same story. With great results.

"But we do know there's a lot that we can do easily with film that's difficult for us to do with videotape. For example, we shoot and edit a complicated feature piece on film with an editor or the cameraman himself. Once when we tried to do a five-part series on tape, using IVC one-inch equipment, we found it was much too time-consuming.

"The bulk of our news work is shot on Eastman Ektachrome video news film 7240. We've had good luck pushing as much as two stops in processing, under low-light conditions.

"Not long ago, we covered a story

from two locations at the Philippine Embassy, simultaneously. We covered it live on the outside of the building, and we had a film cameraman on the inside filming the Ambassador's news conference. Then, when the film was processed, we were able to do the live report from the outside and roll the film of the inside into the piece. Worked just great.

"Most of the time, we cover an event with both film and the Mini-Cam because once you're set up for a live hookup with the ENG truck, you can't move it around. The film crews have mobility, and get into places we can't reach with the electronic cameras.

"Last December, when that airline crashed into the mountain, we sent out the videotape truck and two film crews. But the truck couldn't get a live signal through the mountains. And we couldn't get the truck up the fire road to the scene of the crash. So we sent up one of our film crews. And got a good story on film.

"So you see, in a market like ours, both film and electronic equipment are necessary. We haven't locked into either one. And using both has opened a new dimension in news coverage.

"You might say, at WTOP-TV, we think togetherness is making good things happen with the news."

## Film is good news.





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Chicago, Illinois 60631

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describing your services  
and GUARANTEE.

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David N. Whitcombe, *director of marketing*.  
Doris Kelly, *secretary*.

### ADVERTISING

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

### CIRCULATION

Bill Criger, *circulation manager*.  
Kwentin Keenan, *subscription manager*.  
Shelia Chamberlain, Patricia Johnson,  
Joanna Mieso, Lucille Paulus.

### PRODUCTION

Harry Stevens, *production manager*.

### ADMINISTRATION

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

### BUREAUS

New York: 75 Rockefeller Plaza, 10019  
Phone: 212-757-3260.  
Rufus Crater, *chief correspondent*.  
Rocco Famighetti, *senior editor*.  
John M. Dempsey, *assistant editor*.  
Joanne Ostrow, *staff writer*.

Winfield R. Levi, *general sales manager*.  
David Berlyn, *Eastern sales manager*.  
Ruth Lindstrom, *account supervisor*.  
Harriette Weinberg, Lisa Flournoy,  
*advertising assistants*

Hollywood: 1880 North Vine  
Street, 90028. Phone: 213-463-3148.  
Bill Merritt, *Western sales manager*.  
Sandra Klausner, *editorial-advertising assistant*.

Broadcasting<sup>®</sup> magazine was founded in 1931 by  
Broadcasting Publications Inc., using the title Broadcasting<sup>®</sup>  
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1933. Telecast<sup>®</sup> in 1953 and Television in 1961.  
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## Top of the Week

### Biggest news coverage ever for Democrats

It may have been the duller political convention in years, but that didn't stop networks and other broadcasters from deploying more than 3,600 in its reporting; from start to finish, it was made for TV

Broadcast news offered the nation in full and colorful detail last week the workings of a Democratic national convention meticulously hand-crafted from start to finish to suit the needs of television.

From the bright red seats, blue carpeting and white flowers and state standards that awaited the delegates in New York's Madison Square Garden on Monday to the timing of presidential nominee Jimmy Carter's acceptance speech on Thursday night, the plans were tailored with TV and its audiences uppermost in mind. Indeed, preoccupation with television went beyond the 10:30 p.m. timing of the speech, for Mr. Carter candidly acknowledged in advance that—to no one's great surprise—the message would be addressed “primarily” to the TV audience rather than the delegates assembled before him.

Just how many viewers assembled in front of their sets to watch and hear him remains to be seen this week when the national Nielsen “overnight” ratings for Thursday appear, although unofficial preliminary estimates last Friday put the total at approximately 35 million. But throughout most of the week, viewers generally showed small appreciation for the attention that convention planners were lavishing on them: The ratings, as happens more often than not with political conventions, frequently lagged far behind those of entertainment programming when viewers had a choice.

The low ratings stemmed in part from the almost complete placidity of the convention itself. Unlike the Democratic convention in Chicago in 1968, when blood literally was spilled in the streets, and in Miami Beach four years ago, when bitter divisions kept sessions rolling and wrangling through early-morning hours, this year's was virtually devoid of controversy. The only real element of mystery sur-



**Off and running.** All was smiles and confidence as the two halves of the “Grits and Fritz” ticket, Jimmy Carter and Walter Mondale, their wives, Rosalyn (l) and Joan, enjoyed a moment of triumph last Thursday, seen here as the nation saw them on TV. As it did at the convention, television will play a dominant role in the remainder of the campaign, preparations for which have already begun. Interviewed by NBC's Tom Brokaw at the convention, Mr. Carter's media manager, Gerald Rafshoon of the Atlanta agency that bears his name, said the campaign plans to spend \$10 million for advertising, mostly for a national campaign on television. Radio will get some of the money, he said, primarily to reach target audiences in big cities. The use of local advertising, in general he said will be concentrated in the big-delegate states, such as New York and California. The Rafshoon agency has already planned a series of five-minute TV commercials stressing Mr. Carter's farm roots and offering “common sense” solutions ... in terms people can understand,” Mr. Rafshoon said. There will be several five-minute programs about Mr. Mondale, too, he added.

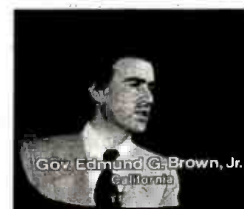
Mr. Rafshoon said “It wouldn't be Mr. Carter's style” to avoid the press, as did former President Nixon in the 1972 campaign. Asked by Mr. Brokaw if either candidate, in advertising, would be “hidden” from specific regions of the country—the northern liberal Mondale from the South, for example—Mr. Rafshoon said, “No, you can't do one thing in one part of the country and hide in another part of the country.”

rounded Governor Carter's choice of a running mate—a mystery he ultimately cleared up by announcing his selection of Senator Walter F. Mondale at a news conference held, because it couldn't be delayed any longer, at the unprime-time hour of 10 o'clock Thursday morning.

If viewers failed to respond overwhelmingly, however, broadcast news organizations did not. They were on hand in record numbers, exhibiting professionalism, ingenuity and electronic wizardry to boggle the eye as well as the mind. (One small example: Each of the three TV network news organizations had, in its main control booth, 40 to 50 operating monitors from which to select the one picture desired for air at any given moment.)

An estimated 3,600 to 3,800 newsmen, technicians and other backup personnel were deployed in TV and radio coverage of the week's activities, as compared with around 3,000 four years ago at Miami Beach. The networks had approximately 1,650, independent stations and broadcast news services an estimated 2,000 or more. Mike Michaelson, superintendent of the House Radio-TV Gallery, which handled credentials for independent groups and stations, estimated that the 2,000 or so passes the gallery distributed went to about 400 stations, somewhat more than in 1972 (when other estimates put the total at 375).

The TV networks alone devoted more than 71 airtime hours to the four



**Carter's lovefest.** From the time Democratic National Committee Chairman Robert Strauss kicked off his party's convention last Monday and before, television's reporters and cameras were there to capture the event from all angles, as demonstrated in this sequence of NBC News photos. Impressions ranged from those of eight-year-old Amy Carter, whose next home might be the White House, to those of Senator Frank Church of Idaho, who had once hoped it would be his. There were keynotes from Senator John Glenn of Ohio and Representative Barbara Jordan of Texas, but it was the congresswoman who brought the crowd to its feet. Reporters were back on the floor Tuesday for interviews with delegates, more prominent ones including Mayor Richard Daley of Chicago and Governor George Wallace of Alabama. Cameras again

focused on the podium for keynotes from the senators who led their party's ticket in 1968, Hubert Humphrey of Minnesota and Edmund Muskie of Maine. But it was a special guest who also attracted considerable attention, former first lady Jacqueline Kennedy Onassis. Speaker of the House Carl Albert of Oklahoma was on camera Wednesday, as was Representative Morris Udall of Arizona, who spoke after his name was entered in nomination. But the party's choice, following tradition, watched the pomp, like most Americans, on television. His mother, Lillian Carter, was by his side as he viewed the delegate count and later he watched as his wife was interviewed and the delegates, including former contender Jerry Brown of California, nominated him by acclamation on Thursday night.

days. NBC-TV and CBS-TV followed their usual pattern of virtual gavel-to-gavel coverage, although NBC-TV had a few hours more of it this time. ABC-TV stayed with its selective coverage approach, keeping its daytime and early-evening entertainment intact and then catching up on convention proceedings with summaries and live coverage.

With the convention holding two afternoon and four evening sessions, NBC-TV was on the air 30 hours 36 minutes; CBS-TV 27 hours 20 minutes, ABC-TV 13 hours 30 minutes. This count did not include regular early-evening newscasts, although they were devoted largely to convention news, or peripheral programming such as the one-hour preconvention specials that all three TV networks presented.

The cost of it all was enough to boggle any comptroller: Approximately half of the \$25 million to \$30 million that ABC, CBS and NBC together are expected to spend on the 1976 convention tandem that ends next month with the Republicans in Kansas City. That does not take into account the as yet untabulated millions lost through program pre-emptions—

losses that will be especially heavy for CBS and NBC because of their substantially longer coverage but partially offset in all cases because the costs of the pre-empted programs will be deferred.

The week's costs to individual stations, both in program and commercial pre-emptions and in out-of-pocket expenditures on their own convention coverage, may never be calculated. Happily, several station news executives said the exorbitant prices that had frightened and angered them early in negotiations for Madison Square Garden space and equipment had, in the end, turned out to be somewhat less than originally quoted to them. "All of us had to give in a little," one broadcaster explained. "We're not happy about the cost," another added, "but we're less unhappy than we were."

Last week's convention was the first to be covered almost exclusively with electronic cameras by the network TV newsmen. CBS and NBC used nothing else—and CBS in addition introduced the new lightweight Microcam among other technical innovations (story page 24)—while ABC used some film cameras but mostly electronic ones.

In addition to the five cameras controlled by the NBC-operated pool—two on a huge platform in the center of the Garden, three around the sides—each network was permitted four reporters and two cameras (one more camera than four years ago) on the convention floor at any one time. In addition, CBS had eight cameras in and around the arena and eight others in mobile units around the city; NBC had 12 fixed ENG cameras in the Garden, nine in mobile units and one set up at the Statler-Hilton convention headquarters hotel and another at the American hotel, Mr. Carter's headquarters. ABC said it deployed a total of 26 cameras for its coverage.

The minicameras gave newsmen great mobility—and they often needed it.

The proceedings themselves were enlivened occasionally—by the speeches by Representative Barbara Jordan and Senator Hubert Humphrey, for instance, appearances like those of Coretta King and California Governor Jerry Brown, the introduction of Jacqueline Kennedy Onassis, the nominations and balloting and, of course, the windup acceptance speech by Governor Carter. But in be-



tween were long stretches too dull to hold even the delegates' attention, and the anchormen and their producers called up all the sidebars they could muster—extensive floor interviews, pre-taped features, remote pickups with former Carter contenders and delegate holdouts against the Carter bandwagon—to keep the TV proceedings moving while the convention proceedings didn't. Off and on through it all, Mr. Carter's wife, mother and daughter, Amy, were called up with such frequency that they appeared to be the rotating property of all three networks.

NBC, keeping track of such things, reported that on the opening night it switched from the anchor booth to the convention floor or positions outside the hall 53 times—and on Tuesday, a longer convention day, 97 times—for reports from floor reporters and other key correspondents.

One of the most impressive performances was by a pool camera stationed inside Governor Carter's hotel suite to follow his facial expressions as he watched on TV the balloting that gave him the nomination, and during interviews with his wife and other figures that followed.

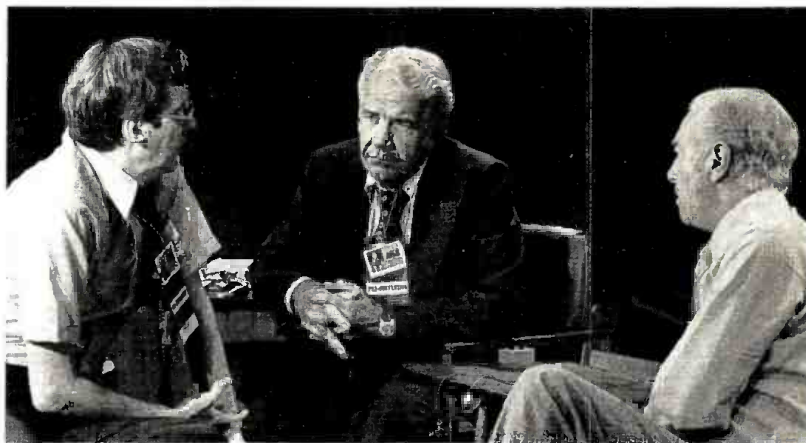
All three networks could claim exclusive interviews of one kind or another throughout the week. They also attempted to step up activity in other ways. NBC News, for instance, conducted daily straw votes on delegate preferences for vice president (with some foresight, the delegates consistently favored Senator Mondale). NBC also set up a large canopied tent in a plaza adjacent to the Garden, where it originated the *Today* show and also was host to delegates at a pre-convention reception.

On the technical side, NBC also used a newly developed (by General Electric) large-screen projector (screen size 50 inches by 38 inches) in its anchor booth to visually enhance interviews by anchormen John Chancellor and David Brinkley with personalities and correspondents on remote pickups.

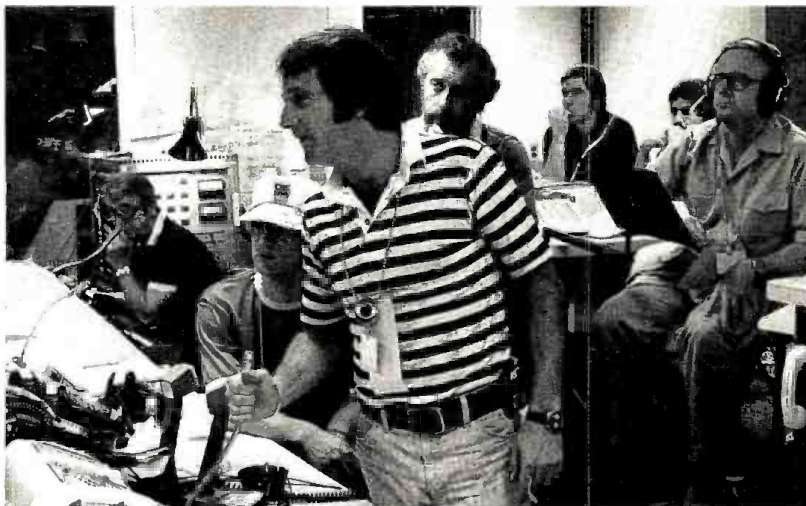
The biggest problem newsmen encountered, many of them said, was the shortage of space in and around the Garden—and a resultant shortage of passes into the area. CBS News authorities reported they received 60 fewer passes than they had been led to expect, with the result that on opening day some nonoperational executives were literally on the outside looking for ways to get in. Other networks also reported getting substantially fewer passes than promised. One executive managed to get one for Monday night's opening session by swapping off his own hotel room reservation for the night.

But network authorities said late last week they had no real complaints—and Democratic party officials, who in some past years have been bitter about what they called mistreatment at the hands of the networks, said they had none, either.

There will, inevitably, be some second thoughts by NBC and CBS about the wall-to-wall treatment they've consistently used in convention coverage and whether



**Conferring.** Bob Siegenthaler (l), who directed ABC's coverage confers with that network's convention anchors Harry Reasoner (c) and Howard K. Smith.



**In control.** On the bridge for CBS were director Artie Bloom (striped shirt) and producer Russ Bensley (with headset).



**Chiefs meet.** New York Governor Hugh Carey (l) joins with NBC News's President Richard Wald (c) and NBC Board Chairman Julian Goodman.

they should use it again next time around.

At CBS News, President Richard Salant said that "we always have considered—and will this time—whether there are improvements that can be made, and whether there's a better way than gavel-to-gavel. We haven't found one yet, but maybe some day we will." NBC News

President Richard Wald said the question would probably come up there, too, but that he hadn't thought about it as a result of last week's activities and didn't intend to, "in the middle of everything."

As for ABC News President William Sheehan, ABC-TV's selective coverage "has worked magnificently." "We've dem-



onstrated," he said, "that we can do a complete reporting job—we've had no problems covering all of the news."

Eventually the other networks may—or may not—go the same way. But not this year. Having gone wall-to-wall on the Democrats, they'll have to go wall-to-wall on the Republicans next month in Kansas City. As some of them pointed out last week, they wouldn't dare do less.

#### **The equipment was starring, too; CBS introduces picture enhancer, smaller camera, wireless mike**

Several technical innovations had first runs at the Democratic convention last week, as part of CBS News's coverage. A "snow remover" which deletes noise from a television picture, a miniature television transmitter, a "Microcam" miniature television camera and a wireless microphone system were put into operation for the first time.

The presence of noise "flashes" in the television output signal can be detected and eliminated by an electronic black box dubbed the "snow remover." The product of four years of research and development, the new device comes out of the CBS Technology Center and the CBS Television Network's engineering and development department. The equipment's value for newsgathering, especially in poor lighting conditions, was evident in the convention setting, according to CBS-TV general manager for engineering and development, J. A. Flaherty, who said previously unusable pictures taken in poor lighting were restored to good quality video with the new unit.

The new 16.2 pound television microwave transmitter introduced on the convention floor last week is a product of CBS and Farinon Electric. The system is designed for point-to-point relay of video signals from electronic newsgathering cameras, and is described by the network as on "ultra portable," "shoe-box sized" 13 ghz transmitter.

A third innovation incorporated into CBS News's convention coverage is the Microcam by CBS and Thomson-CSF Labs. The Microcam is lighter than many 16 mm news film cameras, uses only 23 watts of power and is more flexible due to the nature of its compactness ("Closed Circuit," July 12). Another joint development with Farinon is a technique to overcome the shortage of microwave channels where ENG has proliferated. CBS demonstrated a process for fitting two separate ENG video signals into a single microwave channel.

Another innovation allowing more freedom of movement was put to the test by CBS News floor correspondents: the CBS/RF Technology Inc. wireless microphone system. The microphone and radio frequency transmitter system uses a diversity antenna system which is said to virtually eliminate signal fading effects. Two new factors, allowing the system to automatically find the best signal, are "high sensitivity and selectivity in the receiver that optimize signal detection and discrimination," according to a network spokesman.

## In Brief

- **CBS won largest share of ratings in head-to-head Democratic convention coverage**—but only when ABC wasn't competing with entertainment. ABC scored 19.4 rating and 40 share last Monday with re-run of movie, "Future Cop," and its telecast of All-Star baseball game Tuesday night brought it 26.1 rating and 52 share while CBS tip-toed to 5.9 rating and 12 share, nudging NBC with 5.4 rating and 11 share. Numbers for six hours of first three nights, when all three networks were competing in convention coverage, gave CBS 10.8 rating and 23 share, NBC 10.5 rating and 23 share, ABC 8.1 rating and 17 share. CBS edged out NBC in first three nights gavel-to-gavel coverage in national Nielsen overnights with average 8.9 rating and 19 share to NBC's 8.4 rating and 18 share. New York overnights for Thursday's coverage from 8 to midnight showed CBS on top with 8.2 rating and 16 share, NBC second with 7.1 rating and 14 share and ABC bringing in 4.7 rating and 9 share. Thursday's Los Angeles overnight (5 to 9 p.m.) showed NBC ahead with 6.6 rating and 14 share, CBS with 6.0 rating and 13 share and ABC with 4.5 rating and 10 share.
- In sharply increased projections, CBS Economics and Research Department now expects **spot TV sales** this year to **rise 28%** above 1975 levels, with **local TV gaining 16%** and **network TV 16%** or more. For 1977, it anticipates increases of "at least" 10%-11% for national spot, 12%-13% for local, 11% for network. Projections were offered by CBS President **Arthur R. Taylor**, who called them "all in all an encouraging set of estimates," at meeting with New York security analysts following release of CBS second-quarter report showing profits up 40% (story page 50). Mr. Taylor said strong network sales obviously are helping TV stations and radio as well as other media and that "this is expected to continue." Earlier, as 1976 approached, CBS economists were looking for gains of 9%-10% for network and spot TV, 12%-17% for local TV.
- With demand for broadcast time now rivaling supply, anticipated substantial growth of retail advertising "should keep broadcast sales increases at a high rate for many years to come," **Donald A. Pels**, chairman and president of LIN Broadcasting, group TV and radio station owner, told New York Society of Security Analysts Friday (July 16). If sales outlook is favorable, he said, **profit outlook is even more so**, because much of sales increase comes down to bottom line. In LIN's case, he said that assuming "modest" increases in fixed costs, company "could retain as much as 60% [pre-tax] of incremental revenues, if predictions for future television growth of 12.8% prevail." Mr. Pels also said LIN's second-quarter report, to be released this week, should tend to confirm Wall Street estimates that 1976 net income will reach \$5.6 million as compared with "normal" net of \$3.6 million in 1975 and \$2.1 million in 1974.
- If all goes as planned, **KPLR-TV St. Louis** and **KSTW(TV) Seattle-Tacoma, Wash.**, today (July 19) will pick up Independent Television News Association feeds via Western Union satellite, **making them first broadcast stations to initiate use of own earth stations**. Another independent, **KBMA-TV Kansas City, Mo.**, hopes to have its earth station (leased from Transcommunications Corp.) erected and operating by July 24; first service is planned to be baseball game brought in from Oakland, Calif., via RCA satellite.

## Radio proves that it is everywhere at Dems' convention

Radio provided basic, meat-and-potatoes coverage of last week's Democratic convention but the approach varied from one organization to another. Here's how the national networks went about it:

- Associated Press Radio sent its gavel-to-gavel coverage back to Washington where it was then fed to the member stations.
- UPI Audio's live interviews and updates were sent directly from its skybooth in the Garden to the 300-plus stations.
- ABC's four networks used eight anchors to feed its five three-and-a-half minute reports each hour to the more than

1,500 affiliates.

■ NBC had two teams anchoring its coverage. One supplied the NBC Radio Network with six-and-a-half minute reports on the half hour starting at 7:30 p.m. in addition to hourly newscasts. The News and Information Services provided continuous updates, "Hotline" reports and interviews.

■ CBS Radio Network's two 10-minute reports each hour were augmented with reports at 20 and 50 minutes past the hour.

■ Mutual Broadcasting provided gavel-to-gavel coverage (with the exception of a late start Thursday, July 15) which was carried by most of its 685 affiliates.

■ Mutual Black Network shared facilities with MBS, feeding its 98 affiliates five-minute updates each hour with analysis and interviews with prominent black politicians and delegates.

- After considering **National Black Media Coalition's voluminous petition for rulemaking** for two-and-half years, FCC has found nothing in it on which to seek comments in rulemaking. Commission says proposals similar to most of 30 listed in petition either have been disposed of in rulemakings already concluded or are being considered in proceedings now under way. Remainder were rejected on ground they were not appropriate or realistic. Commission vote was 4-1, with Commissioner Benjamin L. Hooks concurring in part and dissenting in part. One proposal he supported was for field hearings on rulemakings.
- **Affirmative action aspect of FCC's fairness doctrine**—which received little attention from FCC until its decision in *WHAR(AM)* Clarksburg, W.Va., case (BROADCASTING, June 14)—has cropped up in comparative hearing in which United Broadcasting Co. is seeking renewal of **KBAY(AM) San Jose, Calif.** FCC's review board, at request of challenger, Public Communicators Inc., has added issue to determine whether KBAY complied with requirement that station "devote a reasonable amount of time to discussion of conflicting views on controversial issues of public importance." Review board also added issue on whether station broadcast "reasonable amount of public affairs programing in manner responsive to the community's needs and interests."
- **Late Fates.** *Marilyn Berger*, national security correspondent for NBC News, Washington, and before that correspondent for *Washington Post*, appointed network's White House correspondent, succeeding *Tom Brokaw*, who takes over next month as host of *Today Show*. ■ *Bill Greenwood*, vice president-news director for Mutual Broadcasting System, Washington, will join *wCBS-TV* New York as correspondent later this month.
- **FCC has denied petition** aimed at terminating hearing on renewal application of **WLTH(AM) Gary, Ind.**, proposing its sale to group composed principally of local blacks. Commission had set hearing on charges that station made misrepresentations in its 1973 renewal application and failed to keep promises to Human Relations Commission of Gary in agreement filed as amendment to 1970 renewal application. HRC, which had petitioned FCC to deny renewal, was among those urging termination of hearing and authorization of sale. But commission, in 4-1 decision, said that when misrepresentation and promise versus performance issues are involved, it would end hearing only in "most exceptional circumstances," which, it added, have not been shown in *WLTH* case. Commissioner Benjamin L. Hooks, lone dissenter, called decision "**one of those infuriating, arbitrary injustices for which the government is famous.**"
- **Tanner Electronics Systems Technology**, Van Nuys, Calif., has filed suit for about \$3 million in Los Angeles federal court accusing **General Instrument Corp.**, New York, of undermining security of Tanner's encoding and decoding systems for pay television. Suit charges that employes of General Instrument's subsidiaries, *Jerrold Corp.* and *Jerrold Electronics Corp.*, are advising field on how system can be cracked. General Instrument, competitor in field claims suit is without merit, says nothing is wrong with telling customer that system can be circumvented.
- **FCC will be quiet this week**, with Chairman Richard E. Wiley in London attending Trans Atlantic Communications Conference with representatives of European postal and telephone and telegraph agencies.

■ National Black Network used 20 correspondents to supply its two five-minute programs each day which featured analysis by Carl Rowen and Mal Goode. Eighty AM and FM stations received the feeds.

## Family-viewing suit is coming down to wire

**Final arguments in Los Angeles last week sum up earlier charges and countercharges expressed in and outside the courtroom**

The charge by Hollywood writers and producers that the television family-viewing plan is a result of illegal pressure on broad-

casters by the FCC and the denial of that charge by the commission, the National Association of Broadcasters and the television networks were repeated last week. The scene was in the U.S. District Court in Los Angeles as both sides made their final oral arguments to the presiding judge, Warren J. Ferguson.

The same arguments, in pretty much the same form, had already been put on the record, both in some six weeks of courtroom testimony (BROADCASTING, April 5, et seq.) and in formal briefs (BROADCASTING, June 21, July 5). But the fact that this was the last chance to influence Judge Ferguson added an impassioned note to the pleas of the attorneys.

Calling the plan a classic example of "backroom action," Ronald Olson, attorney for the Writers Guild of America, West, stated that all meetings of the FCC and the networks "took place outside the

public scrutiny. There is no record in this case, no rule-making, no order of inquiry."

Rebutting the defendants' claim that the family-viewing plan was the independent creation of CBS President Arthur Taylor, who reportedly had been formulating it since the time he joined CBS. Mr. Olson noted that more than two years had elapsed with no signs of activity by CBS in combating the rising amount of violence on TV, but that in less than a month after his meeting with Chairman Wiley, Mr. Taylor asked that the NAB television code be amended to include a clause reserving the first two hours of evening time for programing suitable for viewing by family groups, including young children.

Seth Hufstедler, representing Norman Lear's Tandem Productions, which is seeking to have its *All in the Family* put back into family-viewing time, accused defense witnesses of "rationalization" and "intellectual dishonesty" when they testified that the FCC had nothing to do with the inception of the family-viewing hour. When he spoke about voluntary cooperation, NBC President Herbert S. Schlosser "either forgot or he lied," Mr. Hufstедler asserted.

"Acting together, the three networks and the NAB control virtually the whole universe of programing," Mr. Hufstедler said. Here is a private groups usurping the role of government, he stated, and if it's illegal for the FCC to interfere in programing, "it's certainly illegal for the networks and the NAB to do so."

If the family viewing plans has any merit, it's in the attempt to cut down on violence, Mr. Hufstедler said.

David Anderson, of the Department of Justice, who represented the FCC, said the record contains no evidence that the FCC threatened reprisals if the networks didn't rid their programs of violence. "The evidence is," he said, "that the FCC does not intend to monitor or supervise the broadcasters' enforcement of family viewing."

The FCC was created to regulate broadcasters' operations in the public interest, Mr. Anderson noted. "The commission does not violate the public trust by suggesting ways in which [broadcasting] can do so more effectively. It is entirely proper for a commissioner to discuss problems with broadcasters and to suggest proper action."

Echoing this point of view, Philip K. Verleger, representing CBS, told the court "It's infinitely better to invite the industry to do something itself than for government to extend any kind of censorship over what the public shall hear and see."

Representatives of the other networks and the NAB were to conclude the arguments on Friday. Then Judge Ferguson will study the record and announce his decision as to whether the family-viewing plan is an infringement of the First Amendment's guarantee of the free expression rights of the plaintiffs or that the programing concept is legal and acceptable.

## More PR punch sought for Ford in staff upheaval

**Young team moves up to run bigger Office of Communications; Mead out in dispute with Nessen**

While members of the communications industry were waiting over the past several weeks for the White House to announce the appointment of its director of communications to the FCC, some of President Ford's aides were quietly planning a reorganization to enlarge the communications office. Their aim: An operation that would be better equipped to communicate the President's accomplishments to the public.

Last week, all was in readiness. Margita White, 39, who as director of communications is also an assistant White House news secretary, was nominated to the FCC (see page 30).

Two young but experienced administration aides were appointed to take over an Office of Communications that was being expanded in size and scope. David R. Gergen, 34, a special counsel to the President and a former Nixon administration aide, was named director, and William F. Rhatican, 35, Treasury Secretary William Simon's special assistant for public affairs, his deputy.

They are already, as Mr. Gergen put it, "in the saddle." Pending Senate confirmation of her appointment to the FCC, Mrs. White is remaining on the White House staff as an assistant news secretary to aid the Gergen-Rhatican team takeover.

Nor were those the only changes in the White House news operation. Bob Mead, the former CBS News producer who for two years has served as President Ford's television adviser, resigned after News

Secretary Ronald Nessen sharply criticized him for allegedly failing to provide adequate support to the Public Broadcasting Services in its live coverage of a White House dinner for Queen Elizabeth—coverage that television critics uniformly panned. Mr. Mead denied he was responsible for the program's shortcomings, and so did PBS.

The personnel changes in the Office of Communications—one of whose principal functions has been to serve as the White House's liaison with newspapers and broadcast stations outside Washington—led to speculation that the White House had become dissatisfied with Mrs. White's performance as director. White House officials denied that, and Mr. Nessen said she had done "a superb job."

However, when the decision to nominate Mrs. White was made, several weeks ago, presidential aides are said to have seen the opening that would be created as providing an opportunity to strengthen the office. There was a concern that the President's accomplishments in foreign and domestic policy were not being adequately communicated to the public.

Mr. Gergen, an aide to White House Chief of Staff Richard Cheney, was in on the early discussions, along with Mr. Cheney, Mr. Nessen and others. The talks led to Mr. Cheney's suggestion that Mr. Gergen take the director's job and, subsequently, to the offer of the deputy's post to Mr. Rhatican. Before signing on with Secretary Simon, Mr. Rhatican was, in sequence, public affairs assistant to the Secretaries of Interior and Commerce. (He is also, he says, a frustrated broadcaster. As a Seton Hall College student in the early 1960's, he worked as an announcer for WHBI[AM] Newark, N.J., which was later absorbed by WADO[AM] New York, with which it had shared time on a frequency, and as a "night news editor" on a daytime-only station, WMTR[AM] Morristown, N.J. He wanted very much to make a career of broadcasting, but, when opportunities did not develop, he wound

up on a newspaper, the *Paterson* [N.J.] *News*, instead.)

The decision to look for people in the administration was dictated by the fact that the White House was already in an election campaign. The Republican national convention, at which Mr. Ford faces a strong challenge from Ronald Reagan for the presidential nomination, begins in four weeks. And then, assuming the nomination is his, the President faces the challenge of Democrat Jimmy Carter. "We wanted someone who could take over right away," Mr. Gergen said last week. "And that was easier for someone in government."

Moreover, there was the feeling that the office, established by President Nixon in 1969 with Herbert G. Klein as its first director, had, as Mr. Gergen said, "lost a lot of utility." It had been without a deputy for several months, and the number of professionals dwindled to seven. "It wasn't Margita's fault," Mr. Gergen said. "The office did not have the additional personnel to carry out its functions; it felt starved for people."

Mr. Gergen is losing no time in remedying that situation. He plans to add "at least" 11 professionals immediately—eight of them from the White House—and to wind up with a staff of "15 or 20."

One new function the office will perform is to schedule through public affairs officers the public engagements of administration officials when they speak on behalf of the President. The office will also research and prepare papers on policy issues—a function it has had but has been unable to perform because of a lack of personnel.

Its other duties, besides serving as liaison with newspapers and broadcasters outside Washington, include assisting in the coordination of news events at the White House, coordinating the activities of the administration's public affairs officers, and preparing the President's news summary and briefing materials.

Mr. Nessen's announcement of the



Gergen

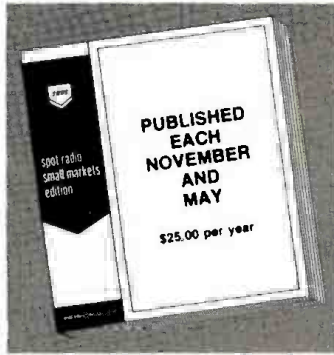


Rhatican



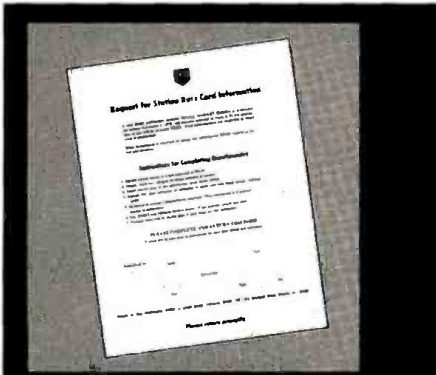
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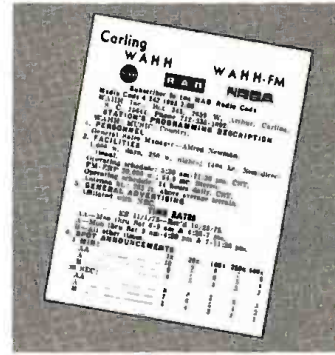
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Estimated circulation: 700.

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# thing special\*

# nd September

ocal TV journalism and (2) radio

## 4Sep27

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changes in the Office of Communications prompted reporters' questions as to the political motivations involved. Mr. Nessen denied there were any. But Mr. Gergen and Mr. Rhatican did not. They see part of the office's function as to serve the President in the same manner that Jimmy Carter's supporters will articulate that candidate's views of government.

"There is a political aspect to every White House," Mr. Gergen said. "The President is a political as well as a moral leader. It's inane to say the White House can be divorced from politics. But there is a distinction between that approach—recognizing that politics is part of government—and setting up an office simply to win an election."

The reorganization of the office has led to speculation not only about its effect on the fortunes of President Ford but also on those of News Secretary Ron Nessen. Mr. Nessen said the office would continue to report through him to the President. But Mr. Gergen is expected to exercise more authority than did Mrs. White. He has held high posts in the White House and at the Treasury Department, where he was a special consultant to Secretary Simon. He may retain his title as special counsel to the President, and he is expected to continue to have access to Mr. Ford.

The Nessen-Mead controversy blew up over the July 10-11 weekend, when word leaked that Mr. Mead had submitted his resignation to the President after receiving a memo from the news secretary criticizing his performance in connection with the PBS program. Mr. Nessen is said to have asked for a statement in writing explaining how Mr. Mead's office "screwed up" and requested assurances it would not happen again.

Mr. Nessen also was quoted as saying that Mr. Mead had been "under fire at the White House for six months" and that he—Mr. Nessen—"had saved him several times" but would not intervene again. He declined, however, to confirm or deny those statements in a White House press briefing last Monday.

Mr. Mead, who was still occupying his office last week, said he did not know what Mr. Nessen was talking about. "The President has never said he was unhappy with my work, Cheney has never said he was unhappy with my work, and neither has Nessen," Mr. Mead said.

As for PBS's coverage of the state dinner for Queen Elizabeth—a fiasco marked by PBS's commentators failing to identify guests correctly and by cameras focusing on tree branches—Mr. Mead said he had assigned White House aides to the PBS talent and had tried to warn cameramen they were in poor locations. But, he said, "I wasn't producing the show."

A high PBS official agreed that the show's problems should not be blamed on Mr. Mead. "Nessen just used [the show] as an excuse," he said. "Mead didn't screw up. He was as cooperative as he could be. It's a screw-up on the part of our people. Public broadcasters should be adult enough to admit their mistakes. It

wasn't Mead's fault."

Actually, White House reporters who have observed the Nessen-Mead relationship over the past two years say the problems is principally one of personalities. They note that Mr. Mead, who had been Dan Rather's producer when Mr. Rather covered the White House for CBS, was brought in by President Ford's first news secretary, Jerry terHorst, a newspaperman who had no knowledge of television. But when Mr. terHorst resigned and was succeeded by Mr. Nessen, a former NBC newsmen, they suggest, Mr. Mead's problems began.

"Nessen thought he knew everything about television," said one television reporter. Another, who has made no secret of his dislike for the news secretary, said that Mr. Nessen was "resentful" of favorable publicity Mr. Mead received. But another problem, he noted, was that "Mead could never accept Nessen as his boss."

And Mr. Mead has frequently said his "sole responsibility" was to the President. "I was appointed by him, and was to work for him, in his best interests, not Nessen's," he said last week.

Mr. Mead's reasons for resigning are contained in his letter to the President, which the White House said he declined to release. But Mr. Mead said he had not been forced to resign. He suggested, however, that his resignation was a result of frustration, that he had been denied an opportunity to contribute. "Ideas and suggestions I submitted either came out as somebody else's or else never got to the President," he said. "PBS wasn't the thing. I wanted to get out."

He has asked to be relieved by Aug. 31—and the responsibility for filling the job falls to the new Office of Communications, which will supervise the television adviser.

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## White House pulls a switch on FCC choices

**Republican White given long term, leaving short one for Democrat; hearings promised, nothing more**

President Ford, who is not known for springing surprises in the conduct of his office, sprung one last week. He named Margita White, 39, assistant news secretary and director of the White House Office of Communications, to a full seven-year term on the FCC.

Joseph Fogarty, 45, counsel to the Senate Communications Subcommittee and a Democrat, who had been expected to be named to the full term, was not even named to fill the unexpired term that is available.

However, White House sources said the Fogarty nomination for the short term was on track and would be made this week.

The White House apparently did not

give Mr. Fogarty any assurance as to which term he would be given. Nevertheless, the President's decision to nominate a Republican to the seven-year term, succeeding Democrat Glen O. Robinson, not only came as a surprise. It seemed calculated to enrage the Democratic majority in the Senate—particularly Chairman John O. Pastore (D-R.I.) of the Communications Subcommittee, one of Mr. Fogarty's principal supporters, and thus assure denial of confirmation of Mrs. White's FCC nomination.

However, White House News Secretary Ronald Nessen, in announcing the President's choice on Monday, said the White House is "absolutely" confident the Senate will confirm Mrs. White. And, as the week wore on, others in the White House echoed that assurance.

White House officials who talked to Senator Howard Baker (R-Tenn.), ranking minority member on the Communications Subcommittee, were among those who were confident, but not "absolutely" confident. They were assured that hearings will be held on the two FCC nominations before the Republican convention begins next month.

But there was no "guarantee" of confirmation. There never is, one official noted. But he expressed this degree of optimism: "If the nominees are good, it's tough not to confirm."

Senator Pastore could not be reached for comment on his feelings regarding the FCC appointments. However, he is believed to have been contacted by Senator Baker, and he did not transmit any warning to the White House. Senator Baker has backed Mr. Fogarty for the Robinson vacancy.

The President's intention to nominate Mrs. White had been reported last month (BROADCASTING, June 21). But the expectation was that Mrs. White would be named to complete the two years of the term of Republican Charlotte Reid, who resigned effective June 30.

That seemed the most a Republican President could expect from a Democratic Senate four months before an election which could place a Democrat in the White House. Indeed, it was commonly thought that the Senate might refuse confirmation to a Republican for any term and thus make it possible for a Democratic President, if one takes office in January, to name another Democrat to the commission and give it a four-member Democratic majority.

Nevertheless, the President chose to name Mrs. White to the full term. The reason, White House sources said, was simply that he is a Republican and wanted to name a Republican to the longer term.

■ Mrs. White's nomination had been suggested to the President originally as the result of a number of recommendations from the groups with which she has come in contact—including media groups—in her White House job, according to one White House aide who has participated in the candidate selection process. "She has



White

quite a good reputation" among them, he said.

The kind of impact Mrs. White and Mr. Fogarty would make on the commission is hard to estimate. Neither has the long academic and legal background in communications that Commissioner Robinson had before he joined the agency. Yet both are regarded as intelligent and effective by those who have worked with them.

Mrs. White has had considerable experience with the media, though principally as a writer and in political or governmental public relations. As director of the Office of Communications, a job she has held since June 1975, she has served as liaison with newspapers and broadcasters outside Washington, and has aided in coordinating news events at the White House as well as serving as contact point with the administration's public affairs officers.

Early in her career she was active in presidential politics. She was a research aide to Senator Barry Goldwater (R-Ariz.) and a research associate with the Republican National Committee during the senator's campaign for the Presidency in 1964. Later, she served as a research assistant to

the late columnist, Raymond Moley, from 1967 to 1969.

Mrs. White joined the Nixon administration when it took office in 1969, as an assistant to Herbert G. Klein, the White House's first director of communications. She moved out of the executive office for two years beginning in 1973 to serve as assistant director of the U.S. Information Agency.

Mrs. White, who was born in Sweden, grew up in California and became a U.S. citizen in 1955. She received her BA degree magna cum laude from the University of Redlands in California and her MA in political science from Rutgers University. She is married to Stuart C. White, an attorney, and they have two children. Mr. White is a partner in the Washington firm of Hamel, Park, McCabe & Saunders, in which a former FCC general counsel, John Pettit, is also a partner.

Mr. Fogarty has had a considerable grounding in communications matters in the past year, during which he has been counsel to the Communications Subcommittee. He has advised senators on telecommunications policy matters, has

had staff responsibility for communications legislation and has drafted committee reports on the legislation. He has also developed contacts with the FCC, Office of Telecommunications Policy and representatives of common carriers.

Mr. Fogarty has become familiar to broadcasters as a result of his work on broadcasting matters. He has been interested in efforts to aid UHF to achieve parity with VHF as a means of promoting public broadcasting. He has also indicated interest in promoting equal employment opportunity in the communications industry, and in working with public interest groups to improve employment conditions for minorities and women.

For 11 years before moving over to the Communications Subcommittee, Mr. Fogarty was staff counsel on the parent Commerce Committee. He had responsibilities for transportation legislation and, later, East-West trade matters.

Mr. Fogarty, who is married and the father of six children, is a native of Newport, R.I., where he was recruited for the Senate job by Senator Pastore. He practiced law in Lowell, Mass., and in Newport from 1959 until 1964. He is also a Navy veteran, and holds a BA from Holy Cross, a JD from the Boston College of Law and a degree from the Georgetown University School of Linguistics, where he studied Russian.

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## Wearn hints of access code to recapture lost freedoms

**He says it would counter argument  
that outlet scarcity justifies  
government rules over programing**

National Association of Broadcasters Chairman Wilson Wearn last week bemoaned what he called the steady erosion of broadcasting's First Amendment rights over the last 50 years.

Erosion "is the right word," he said in a speech to the South Carolina Broadcasters Association last Monday. "The rights are being nibbled away bit by bit—an FCC decision here, a court decision there, a little White House squeeze here, a little congressional pressure there."

Mr. Wearn was heavily critical of all three branches of government, but for a remedy to their First Amendment quandary he urged corrective action by broadcasters, suggesting that they should be more responsive to nonbroadcasters seeking broadcast access to air their opinions.

Mr. Wearn, president of Multimedia Broadcasting Co., Greenville, S.C., will make the same speech again to the California Broadcasters Association today (July 19). In it, he said: "Since 1922 when broadcasting began, the government has, without surcease, tried to intervene in programs, tried to substitute its judgment for that of the licensee. It's an eternal tempta-



tion for the government to intrude, and because we are licensed it's easier to accomplish than with any other media. Yet, the very fact we use the airwaves is more reason for the First Amendment to apply to us, not less, because it makes broadcasting so much easier to manipulate.

"We really need the protection of the First Amendment," Mr. Wearn continued. "When the naked attempts of the Nixon administration to manipulate the press were exposed in the Watergate matter, cries of horror went up from many people. Yet, what the Nixon administration did in this respect is, in truth, little different from what most previous administrations and the Congress itself have tried in varying

**"The very fact we use the airwaves is more reason for the First Amendment to apply to us, not less, because it makes broadcasting so much easier to manipulate."**

degrees to do over and over again."

Mr. Wearn armed his speech with a half-dozen examples of government actions he said have degraded the journalistic freedom of broadcasters. The most recent was the FCC's decision ordering WHAR(AM) Clarksburg, W.Va., to give coverage to the strip-mining controversy. The commission "took the responsibility

for programing out of the hands of the licensee and arrogated it to itself," Mr. Wearn said.

Mr. Wearn cited another case in which the commission found eight radio stations in California to have violated the fairness doctrine by not giving adequate time for opposing viewpoints to some paid commercials by the Pacific Gas and Electric Co. about nuclear power plants.

"If the commission's unprecedented order in this case is left to stand, broadcasters will no longer be able to make judgments about what constitutes a controversial issue," Mr. Wearn said. "The order, as it now stands, puts the stations in the ludicrous position of having to disprove controversy."

There are other examples of the government trying to substitute its own discretion for that of broadcasters, but none so confusing and intimidating to broadcasters as the sequence of FCC decisions on editorializing, Mr. Wearn said. The sequence began in 1941 with the FCC's Mayflower decision, prohibiting editorializing by broadcasters. In 1960, Mr. Wearn pointed out, the commission said editorializing was "one of the elements usually necessary to serve the public."

"So the government has come the full circle," said Mr. Wearn, "changing its mind 180 degrees over a period of 20 years, thoroughly confusing the broadcasters and making a mess of an issue it had no business being involved in in the first place."

Mr. Wearn added, however, that he sees hope that broadcasters' First Amendment rights will be restored—through any of three methods.

First, he said, the government might blunder, might go so far one time in trying to stamp out an unpopular idea or respond to some group "that even the Supreme Court of the United States will not be able to swallow it and we might get back our First Amendment rights."

Second, the fairness doctrine might be repealed, he said, but that would be difficult. "It is not likely that the Congress or the executive branch—or for that matter the judiciary—will easily let us out from under the broad government thumb."

The third way would be for broadcasters to retrieve their First Amendment rights themselves, he said. "We can do that, I believe, by finding ways to increase the exposure of various viewpoints on the air. It could be done by individual broadcasters—each responsibly responding in his own way—or perhaps through a voluntary cooperative effort among groups of broadcasters."

After his speech in North Carolina, Mr. Wearn told BROADCASTING that he has no specific scheme in mind for a cooperative

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6 A.M. - 10 A.M.  
Mike Paulin



10 A.M. - 2 P.M.  
Dan Creighton



2 P.M. - 6 P.M.  
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6 P.M. - 12 M.  
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effort like the one he mentioned. But one thing he envisions is some sort of access code, perhaps, to which broadcasters might subscribe voluntarily.

"Certainly such actions on a broad scale would weaken the principal arguments used against us—monopoly and scarcity," he said.

## Double billing: capital offense

**'Egregious' case costs licensee  
his AM-FM in New Hampshire**

The FCC last week denied renewal of licenses for White Mountain Broadcasting Co.'s WMOU(AM) and WXLQ(FM) Berlin, N.H., saying that the licensee had engaged in fraudulent billing and had failed to maintain adequate program logs.

Administrative Law Judge James F. Tierney had found last February that the stations had double billed local advertisers that had cooperative advertising agreements with manufacturers or suppliers providing for payment or for credit for a certain percentage of the cost of advertising (BROADCASTING, Feb. 9).

Judge Tierney had recommended a one-year renewal, \$10,000 fine and full restitution by the stations of revenues acquired through double billing. The commission said, however, that this was "one of the

most egregious cases" of double billing it had seen and that it justified denial of license renewal.

The commission affirmed Judge Tierney's findings that shortly after the stations were acquired in February 1969, the sole stockholder, Robert R. Powell, was informed that the stations were issuing two bills to certain local advertisers, one for the true quantity and cost of the advertising broadcast and the other for an inflated amount. The latter was sent to the manufacturer or supplier as the basis for obtaining reimbursement.

The commission said Mr. Powell "participated in the fraudulent billing practices by the execution of fraudulent affidavits" until an FCC field investigation was made in August 1974.

The commission stated that between January 1973 and August 1974 overcharges "in excess of \$7,800" were made. The commission said overcharges made between February 1969 and December 1972 were at least twice as much but could not be precisely ascertained because White Mountain was unable to locate the pertinent records.

The FCC added that the condition imposed by Judge Tierney in granting the short term renewals, that White Mountain make full restitution of the amount illegally acquired, could not be met because so many of the records could not be found and the exact amounts of illegal overcharges could not be determined.

White Mountain also admitted the

failure to maintain adequate program logs, the FCC said. Although it would not deny renewal for violation of logging rules alone, the commission noted the violations "do indicate a casual attitude on White Mountain's part toward its responsibilities as a licensee which serves to reinforce our view that the public interest would not be served" by renewal of the licenses.

## Comments to FCC stress obsolescence of rules covering network radio

The FCC received suggestions last week on how to clean up and revise its 35-year-old radio network rules.

Most broadcasters agreed that radio networking has changed substantially since present regulatory policies were first formulated in May 1941. They felt, as CBS did, that the technological and economic growth of the nation, increased competition among existing and emerging networks and the now established pre-eminence of television in entertainment programming makes it possible that "at least certain rules" can be "eliminated or relaxed."

Most comments were directed in one way or another to the definition of the

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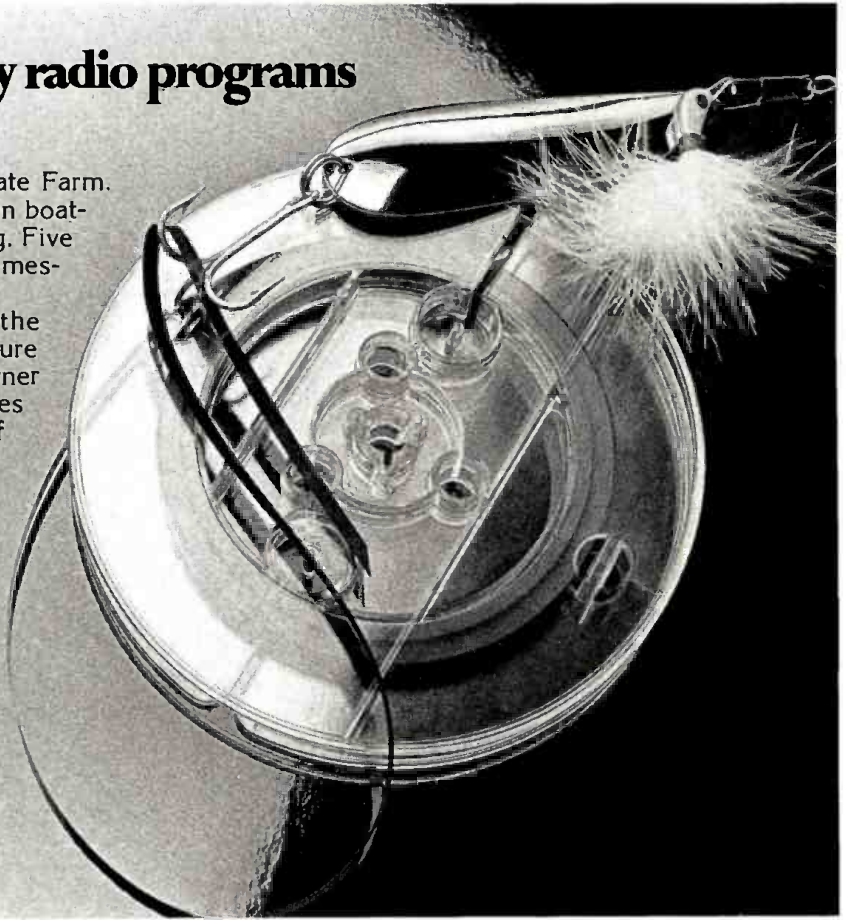
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term "network." CBS defined network as a company which transmits programs to radio broadcast stations primarily for instantaneous, simultaneous broadcast. CBS proposed that only those organizations that transmitted complete programs be classified as networks as opposed to organizations like "rep" networks which arrange for discounted regional or national sale of commercial time on groups of radio stations.

NBC agreed, saying it saw no need to classify groups like newswire services, barter program suppliers, syndicators, regional networks or sports networks as "conventional" networks. NBC said defining the term "network" was at best "academic" since rules concerning network-radio station affiliations are no longer necessary. NBC said as long as the station is free to make an independent judgment on whether to affiliate with or take the offerings of a network, the FCC should "not concern itself with the nature of the business relationship or attempt to regulate it." If the commission does retain rules, NBC said, it should limit its definition of networks to the "conventional" networks such as ABC, NBC, CBS, Mutual and the National Black Network.

NBC said networks must be allowed maximum flexibility and freedom from restrictions if they are to survive in their new role as programmers of news and public affairs.

Mutual Broadcasting System Inc. said the network definition should include any organization involved in "simultaneous broadcasting of an identical program or parts thereof by two or more connected stations." Mutual, which has cases pending at the commission that seek to have Associated Press's AP Radio and United Press International's UPI Audio Network included in rules governing network affiliation, repeated its opinions that the newswires perform the same functions as other networks and should be included in regulatory policies.

Mutual said that if the AP and UPI services are allowed to function unregulated they will "soon come to monopolize radio news."

UPI said, however, that it is primarily an organization which gathers news on an international basis and offers news to broadcasters who are under no coercion to use the material, and can use what they choose whenever they wish. UPI asked that the FCC eliminate it and AP from the proceeding.

The commissioner of baseball filed a comment asking the FCC to eliminate regional and sports networks from the definition of "conventional" networks. The commissioner said that loose affiliations are formed for sports broadcasting on a seasonal basis for a limited function and the filing requirements on the stations involved are overly burdensome.

Most broadcasters agreed that the current regulations were obsolete and suggested either complete deletion of the rules or at least revision to permit networks maximum flexibility. They attacked the "chain broadcasting" rules which

regulate the simultaneous broadcasting of an identical program by two or more stations.

One of these rules, bars network ownership of two stations in the same market. ABC called this rule "superfluous" since the FCC's multiple ownership rules have long since taken over. CBS asked for deletion of the rule, and even the FCC, in its notice inviting comments said it is "obviously . . . desirable to delete" this part of the rule.

Another rule limiting to two years the length of affiliation agreements between networks and radio stations was attacked as obsolete. ABC said the rule was originally conceived in a day when there was a shortage of radio stations to allow for the growth of competitive networks. NBC said it is now standard practice to allow termination of the agreement by either party upon six months' notice, and a commission rule in this respect was not needed. CBS also called for deletion of the rule, but said if it is retained, it should be extended to three years.

Another rule which provides that stations have the right to refuse network programs they regard as unsuitable or contrary to the public interest was called unnecessary by most broadcasters. ABC said network programs are offered to stations on an individual basis and the stations have the right to refuse programs on that same basis. CBS said public interest concerns were inherent in the responsibilities of a licensee, and a special network rule in this regard was unnecessary.

CBS said some local stations use the right-to-reject rule as a shield for "wild spotting" a practice of rescheduling network commercials into local programs while the network program is rejected. CBS said stations "wild spot" to maximize their own profit while listeners are deprived of news and public affairs programming.

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## Suit claims NBC reneged

Continental Time Corp., New York, has sued NBC Inc. for \$27.8 million, charging it with welsching on a deal to promote and help sell watches. In addition to generating profits for both NBC and Continental Time the sale of the watches was meant to raise funds for the Boys Clubs of America. Continental's suit claims that NBC never intended to fulfill its Dec. 24, 1974, contract with Continental, that NBC arranged the deal to avoid a lawsuit being threatened by the BCA. On Aug. 1, 1973, according to the suit, NBC contracted with the BCA to "engage in the promotion, marketing and sale" of BCA-related "products, books and publications" and had failed to live up to that agreement. An NBC spokesman said that the Continental lawsuit, which was filed in New York State Supreme Court, is without foundation because "NBC conformed in every way to its end of the contract." NBC will file a formal response on Aug. 5.

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## Lee sounds countercharge against VHF invaders

**FCC commissioner tells Lake Placid meeting that drop-in proposal could result in many being short-changed; NYSBA decides to expand its scope; Buckley opposes move to RFE; fairness arguments resurrected**

With the FCC preparing to consider the VHF drop-in issue during the last week in July, Commissioner Robert E. Lee got in an early lick last week. The commissioner, throughout his 22 years on the commission its prime defender of UHF, said the issue is one on which the FCC must not compromise: "This is a matter of principle, backed up by practical considerations."

Commissioner Lee, who spoke to the annual New York State Broadcasters Association Executive Conference in Lake Placid, warned that the United Church of Christ's proposal, based on an Office of Telecommunications Policy study, that the commission drop in some 90 VHF stations at short spacing, would lead to the death of UHF television.

For, he said, if even a few drop-ins were authorized, the action would be tantamount to the commission saying that UHF "is not good enough." The impact, he added, would be felt by every UHF operator who seeks financing, or who attempts to hire new employees or to promote his station. And UHF operators, he said, would inevitably await the outcome of drop-in proceedings before deciding whether to proceed with UHF development or seek their own drop-ins.

The commissioner also argued that the drop-in proposal contains disadvantages even apart from the likely impact on UHF. Drop-ins would "cause terrific impairment and loss of existing VHF service," he said. The present concern about citizen-band interference to television reception would be slight, he said, compared to the outcry that short-spacing could be expected to produce.

Furthermore, he said, if VHF drop-ins fail, "as seems likely, they would have been a cruel hoax on just those people whose interests they were supposed to serve"—minorities and educators.

The drop-in proposal has been advanced as a means of assuring the public additional television service, of opening television ownership to minorities, of providing more educational outlets and of holding out the prospect of a fourth national network.

All of those goals can be met by UHF, Commissioner Lee said, not by "an inevitably small number of VHF drop-ins located far away from the population centers to be served, suppressing power in



those directions, and subject to other crippling defects."

A growing concern over the economic climate in the state, has led the NYSBA to broaden the scope of the organization to include not only broadcasting matters, but also "business and economic matters that affect the state."

At the four-day meeting, the board of directors agreed to support "efforts to make the state more competitive to other states for those who would invest capital in new business or industry or expand or retain existing industry in the state."

A recommendation by the General Accounting Office that the European operations of Radio Free Europe and Radio Liberty be closed down as an economy measure and moved to Washington (BROADCASTING, July 12) was of concern to Senator James L. Buckley (C-R-N.Y.). The senator told the broadcasters in Lake Placid that the proposed move would be "against the long-range interest of our foreign policy and our national security." The two operations are important because they "operate independently of the U.S. government and provide consistently accurate reporting of hard news on events in and out of the Soviet bloc . . . That is why any move to cut back on their independence and effectiveness represents, in effect, an act of cooperation with the Soviet bloc."

Panel discussions covered a number of topics. The first, "Are Broadcasters Fair to

Politicians?" included members from the New York State Senate and evolved into a discussion of the fairness doctrine. Richard Hughes of WPIX-FM-TV New York and senior vice president of the NYSBA said: "I think many politicians have the idea that if you say something bad about them on Monday you have to say just as many good things about them on Tuesday."

Irv Weinstein, news director of WKBW-TV Buffalo, commented on the FCC's recent decision in the WHAR(AM) Clarksburg, W. Va., case in which it told a station that it had an obligation to cover a specific issue (BROADCASTING, June 14). He said "It seems to me that if the government can tell broadcasters what stories to cover then it's just a tiny, frightening step for the FCC to tell broadcasters what stories not to cover."

On the other side of the coin was Don Decker, news director at WGY(AM)-WGFN(FM)-WRGB(TV) Schenectady, who didn't think the fairness doctrine posed much of a problem. "I think you can live with it if you simply try your best to be fair," he said. If you go to work every day with that as your goal, "I firmly believe that in the long run . . . you will be looked upon as being fair and responsible by enough of the people out there to stay in business."

"Trends in Radio Programming" was another panel and it produced a vision of the future by Rick Sklar, vice president

and director of program development of the ABC-owned stations. He said, "With all the success we've had with formats, it may not be enough for the future." Look at the types of receivers being marketed today, he said, "A lot of people are getting bored so the manufacturers have added public service bands as an alternative source of entertainment." The same accounts for the rapid growth of citizens band equipment sales. He continued, "They're finding more thrills, more excitement in those bands than in our formats."

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## Billings coverup costs S.C. station

### FCC affirms initial decision revoking WSIB's licensee

The FCC last week issued its order revoking the license for WSIB(AM) Beaufort, S.C., for making misrepresentations to the commission in an effort to conceal evidence of fraudulent billing (BROADCASTING, June 28).

The action, adopted June 24 on a 6-to-0 vote, with Commissioner Robert E. Lee absent and Commissioner Benjamin L. Hooks concurring in the result, affirmed an initial decision by Administrative Law Judge Chester F. Naumowicz Jr.

Judge Naumowicz said the station had engaged in fraudulent billing from January

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1971 until December 1973 and concluded that the violations had been initiated by the son and/or the wife of Charles E. Bell Sr., the president, director, sole stockholder and general manager of the station.

The commission said the record in the proceeding was replete with examples of deliberate misrepresentations by the owner and officers. It mentioned specifically Charles Bell Sr. and his son, Charles Bell Jr., who was a vice president, treasurer and director of the licensee from March 1, 1972, to April 18, 1974, and a salesman for the station during the time of fraudulent billing.

The commission noted that the licensee admitted in the hearing that it gave an advertiser rebates that amounted to half the amount the advertiser paid the station, and issued invoices to co-op advertisers that misrepresented the types of advertising broadcast.

## Changing Hands

### Announced

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

■ **WZGC(FM) Atlanta:** Sold by GCC Communications Inc. to First Media of Georgia for \$3.5 million. Seller, owned by publicly held General Cinema Corp. and its president, Alexander M. Tanger, has been involved in years of litigation before the courts and the FCC to acquire WEFM(FM)

Chicago and change format from classical music to contemporary. It has been selling off other properties to cover Chicago losses (BROADCASTING, March 15). GCC still owns 85% of WCIX-TV Miami; WIFL(FM) Philadelphia; WGCL(FM) Cleveland, and some 300 motion picture theaters, 21 bottling and canning plants and other enterprises. Buyer is wholly owned subsidiary of First Media Corp. owned 49.2% by Richard E. Marriott, 30.78% by his brother, Jay W. Marriott Jr., and 18.01% by Richard's wife, Nancy P. Marriott. Marriott family is principal in publicly held Marriott Corp., Washington-based hotel, restaurant, airline catering and entertainment chain. Buyers also own WPGC-AM-FM Morningside, Md. (Washington), and KAYK-AM-FM Provo, Utah. WZGC is on 92.9 mhz with 100 kw and antenna 590 feet above average terrain.

■ **WVOC(AM) Battle Creek, Mich.:** Sold by WVOC Inc. to Television Thirty-Six Inc. for \$160,000 plus \$136,812 noncompetition covenant. Seller is owned by Don F. Price (75%), wife Evangeline (20%) and son D. Burdette (5%). Seller also owns WDFP(FM) Battle Creek. Buyer is owned by Bob Sherman, Delton K. Winkel and E. Daniel Stomp, 33-1/3% each. Mr. Sherman was president and 40% stockholder of wVIC-AM-FM East Lansing, Mich., from 1967 to 1974 when his sale to now majority stockholder, James A. Morse, was approved by FCC. He is now freelance sports announcer. Mr. Winkel is sales manager at WJIM-AM-FM Lansing, Mich., and Mr.

Stomp is account executive there. WVOC is 1 kw daytimer on 1500 khz.

■ **WHYT(AM) Noblesville, Ind.:** Sold by Mid-Indiana Broadcasters Corp. to Family Life Broadcasting System for \$271,500. Wendell Hansen, president and majority stockholder of seller, is also president and minority stockholder of WESL(AM) East St. Louis, Ill. Buyer is nonprofit, nonstock religious broadcasting corporation based in Jackson, Mich., with board of eight directors composed of social workers, clergy and professional people living in and around Jackson. Family Life also owns WUNN(AM) Mason, WUGN(FM) Jackson and WUFN(FM) Albion, all Michigan. WHYT is 250 w daytimer on 1110 khz.

■ **KBZB(AM) Odessa, Tex.:** Sold by Atkins and Green Broadcasting Co. to Mesa Broadcasting Inc. for \$260,000. Seller, Diama J. Atkins, is widow and executrix of estate of Herbert H. Atkins and has no other broadcast interests. Buyer is 100% owned by Ralph Wayne who also owns majority interest of KKYN(AM) Plainview, Tex., and 100% of KKYR(AM) Marshall, Tex. KBZB is on 920 khz with 1 kw day and 500 w night. Broker: Murphy & Rochester Inc. of Odessa.

■ Other sales reported at the FCC last week include: KBGN(AM)-KBXL-FM Caldwell, Idaho (see page 57).

### Approved

The following transfers of station ownership were approved last week by the FCC: ■ **WYOO-FM Richfield, Minn.:** Sold by Fairchild Industries Inc. to Doubleday Broadcasting Co. for \$850,000. Seller, publicly traded diversified company, also owns KLIF(AM) Dallas and has purchased, subject to FCC approval, KDTX(FM) Dallas (BROADCASTING, Dec. 22, 1975, Jan. 26, 1976). Fairchild has also sold, subject to FCC approval, WYOO(AM) to Radio 980 Corp. (BROADCASTING, May 17). Buyer is wholly owned subsidiary of Doubleday & Co., publishing firm, and owns KRIZ(AM) Phoenix; KHOW-AM-FM Denver; KDBW(AM) St. Paul; KITE(AM) Terrell Hills and KEXL(FM) San Antonio, both Texas, and 25% of Odessa, Tex., cable system. WYOO-FM is on 101.3 mhz with 100 kw and antenna 225 feet above average terrain.

■ Other sales approved by the FCC last week include: KWIZ-AM-FM Santa Ana, Calif.; KCIN(AM) Victorville, Calif.; KUBA(AM)-KHEX(FM) Yuba City, Calif.; WPPI(AM) Carrollton, Ga.; KDUB-TV Dubuque, Iowa; WCRM-AM-FM Clare, Mich.; WCSR-AM-FM Hillsdale, Mich.; KDKD-AM-FM Clinton, Mo.; KDRG(AM) Deer Lodge, Mont.; WBRM(AM) Marion, N.C.; WHIT(AM) New Bern, N.C.; KFLY-AM-FM Corvallis, Ore.; KEED(AM) Eugene, Ore.; WEEZ(AM) Chester, Pa.; WEIR(AM) Weirton, W.Va. (see page 57).

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## They only come out at night

The listenership of clear channel stations tends to be regional, and persons living in the nation's 150 "white" counties—

those ostensibly lacking local primary service—frequently are able to receive programs from AM stations not on clear channels as well as from some FM outlets.

These are among the preliminary conclusions FCC staff members have gleaned from a study of nighttime radio listenership prepared under contract by Arbitron. The study, which was designed to assess the extent to which listeners rely on clear channel AM stations as an exclusive radio service and to list those counties where such stations were mentioned in Arbitron diaries obtained during the April-May 1975 audience sweep, will be used by the commission in its inquiry aimed at developing new policy for clear channel service (Docket 20642).

## Minority, women employees are up at CPB, PBS, NPR

**Study says numbers, percentages rising, but problems still exist**

Board members of the Corporation for Public Broadcasting last week heard that the trends are positive regarding CPB and Public Broadcasting Service minority and female employment but that there's a long way to go.

Those statements were in a comprehensive study that was partially reported to the CPB board and will be continued at the next board meeting Sept. 21. The report was delivered by Marcia Wood, director of CPB's department of human resources development, which began functioning April 1.

According to the report, CPB hired 22 minority and female employees between Jan. 21 and June 21 of this year. Between December 1974 and June 1976, it was said that females in management rose from 0-20% and minorities in management from 8-20%.

Over-all, public broadcasting has increased its personnel from 6,574 in 1972 to 8,940 in 1975, a 36% gain, the report said. Minority and female employment was said to have increased at a faster level, approximately 74% (from 600 to 1,000-plus) and approximately 62% (from 1,700 to 2,800), respectively. The report also noted, however, that in some local areas women and minorities face employment problems.

In other action the CPB board:

- Adopted a resolution planning the expenditures of a \$17.5 million budget for the transition period between the government's fiscal 1976 and 1977 years. (July 1, 1976 to Sept. 30, 1976).

- Adopted resolutions regarding the management and further study of the satellite interconnection of public radio and television (BROADCASTING, Feb. 9).

- Authorized an allocation of up to \$500,000 to National Public Radio for piloting, development and public aware-

ness efforts over the next 15 months.

- Authorized up to \$700,000 for a series on Black oral by Nguzo Saba Films Inc. with funding for one episode and subsequent funding contingent on a staff evaluation.

## Rejected WHBI claims FCC didn't dig deep enough for facts

WHBI(FM) Newark, N.J. has complained to the FCC that the latter did not properly evaluate evidence when it denied licensee Cosmopolitan Broadcasting Corp.'s application for renewal of license.

The commission denied the renewal last month on grounds of licensee abdication of programing responsibilities, saying the station sold 75% of its broadcast time to time brokers and was generally unaware of program content or even of who presented much of the station's programing.

WHBI said the FCC did not assess the evidence and reacted against the "bare fact" of time brokerage. Although much of its programing is produced in languages in which licensee Donald Lewis is not fluent, WHBI said, Mr. Lewis observes producers as they prepare programs, conducts interviews and discussions with them and informally monitors broadcasts.

WHBI claimed that it is common practice for foreign language stations to program in

languages the licensee does not have fluency in, and that the commission has upheld the procedure as long as appropriate steps are taken to assure licensee familiarity with broadcasts and to insure that licensee and FCC rules are complied with.

The FCC had also accused WHBI of avoiding its responsibilities to Newark's English-speaking audience, noting that Cosmopolitan maintained neither a production nor a news staff and presented no licensee-originated programing. WHBI said that it did not claim to be a major factor in Newark affairs but was a specialty station serving minorities in northern New Jersey and the "New York megalopolis." The licensee said public service, news and interviews were part of its foreign language format.

## Women's group is on wrong track—WGAL

WGAL Inc. complained to the FCC last week that a petition by Feminists for Media Rights of Pennsylvania to deny its sale of WGAL-AM-FM Lancaster, Pa., (BROADCASTING, June 28) is misguided and unsubstantiated.

In statements filed by both WGAL and Hall Communications Inc., buyer of the stations, the broadcasters said FMR's petition was directed mainly to a case it has

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pending now against license renewal of WGAL-TV there on grounds it violated anti-trust rules (BROADCASTING, July 7, 1975).

WGAL said the cases should be decided individually, and that an FMR proposal that the FCC rescind the renewals of the radio stations pending the outcome of the renewal proceedings on WGAL-TV would violate sections of the Communications Act.

WGAL and Hall said the sale would also provide diversity of media ownership since Hall has no other broadcast interests in the Lancaster area. WGAL said FMR "is more concerned with prevailing in the WGAL-TV case" than it is about whether the public interest would be served by the sale of the radio stations.

WGAL Inc. owns the Lancaster morning, afternoon and Sunday newspapers, the only Lancaster VHF TV station, two of the city's five radio stations and the only cable franchise.

Both broadcasters also attacked FMR's allegations that neither provided sufficient programming and employment practices for minorities and women, stating that the commission had reviewed their EEO records in 1975 and 1976 and renewed their licenses.

### Washington STV requests

The FCC has ordered a hearing on competing applications for subscription television authorization in Washington. The applicants are Channel 20 Inc., licensee of WDC-TV (ch. 20) Washington and Channel 50 Inc., proposed assignee of construction permit for WGSP-TV (ch. 50) Washington. Channel 50's application to acquire WGSP-TV permit from the trustee in bankruptcy has been consolidated in a hearing with applications for the STV franchise. Channel 50, headed by Ted Ledbetter, Washington communications consultant, faces financial qualification issue in connection with both applications.

### FCC authority in labor disputes challenged

Gross Telecasting Inc. has urged the FCC to consider a Supreme Court decision on employment discrimination as evidence the commission does not have the authority to regulate broadcast licensees in labor disputes that are the responsibility of the Equal Employment Opportunity Commission and National Labor Relations Board.

Gross is fighting for renewal of its WJIM-AM-FM-TV Lansing, Mich., and is charged by the American Civil Liberties Union with unfair labor practices. Gross said that the equal employment opportunity case involving the National Association for the Advancement of Colored People and the Federal Power Commission should make clear to the FCC that it does not have authority to exercise original jurisdiction in cases charging unfair labor practices of its regulatees. The Supreme Court said the

FPC can regulate in discriminatory employment practice cases only where practices affect production of gas and electric energy at reasonable rates and that FPC was not created mainly to eradicate discrimination.

### Media Briefs

**Extra shares.** Beginning with its October 1976 television market reports, Arbitron Television will be reporting ADI share trends four times yearly instead of three. All 33 markets that are surveyed at least four times per year will gain added column.

**Trading up.** RCA Consumer Electronics is offering color TV set owners \$50 to \$100 or more if they turn in any brand toward purchase of 1977 RCA Colortrak console model from Aug. 5 through Sept. 11. Trade-in program, said to be first involving used color sets, will be backed by about \$2 million of TV, radio, newspaper, magazine and direct-mail advertising.

**At your doorstep.** American Research Bureau reports it can now make its radio mechanical diaries available to clients at their offices. In past statistics could be consulted only at Beltsville, Md., or at various Arbitron sales offices. Diary is designed as programming tool, enabling station to make audience comparisons and to trace habits of listeners as they tune in and out of stations.

**Numbers still count.** FCC has denied United Church of Christ reconsideration of 1974 renewal of licenses for 10 Tulsa, Okla., radio stations. KELI(AM), KAKC-AM-FM, KXXO(AM)-KMOD(FM), KRMG(AM)-KWEN(FM), KFMJ(AM)-KRAV(FM) and KVOO(AM) were cleared by commission of UCC charges that employment figures for minorities and women for 1974 renewal applications were compiled after previous 1971-1973 license term and did not reflect actual employment of women and minorities during license term. Commission said renewal applicants' post-term employment efforts are part of licensee's continuing affirmative action efforts and that new numbers are relevant in consideration of station's compliance with FCC policy.

**Abbreviated.** WRFY-FM Reading, Pa., has been granted short-term renewal to Aug. 1, 1977. FCC decided vice president and 50% stockholder, Dr. Frank A. Franco, who pleaded no contest to five counts of mail fraud last year, did not involve broadcast station in criminal conduct; full restitution of sum defrauded had been made. Dr. Franco was indicted for allegedly submitting bills for medical services to insurance company when services had not been performed. Commission said Dr. Franco did not benefit financially from actions but wished to help patients and that his previous record was good.

**Removal rights.** FCC has adopted rules regarding removal of counsel from commission proceedings which would make it



matter of right for counsel or client to appeal exclusion. Commission said removal is not considered disciplinary action and that hearing should not be stayed pending appeal. Commission rejected procedures suggested by Federal Communications Bar Association, said FCBA's plan would place counsel and presiding judge or review board in adversary positions. FCBA's petition was response to controversy regarding exclusion of attorney Benedict Cottone from 1972 KAYE(AM) Puyallup, Wash., renewal hearing.

**Denied.** FCC denied Committee for Open Media (COM) reconsideration of earlier commission decisions which denied COM's request for rejection of renewal applications of ABC's KABC-TV Los Angeles and KGO-TV San Francisco and SRD Broadcasting's KSJO(FM) San Jose, Calif. Commission said COM failed in previous petitions to present specific evidence that licensees failed to devote enough time to coverage of issues of public importance. COM argued FCC did not make clear standards it uses to determine this, but commission said it has made standards sufficiently clear through its policy statements.

### Both applicants will appeal KORK decision

The fight over the license now held by Don Reynolds Sr. for KORK-TV Las Vegas is not over. Mr. Reynolds has announced he will appeal the FCC's decision to deny renewal of the KORK-TV license (BROADCASTING, July 5). The commission said the station was guilty of fraudulent billing and of making misrepresentations to it (BROADCASTING, July 5). Las Vegas Valley Broadcasting Co., the competing applicant whose application was turned down on financial grounds, also expects to oppose the commission's decision. James E. Rogers, the Las Vegas attorney who is president of Valley, said his group will either file for reconsideration or seek court review.

### Renewal form change urged

The Commission on Federal Paperwork, created to find ways to cut down on the number of forms the government requires the public to fill out, last week recommended that the FCC trim a question from its new license renewal forms. The question, number seven on the radio form and number four on the TV form, would require stations to give information about virtually all litigation in which any of their officers and stockholders are involved. Paperwork Commission Chairman Frank Horton urged FCC Chairman Richard Wiley in a letter last week to rephrase the question so that it would only encompass the main officers and stockholders with a say in station management or policy. Similar action has also been urged by broadcasters and by the General Accounting Office (BROADCASTING, June 28).

## AFTRA deplores audience tests to choose talent on news shows

**Also at union's annual convention: talk of tougher network contracts, ongoing exploration of SAG merger, election of Slattery as president**

The firing of nine news personnel by KNXT(TV) Los Angeles has led to a protest adopted by the American Federation of Television and Radio Artists at its 39th annual convention in Minneapolis.

At issue is a charge by AFTRA that the station used the results of a test given before an audience as the basis for the firings. The tests measure the audience's skin reactions to the person on the screen. AFTRA's resolution condemned the use of such marketing-research tests in evaluating news reporters and anchors and urged the adoption of more "professional criteria" for the rating of news personnel.

Robert Pierpoint, CBS News White House correspondent and one of the delegates, said that such tests are dangerous because "professional abilities are not taken into account; they become beside the point to a series of psychological tests."

The charges were denied by the station which said the tests were used "only in a very limited way."

The outgoing national AFTRA president, Kenneth Harvey, urged delegates to address themselves to "major inequities" in AFTRA's contracts with the networks, which expire next Nov. 15. He cited as major grievances the unilateral contract, the no-strike clause and the absence of "reservation of rights," which would prevent use of "our own recorded performances as scab labor in the event of a strike by this union." He said local branches "must not hand over the package of demands to our executives, disperse to our various locals, and wait—only to be informed later that the employer's final offer has been received and to discover that it contains, yet again, no substantial redress of our major grievances."

Sanford I. (Bud) Wolff, national executive secretary of AFTRA, reported that the union has begun talks with several public broadcast stations to seek collective bargaining agreements. He also said that talks would continue with producers of nonbroadcast audio-visual productions (previously called "slide films") and expressed the hope that a new agreement would be reached soon in this sector.

The convention ended on a note pledging a continuous dialogue with the Screen Actors Guild regarding a merger of the two entertainment unions.

The pledge was given on July 11 by the newly elected national president, Joe Slattery.

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tery of Chicago, who referred to the merger discussions that have been going on for several years, and added:

"I don't know what will come of them, or when. I don't think there's any point in pretending that many people in this union and in the guild do not agree about whether a merger is possible. I pledge to you an open mind, a determination to explore all avenues that may lead to improvement in the compensation and benefits our members should receive no matter where they work."

AFTRA delegates also voiced their approval of a SAG proposal suggesting at least one joint meeting yearly of the two unions' national officers and executives and indicated that additional members from each organization should be included in these talks.

Kenneth Groot, who has served as executive secretary of the union's New York branch for more than 20 years, received the George Heller Memorial Gold Card Award for "outstanding service to AFTRA and its members."

In addition to Mr. Slattery, officers elected during the convention were: Bill Hillman of San Francisco, first vice president; Jackson Beck of New York, second vice president; Ginny Tyler of Los Angeles, recording secretary; Elizabeth Morgan of New York, treasurer and the following vice presidents: George Herman (Washington), Louis Nunley (Nashville); Shirley Diercks (Minneapolis-St. Paul), Mel Pape (Miami), Brad Phillips (New York), Peter Leeds (Los Angeles) and Hugh Williams (Los Angeles).

## Don't remind them

The ratings illustrate some of the problems of documentary-markets, said Marlene Sanders, vice president-director of television documentaries, ABC News, in a speech before the National Federation of Press Women at Princeton, N.J.

Ms. Sanders asked, "Should we tackle subjects that are important, but not very filmable—subjects like economic issues, energy, slush funds (which we just did on a recent magazine-format show), or should we stick to what television does best: personal stories, emotion, simplicity?"

The magazine-format program to which she referred was *ABC News Close-Up: Portraits*, which aired Thursday, June 17, at 10-11 p.m. NYT. It fared poorly in the Nielsens against NBC's *Thursday Night at the Movies* and CBS's *Barnaby Jones*; ABC managed only a 5.9 rating, 12 share, against NBC's 19.3 rating, 38 share and CBS's 16.7 rating, 33 share.

Part of the problem, Ms. Sanders said, is that "people apparently do not want to see problems on television." But the *Close-Up* unit is not to be deterred—"Next season we plan programs on rip-off religions, divorce, crime and the equal rights amendment, among other topics," she said.

## Researchers say TV can hurt or help children

**University of Texas study claims viewing can be harmful influence unless controlled by parents**

Unchecked television viewing can harm children, according to a federally funded study by researchers at the University of Texas, but if controlled by parents, TV viewing can have a positive influence on youngsters' lives.

Dr. Charles Corder-Bolz, director of the Learning and Media Research Project at UT, concluded two-thirds the way through a three-year, multi-faceted research effort that "TV does have an influence [on children]. But it is a relative influence in comparison to parents. These days almost anything can come across the tube, but it can be moderated by parents. The kid who is influenced is the one who has a weak relationship with his parents and for whom TV has become a surrogate parent."

Dr. Corder-Bolz based his findings on answers to questionnaires by 900 families (about 900 women, 750 men, 900 children) in south-central Texas that have yielded 2.5 million items of data. Analysis of those data and of other tests continues, but among the initial findings are these four conclusions: (1) that television viewing can significantly influence a child's development; (2) that children strongly identify with various TV characters; (3) that parents' child-rearing practices interact strongly with children's TV viewing behavior and modify the impact of TV content, and (4) that those child-rearing practices differ depending on the family's ethnic background and the child's age.

The study thus far has focused its questions on such subjects as TV-fostered attitudes in children about men's and women's roles in society, occupational roles and children's identification with TV characters. According to Dr. Corder-Bolz four of the top 10 predictors of children's attitudes about men and women involved television, both the characters on TV and the people who watch TV with children. Other predictors included parental affection, father's dominance of mother, and mother's attitude about how much authority women should have at work.

TV by itself gives the child a simple view of the world, according to Dr. Corder-Bolz. He said when children see stereotypical sex roles played by TV characters, "they begin to think, 'Gee, women should be young and pretty and men should be manly.' The ideas they pick up tend to be even more stereotyped than what they actually see."

Among TV characters, the over-all favorite with children is Steve Austin on ABC's *Six Million Dollar Man*, the findings say. The most disliked is Archie Bunker on CBS's *All in the Family*.

The UT researchers have concluded the second of three years allocated to the

study, for which they have been granted \$100,000 a year by the Office of Child Development of the Department of Health Education and Welfare.

There are several projects in the study, including a pre-school the researchers have concluded with four- and five-year-old boys and girls, examining what they learn from TV. They will do the same this fall with six- to 10-year-old children. Another project in the works is an in-home study of 40 to 60 parents to discover more about what they contribute to the information children get from TV.

Still another project is an experiment with a set of commercials for a fictitious fruit drink in which the sex and occupation of the main character is varied. From the experiment the researchers hope to learn whether commercials contribute to occupational aspirations in children. "Our research indicates that advertising agencies could make a positive contribution to the development of children . . .," Dr. Corder-Bolz said.

In the end, he said, the researchers hope to be able to isolate the positive effects TV has so they can show parents how to use TV as a positive force in raising children.

## Summer tryouts score low ratings

**No TV network entry is a hit, and 'I've Got a Secret' is bomb**

With the summer TV season nearing the halfway mark, not one of the first-run network replacements has generated better than blah Nielsens.

A variety half-hour featuring the Jackson Five (Wednesday, 8-8:30 p.m., NYT), CBS's attempt to come up with a black Donny and Marie Osmond as a possible second-season family-hour show, just finished a four-week tryout without ever climbing above a marginal 29 share, outrated each week by reruns of *The Bionic Woman* on ABC. The Jackson's show led into another half-hour variety series starring a young comedian named Kelly Montith, which managed only a 24 share in its four tryout weeks.

At NBC, John Davidson's four-week summer show (Monday, 8-9 p.m.) averaged only a 30 share against reruns of *Rhoda* and *Phyllis* on CBS and against a throwaway ABC sitcom called *Viva Valdez* and the first half-hour of traditionally low-rated baseball on ABC. (The last five prime-time baseball games, not counting the All-Star Game, have averaged a 25 share.)

Network sources expect ABC to make ratings hay during the next two weeks with its coverage of the summer Olympic games from Montreal.

ABC's two first-run summer sitcoms—*Viva Valdez* (Monday, 8-8:30 p.m.) and *Good Heavens* (Saturday, 8-8:30 p.m.)—have, for the most part, remained mired in low-20's shares.

CBS's Dinah Shore variety hour (Satur-

day, 10-11 p.m.), which runs through Aug. 7, has averaged a 30 share in five outings so far, but the program that precedes it, *The Bob Newhart Show* (all reruns), has averaged a 36 share over those same five weeks.

Finally, CBS took a stab at resuscitating its old panel show, *I've Got a Secret*, in prime time (Tuesday, 8-8:30 p.m.). *Secret*'s best numbers in four weeks were a 10.0 rating and 22 share on June 22, and CBS has quietly replaced it, beginning this week, with reruns of a failed sitcom called *Pepi*.

## du Pont/Columbia winners set for WNET special

A suggestion by Larry Grossman, president of the Public Broadcasting Service, to air a "major prime-time special" honoring the year's best news and public affairs programming is turning into a reality. Mr. Grossman urged development of such a program during a speech before the International Radio and Television Society in May (BROADCASTING, May 10), and last week PBS and the Columbia University Graduate School of Journalism jointly announced that the school's 1976-77 du Pont/Columbia awards for broadcast journalism will be televised by WNET(TV) New York for the public system.

Envisioned as an annual event, the first telecast will air in late 1977, and last either 90 minutes or two hours. It will include the actual awards presentation, a survey of the year's broadcast journalism and excerpts from award-winning documentaries. du Pont/Columbia awards are given to both commercial and public broadcasters.

## The classical touch

The Chicago Symphony Orchestra and WFMT(FM) there will be co-hosts of the seventh annual conference of the Concert Music Broadcasters Association on Aug. 5-8 at the Sheraton Plaza hotel in Chicago. Representatives from record companies, equipment manufacturers and program syndicators will join an anticipated 200 broadcasters for a series of panels and speakers discussing programming, music licensing, FCC policies, program guides, sales, research, promotion and the role of public radio among other topics of interest to broadcasters of classical music.

## Programing Briefs

**Double dunk.** Denver Nuggets team, which comes into National Basketball Association next season, has signed local radio and television contracts. KOA(AM) Denver has been announced as radio originator and KWGN-TV there will telecast minimum of 15 road games in 1976-77 plus playoffs. TV contract is three-year pact and continues KWGN-TV's association of past two years with Nuggets, formerly

in now-defunct American Basketball Association.

**Conspicuous absence.** Top Value Television, video cooperative known as TVTV which recorded both formal and off-beat proceedings at political conventions in 1972, was not at Democratic convention last week and will not be at Republicans' next month. Proposed 12-part series covering primaries, conventions, election and bicentennial happenings "never got beyond the idea stage," at least partly because public television did not commit money, according to Alan Rucker of TVTV, Los Angeles. Mr. Rucker noted, and Democratic National Committee confirmed, that press credentials were denied TVTV in any case, because no documentary crews were allowed admission.

**High above the city.** Viacom International Inc., New York, will move later this year from 345 Park Avenue to expanded quarters on 28th and 29th floors of Celanese building, 1211 Avenue of Americas, in Rockefeller Center.

**Because it's there.** CBS-TV will finance two-month attempt to climb Mount Everest and follow its progress by periodic reports on *CBS Sports Spectacular* weekend afternoon telecasts. Philip Trimble is leader of eight-person expedition, which will be accompanied by six cameramen. Co-producers for CBS are Ed Goren and Joan Richman.

**Ten-Four.** New 60-second TV spot by Aetna Life & Casualty deals with prevention of CB radio thefts. Company has distributed more than 300 copies of public-service film, which is free. Aetna warns that about 25,000 CB users will suffer losses of more than \$45 million this year. Copies are available by writing: *Film Librarian, Aetna Life & Casualty, 151 Farmington Ave., Hartford, Conn. 06156.*

**British renaissance.** *The New Avengers* one-hour series is scheduled to return to television after production absence of more than six years. *The Avengers* was carried on ABC-TV. New version will be offered initially in U.S. for network sale, probably for January 1977 date. Sales in U.S. will be handled by D. L. Taffner Ltd., New York.

## Martin Klein fined

Martin Klein, music supervisor for such CBS-TV series as *Gunsmoke*, *Perry Mason* and *The Wild, Wild West*, has been fined \$2,500 and sentenced to three years' probation after pleading guilty to charges that he bilked Broadcast Music Inc. of \$50,000 by filing false claims for royalties for the music on those series. Mr. Klein also must repay the \$50,000 to BMI in exchange for BMI dropping a civil suit against him. CBS has volunteered to return \$50,000 its music publishing arm also received as a result of Mr. Klein's false reports.

## Equipment & Engineering

## Equipment to shine at London exhibition

**More than 60 manufacturers and 2,000 delegates are expected to view new ENG and other technical gear at international convention**

More than 60 international broadcast equipment manufacturers are gearing up for the 1976 Biennial International Broadcasting Convention to be held Sept. 22-24 at the Grosvenor House in London.

Convention sponsors, led by England's Institution of Electrical Engineers, expect to attract more than the 2,000-plus delegates from 44 countries who attended the 1974 show and have allocated all the exhibition space. The IBC rotates every other year with another technical and equipment show in Montreux, Switzerland.

Opening this year's convention will be Admiral of the Fleet, the Earl Mountbatten of Burma, who also serves as chairman of England's National Electronics Council.

While some manufacturers expect the show's emphasis to be on remote and mobile production, the convention is being promoted as covering every aspect of conventional broadcasting. More than 60 technical papers are to be presented in 14 sessions, with session chairmen representing a variety of countries. Subjects of technical papers on American experience range from "A Technical Review of Helical Recording" to "Circularly Polarized TV Broadcasting Aerials."

N.V. Philips/Pye TVT, in one paper, plans to offer an explanation of its LDK-11 electronic news gathering/field production camera. It expects to be the largest exhibitor at the convention and will have a staff of about 75 persons. New products to be introduced include the LDK-65 telecine system.

Among those companies coming out in full force is Ampex, which claims the show will be "as big for us" as the National Association of Broadcasters convention. Ampex's exhibition will be spread over three locations: Grosvenor House, the American Trade Center and the Hilton hotel. With 75 persons from its international staff and 40 from its domestic force, it plans to show the line introduced at the NAB convention earlier this year that includes its VPR-1 helical system. In addition it will introduce some new products in its audio-video line.

Another firm which plans a "major NAB-style production" is International Video Corp. IVC will also demonstrate essentially the same equipment it unveiled at the NAB convention but will focus primarily on its 7000P camera for field remote production. This will be the first major IVC effort for the firm which says the larger push reflects a growing European market.

Harris Corp. plans to take about five persons from the states, aside from per-

sonnel in its international division. Again, a product introduced at the NAB convention will be spot-lighted: TC-80 color cameras.

Repeat demonstrations of RCA products, however, will not be available at the Grosvenor House. Although it has attended in the past, RCA will skip this year's convention. At present, it said, efforts are being concentrated on the Montreux and the NAB shows.

## NAB sharpens plans for hardware show

**Convention advisory unit named; allied group sets up co-meeting**

The National Association of Broadcasters has appointed an exhibit advisory committee, a first for the association, to help with site selections and other exhibit problems at the NAB's annual convention.

The new committee has four members, including one NAB staffer, exhibit director Edward Gayou, and three exhibitors: Arthur Burger, 3M Co., St. Paul; Adolph Rosset, American Electronics Laboratories, Lansdale, Pa., and Ralph Show, Tektronix, Beaverton, Ore.

Also of interest to NAB convention exhibitors, the International Industrial Television Association, with headquarters in Summit, N.J., has announced it will hold its annual convention concurrently with NAB's for the next three years. The group, whose members are connected with nonbroadcast television, wants to take advantage of NAB's technical equipment show. Its meeting will be separate from NAB's, but its members will be issued passes to tour the NAB exhibit floor. ITVA will have headquarters at the Statler Hilton hotel next year in Washington, the site of NAB's convention March 27-30. It anticipates 200 registrants.

## Broadcast, consumer equipment sales slump in recession

Sales of consumer electronics products dropped to \$4.8 billion last year, off 21.5% from \$6.1 billion in 1974. So reports the Electronics Industries Association in its "1976 Electronic Market Data Book" released this month.

The report, however, shows over-all dollar volume of electronic equipment sales up about 1.5% to \$36.4 billion in 1975, from \$35.9 billion during the previous year.

In a breakdown of selected consumer product sales (in millions), monochrome TV receivers dipped from \$543 to \$371; color TV receivers, from \$2,658 to \$2,121; nonautomotive radios, from \$559 to \$369; automobile radios, from \$370 to \$355. Economic conditions are blamed for the declines.

Although TV-set sales in 1975 were

down 17%, the report says, 18% of American families bought new sets. The study adds that sales picked up in the final months of the "recession year of 1975" and "momentum continued" into this year.

The study notes that 1972 was radio's record year when 55.3 million units were produced valued at \$983 million. Last year, it says, 34.5 million radios were marketed, 25.3 of them nonautomotive. The report shows a continuing "healthy growth" for FM, with 75% of new non-automobile radios equipped to carry the band in 1975, up from 68% in 1974. A steady increase in the FM capacity of automobile radios was also shown, up to 38% of the new supply in 1975, from 32% in 1974 and 28% in 1973.

As for broadcast equipment, the report says that sales remained strong despite "depressed economic conditions." A slight drop however, was reported in "broadcast, studio and related electronic equipment," from \$469.1 million to \$461.4 million. Better economic circumstances are expected to bring sales up this year, as "U.S. broadcasters' 1976 equipment plans have been bolstered by their 1975 income."

Regarding broadband and CATV communications, it cites the claim that new technology will bring a \$200-\$300 million market for equipment, cable, origination equipment and installations by 1985, said to be several times the current market. Communications equipment as a whole dropped in 1975 to \$6.342 million from \$6.554 in 1974.

### Technical Briefs

**Private calls.** RCA Corp. has filed proposal with FCC to set up "24-hour-a-day private telephone and data service" for U.S. businessmen at usage rates rather than full-day charges. By playing off "time differences between traffic peaks across the U.S.," RCA promises to get more use out of its private-line network in non-business hours. "Pool of trunk lines," RCA says, "is called into service through a computerized switching system which makes instant connections for business and government subscribers between any—or all—of their distant locations." RCA's Satcom I and II orbiting satellites will make this new proposal possible, company says.

**Six-pack.** Shure Brothers, Evanston, Ill., has introduced new add-on accessory microphone mixer which adds up to six extra-microphone inputs to sound system. Inputs are switchable to line level. Model M677 unit acts as "slave" mixer for other Shure products.

**Growing.** Communications equipment firm, Scientific-Atlanta Inc., plans 135,000-square-foot addition to its main facility in suburban Atlanta. Addition, which has target occupancy date of early 1977, will bring firm's total facilities to 600,000 square feet in three Atlanta area

plants. Expansion cost is estimated at \$3 million. Heery & Heery Inc., Atlanta, is architect. According to Sidney Topol, S-A president, expected sales increase warrant expansion. S-A sales are forecast to exceed \$45 million for fiscal year ended June 30, reflecting increases averaging 29% per year since 1972.

**Correction.** Complete line of Magnavox CATV equipment and services will be marketed in Europe by N.V. Philips Gloeilampenfabrieken, Eindhoven, Netherlands, BROADCASTING's July 12 report left out the "Philips."

## High-capacity optical fibers shown by Bell

**With TV adaptation 'down the road,' company shows system to carry 50,000 phone calls or equivalent**

A prototype lightwave communications system employing optical fibers was announced by Bell Laboratories and Western Electric Co. last week at the Western Electric plant near Atlanta, where the experiment is under way ("Closed Circuit," July 12).

Spokesmen for the two Bell System units anticipated that the hair-like optical fibers, using light from tiny lasers, might come into widespread use by the early 1980's but said they expect the first main use will be in telephone service in urban areas. However, the fibers have also been hailed as potentially low-cost replacements for conventional cable in CATV service, and in fact Teleprompter Corp.'s Manhattan Cable system put an 800-foot length of six-fiber cable into use, with results described as excellent, in its New York system 10 days ago (BROADCASTING, July 12).

Bell System spokesmen recognized the tiny fibers' potential for delivery of video signals but speculated that any widespread use for such purposes would be at best secondary to use in telephone service and, as one source put it, "down the road a bit."

The Atlanta test employs pulsed (digital) transmission of signals on light pulses through cables containing many glass fibers called "lightguides." The lightguides are coated to protect against humidity, abrasion and losses due to bending, and are formed into flat, color-coded ribbons, each containing 12 fibers. A dozen of these ribbons are encased in a cable, designed by Bell Labs, that is said to cushion and protect individual fibers against damage in field use and to help minimize transmission losses.

Thus the cable, described as half-inch in diameter, contains 144 lightguides and is capable, Bell Labs said, of carrying the equivalent of almost 50,000 telephone calls. The cable in the experiment is said to be 2,100 feet long, installed in ducts



## Westin's new horizons

**Capcities consultancy arrangement reshaped to programing undertaking**

Capital Cities Communications has established "a relationship" with Av Westin, former ABC News executive producer of television documentaries and the *ABC Evening News*. The exact nature of the relationship is still being decided, but Mr. Westin will act as an independent producer, working through his own production company to develop programs for the six Capital Cities TV stations "of such quality that we would be able to offer them to other broadcasters as well," according to Joseph Dougherty, executive vice president of CCC and president of the broadcast division.

Mr. Westin's role "first took the form of a consultancy," said Mr. Dougherty, in order to give both sides time "to explore areas of mutual interest in documentary-public affairs-type programs." A recommendation to Thomas Murphy, chairman of CCC, regarding "conceptual and economic" points of the arrangement was approved and the broadcast group committed itself to the research phase of two projects. Mr. Westin's role was then termed more that of executive director. Mr. Dougherty declined to elaborate on the nature of these projects, which "may or may not be documentaries," but which are to be "major, perhaps national in scope."

Mr. Westin departed ABC News at the request of William Sheehan, president of ABC News, in early February in an apparent editorial policy dispute (BROADCASTING, Feb. 2).

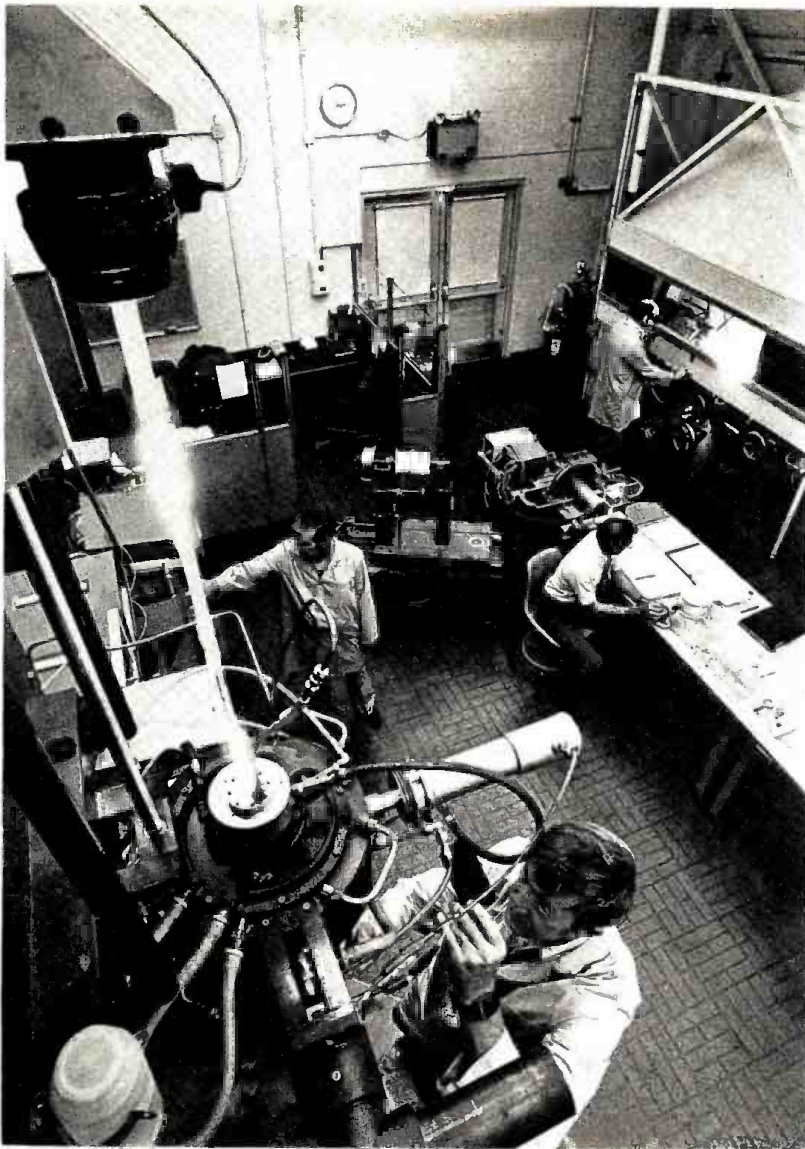
## 37 verdicts delivered in favor of radio-TV law-justice programing

**That's the number of ABA honors broadcasters will receive next month**

The broadcast media will receive 37 of 84 Gavel awards and certificates of merit presented by the American Bar Association for "outstanding contributions to public understanding of the American system of law and justice" in 1976. The 19 silver gavels (11 to broadcast) will be presented Aug. 10 at a luncheon at the Atlanta (Ga.) Hilton hotel in connection with the 99th annual meeting of the ABA. The 65 certificates of merit (26 to broadcast) are being mailed.

Gavel winners and their classifications include:

Television: Alan Landsburg Productions, Los Angeles—motion pictures/television release; CBS News, New York—network produced dramatic programs; WMAQ-TV Chicago—network-owned stations/group produced programs; WCVB-TV



**Pioneering.** This is Western Electric's pilot production line for fiber lightguides, in Atlanta. "Preforms," high-silica-content glass rods, are prepared on a glass lathe (the glowing area at upper right), are then softened (upper left) and pulled into the hair-thin lightguides (foreground).

and manholes adjacent to the laboratories, with some of the fibers joined at their ends to form transmission paths up to several miles long.

The WE/Bell Labs experiment is expected to continue into 1977. Officials said results thus far have met or exceeded expectations.

They expect Bell's first applications to be in carrying information digitally between telephone switching centers in metropolitan areas, where space in underground cable ducts is limited and digital transmission is already used extensively. In addition, they noted, distances between adjacent switching centers in many cases are no more than four miles—distances that telephone calls might travel before the light pulses would need regeneration by repeaters.

Reduced need for amplifiers and the

abundance of sand, one of the basic materials used in making the fibers, have been cited as major contributors to the cost savings expected from optical-fiber cables, whether employed in telephone, video or other services.

William J. Bresnan, president of Teleprompter Cable TV, said in announcing his company's introduction of fibers into its New York system that "I expect them to be quite commonly used by the end of this decade."

The WE/Bell Labs announcement said that researchers have also developed experimental fiber lightguides that will suffer even lower losses than those measured in the current experiment. It also said Bell Labs scientists have been demonstrating new materials and processes that have produced coated glass fibers that are as strong as steel.

**Lost and found.** Over the July 4 weekend in Cleveland a woman was found suffering from amnesia. After doing an interview with the woman, WJW-TV reporter Teel Salaun noted the woman's New England accent. Acting on a hunch, she sent a video tape of the story to WJAC-TV Boston. When WJAC-TV aired the story July 9, it was seen by Jim Boyd of WCVB-TV there who was monitoring the competition. He recognized the amnesia victim as his station's switchboard operator, Mrs. Jesse Donadio, who had not been to work for several days. His identification was confirmed when he showed the tape to Mrs. Donadio's mother and ex-husband who then called the Cleveland hospital where the missing woman was staying. The phone calls were said to have reactivated her memory except for the two-day period during which she rented a car and drove to Cleveland.

Boston—programs produced by other stations in top-10 markets; WCCO-TV Minneapolis, programs produced by stations in markets 11-50; National Public Affairs Center for Television, noncommercial; WETA-TV Washington—educational/public broadcasting, nationally produced, and noncommercial; WGBH-TV Boston—educational/public broadcasting, locally produced.

Radio: KMOX(AM) St. Louis—network-

owned stations/group produced programs, radio; WRFM(FM) New York—programs produced by other stations in top-10 metro areas; WBRU(FM) Providence, R.I.—programs produced by stations in metro areas 11-50; and KOB(AM) Albuquerque, N.M.—programs produced by stations in metro areas 51 and over.

Certificate of award winners include the following:

Television: CBS News; WKYC-TV Cleveland; KPX-TV San Francisco; WCVB-TV Boston; WFAA-TV Dallas; WBAL-TV Baltimore; WREX-TV Rockford, Ill.; KYTV(TV) Springfield, Mo.; noncommercial WNET(TV) New York; noncommercial WMHT(TV) Schenectady, N.Y.; Kentucky Educational Television, Lexington, Ky., and Directorate for Electronic Media, Arlington, Va.

Radio: CBS News; KMOX(AM) St. Louis; KNX(AM) Los Angeles; WRFM(FM) New York; WFAA(AM) Dallas; WJR(AM) Detroit; KOY(AM) Phoenix; KSL(AM) Salt Lake City; KQV(AM) Pittsburgh; WGIR-AM-FM Manchester, N.H.; WHLO(AM) Akron, Ohio; WSPB(AM) Sarasota, Fla., and WKAR-AM-FM East Lansing, Mich.

## Bureau of Prisons to allow more latitude in interviews

A six-month test during which reporters will be allowed to interview inmates of maximum security prisons has been announced by the Bureau of Prisons in Washington.

The test period began July 1 and applies to TV and radio, wire services, general circulation newspapers, news magazines and all media in prison communities.

The bureau, which has permitted interviews in minimum security institutions since 1974, is setting up the trial period "to keep the public better informed about federal prisons," according to Director Norman Carlson.

Interviews may be initiated by either a reporter or an inmate and can last for only one hour. They may also be conducted by mail—in which case reporters' questions will be examined by officials and returned with an explanation if the questions are considered unacceptable. Inmates' replies, however, will not be read, the bureau said.

Other guidelines designated by the bureau include stipulations that an interview may be refused if the warden feels it would "endanger the health or safety of the interviewer or would probably cause serious unrest or disturb the good order of the institution," the bureau explained, and added that reporters will be searched beforehand. The interviews will not be monitored by prison officials, but reporters must agree to give them a chance to reply to any allegations made concerning the prison.

Rules involving the inmates include a requirement that they must agree to the interview in writing and must sign a second form if they are to be photographed or taped. An inmate may not be paid and reporters cannot ask questions about other inmates who refuse to be interviewed.

## Buckeyes buck at move to hike pole attachments

**State cable association urges operators to demand that Ohio Power Co. justify increase; Warner's Hauser fears uncontrolled rises everywhere**

Although negotiations have been going on for a year and a half, Ohio cable operators and the Ohio Power Co. remain at odds on a new pole-attachment contract. At issue is an increase that would raise yearly rates from \$4 to \$5.60 per pole.

As contracts with systems expire, the Ohio CATV Association has urged operators who feel they must, the Ohio association suggested that they include a letter of protest. According to the association, 19 out of 43 have refused to sign so far, representing 80% of pole use. Contracts should not be signed until the power company justifies the increase, the association contended.

The Ohio Power Co., which said its pole-attachment rates have not been raised since 1963, claimed that present maintenance costs justify the increase. While it noted that the major companies have not yet signed, it claims the percentage of use by holdouts would be less than 80%. The power company is now preparing letters to tell holdouts that they have an obligation to accept the increase. Presently no disconnections are planned. According to an Ohio Power distribution engineer, many operators are opposing the increase as an act of solidarity with cable operators across the country.

Among the holdouts is Warner Cable Co. While not specifically addressing the Ohio controversy, Gustave M. Hauser, chairman and chief executive officer, issued a statement earlier this month to the industry as a whole, asking operators to unite against "arbitrary, unrestricted and monopolistic" pole attachment fees.

He urged operators to resist telephone and power utilities and cited the need for legislative or FCC action. Antitrust actions may be a remedy, he said, but courts "take a long time to reach decisions." The FCC later declared that it lacked jurisdiction on poles but directed its staff to study that problem as well as economic implications of pole rates (BROADCASTING, July 5).

Without government action, Mr. Hauser said, cable operators "will continue to be gouged by virtually unconscionable and unlimited price increases. . . ." He called this business situation "unprecedented." Mr. Hauser also stressed the importance of informing subscribers of the possibility that cable will be removed from poles. "We [at Warner] doubt that the public will ever tolerate such contumacious behavior on the part of a publicly franchised utility

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# Radio Programming Profile

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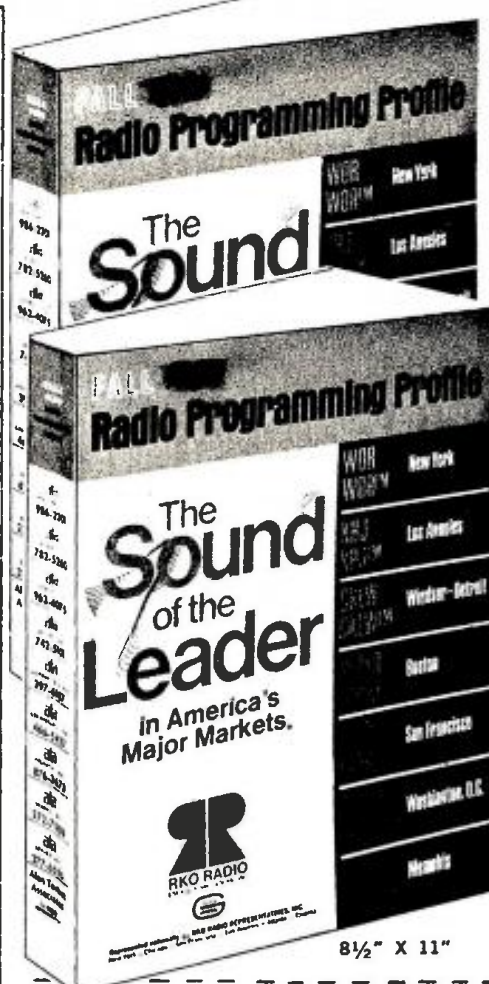
Fr -Joseph Dougherty  
GM -William James  
OpM, Assoc. PgD -William Harris  
GSM -Richard Rakovan  
NSM -James Long  
ChE -John Begin  
ND - David White  
MUL -Gene Elzy  
Assoc. PgD -W. Hal Youngblood  
FD -Marshall Wells  
PrM -Jane Freeman  
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CBS Affil.  
760 kc 50,000 w  
Capital Cities Stn.  
Katz

AM	PROGRAM	TYPE	COMMENTS
5	MARSHALL WELLS	Pop. Stand. Farm	Comprehensive farm news - livestock prices; traffic, weather and recorded music.
6	MUSIC HALL J.P. McCarthy	Pop. Stand.	Bright music, cheerful entertainment. Sports briefs, traffic, road conditions. 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. Marc Avery	Pop. Stand.	Live music on OPEN HOUSE. Jimmy Clark Orch. <i>Show biz guests.</i>
10	ADVENTURES IN MUSIC-Karl Hess	Class.	Classical music with a crew cut explains its popularity.
11	KALEIDOSCOPE Mike Whorf	Drama Music	Skillful blend of recorded music and dramatic narrative (usually Americana).
N	FOCUS J.P. McCarthy	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 Jimmy Launce	Pop.-Stand.	news headlines, weather, traffic, lively conversation. but mostly good music. CBS features include Mid-At Large with Mike Wallace. Walter Cronkite. <i>Jim Smidebush with WJR News at 4, Dave Taylor with WJR News at 5.</i>
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.
8	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 760 Jay Roberts	Class. Light Class.	Music and news with Jay Roberts.

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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)		

Seasonal: Detroit Lions and Michigan State football; Detroit Pistons basketball; Detroit Tiger baseball; Golf Tournaments; Port Huron Mackinac boat race; Michigan International Speedway race reports; Economic Club speeches



which enjoys a monopoly supposedly in the public interest," he said.

Presently Warner has no pole attachment cases in the courts. But especially in light of American Television & Communication's temporary disconnection from poles owned by Carolina Telephone & Telegraph (BROADCASTING, June 14), it believes the whole industry is in jeopardy.

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## Van Deerlin wants all movies freed for pay cable

**Week before his subcommittee resumes cable-regulation hearings, he criticizes antisiphoning rules**

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has labeled as "anticonsumer" the FCC's rules governing pay cable access to theatrical films.

He made the comment in an interview last week in New York where he was a delegate to the Democratic national convention. This week hearings resume before his subcommittee on cable TV regulation and continue the following two weeks, with a day set aside July 28 specifically for discussion of pay cable.

The reason for Mr. Van Deerlin's op-

position to the FCC's pay cable-motion picture rules, which severely restrict pay cable's access to movies three to 10 years old, is that he thinks the pay cable viewer should be allowed access to the full range of movies, he said.

The hearings, which have already run seven days and will continue another eight, begin Tuesday with a discussion of cable pickup of distant signals (BROADCASTING, July 12). Eleven witnesses have agreed to testify, including Glenn Jones, Jones Intercable Inc., Englewood, Colo.; John J. McGuinness, KIMN-AM-FM Denver; Leo Beranek, WCVB-TV Boston; Robert Kaizer, Avery-Knodel, N.Y.; Robert Rice, WRAU-TV Peoria, Ill.; Marshall Pengra, KMIR-TV Palm Springs, Calif.; Ed Allen, Western Communications, Walnut Creek, Calif.; Don Williams, Mission Cable TV, San Diego; Don Mackin, Moscow TV Cable, Scranton, Pa.; Ted Turner, Turner Communications, Atlanta, and Clayton Brace, KGTV(TV) San Diego.

Witnesses are also tentatively set for the next two days of hearings. On July 22, when discussion will be on sports and cable, the witnesses will be Don Ruck of the National Hockey League and a representative of the cable TV subcommittee of the National Collegiate Athletic Association.

On July 27, the day for pay cable discussion, the witnesses will be Jack Valenti, Motion Picture Association of America; Gerald Levin, Home Box Office; the Rev. W. James Richards, United Church of Christ; Russell Karp, Teleprompter; Ralph Baruch, Viacom International.

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## CATA and others upset by prerequisites for government loans

**Denial of funds to systems with 'capacity to originate' knocked in comments filed with the SBA**

As might have been expected, cable interests have united against a Small Business Administration proposal regarding loan availability to cable operators. The SBA rulemaking, aimed at codifying policy which has existed for more than 20 years, would provide eligibility only to those systems "with no capacity to originate live or taped programs, whether or not such capacity is required by law or any governmental agency." SBA believes it should not supply loans to various media in order to avoid government involvement in communications.

The Community Antenna Television Association charged that this proposal "totally precludes loan eligibility for CATV systems . . . A cable system always has the 'capacity to originate.'" CATA also expressed its concern for the "over-inclusion" of the proposal. It said an operator would be eligible if a National Weather Service forecast is retransmitted but not if a camera shows the temperature in the local area. The association also

warned that without allowing loans, the SBA is "assuring that the new industry will be dominated by the larger already established entrepreneurs."

The National Cable Television Association claimed that while other media "might appear tainted by any government monies," cable television is different because it is programed almost exclusively by other than the system operator." NCTA said that government funding of cable enhances First Amendment rights through the "multichannel capacity of cable television, taken together with the regulatory safeguards requiring public availability of channel space."

Three related citizen groups (Public Interest Coalition of Pennsylvania, Citizens for Cable Awareness in Pennsylvania and Philadelphia Cable Coalition) in a joint filing, asserted that the proposal is "directly contrary to the FCC's rules, and would put a cable operator with an SBA loan in violation of the public access requirements, at the same time, preventing an important service to the community." The FCC for larger systems requires a local origination access channel.

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## NCTA, CATA unite for first time to oppose copyright proposal

**Groups send letters to Wiley, Kastenmeier urging defeat of foreign station amendment**

An amendment introduced to the copyright bill earlier this month by Representative George E. Danielson (D-Calif.) has provided the impetus for what is said to be the first formal joint action by the National Cable Television Association and the Community Antenna Television Association.

Robert L. Schmidt, NCTA president, and Richard L. Brown, CATA general counsel, last week co-signed letters sent to FCC Chairman Richard E. Wiley and House Judiciary Subcommittee Chairman Robert W. Kastenmeier (D-Wis.) urging opposition to the amendment regarding carriage of foreign stations. Although the letters were worded differently the message was the same: (as written to chairman Wiley) "If adopted, the proposed amendment would directly affect communications policy and put the proposed copyright legislation in direct conflict with the commission's communications policy role."

According to the associations the amendment would "deny a compulsory license for the carriage of virtually any foreign station," altering the present text which allows the commission to determine the amount of foreign signal carriage. In the long run, the associations wrote, this would "remove the commission from this important area of communications policy determination."

Both the chairman and the congressman

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(whose subcommittee is marking up the copyright bill) were reminded of a July 2 letter that Mr. Wiley wrote to Representative John E. Moss (D-Calif.), chairman of the Subcommittee on Oversight and Investigation which was quoted as saying "matters of communications policy, and specifically cable television policy, should not be written into substantive law in a copyright bill . . ." Mr. Wiley was requested to communicate his views to Representative Kastenmeier's subcommittee.

## Cable Briefs

**Movies and more.** New program service for pay cable, Hollywood Home Theater, has been established in New York by Twentieth Century-Fox Film Corp. and United Artists Corp. Plans are to launch daily service in September, with movies (not limited to Fox's and UA's) as prime focus of schedule but also to include sports and locally tailored programming. Various delivery methods including stand-alone will be used; satellite possibilities are being investigated. John Berentson, formerly with Warner Cable Corp., has been named director of operations. List of initial clients is to be announced soon.

**Region defined.** Warner Cable Corp. has formed New England region for its cable operations there. Heading operation as vice president and general manager is Edward J. DeMarco Jr., who continues to direct Warner's largest system with 35,000 households in Boston area.

**Louisiana purchase.** Communications Services Inc., which owns cable systems in Kansas, Oklahoma and Texas, has added Lake Charles, La., system to its portfolio. Purchased from United Cable of Tulsa, Okla., system passes 24,000 homes, has 275 miles of plant and 9,500 subscribers. Communications Services is owned by Ralph Weir, Bob Weary and Phil Wilcox. Daniels and Associates was broker.

**Litigation ends.** American Television and Communications Corp. has decided not to appeal decision of federal appeals court for 10th circuit which affirmed judgment for damages awarded to United Telecommunications Inc. (BROADCASTING, June 28). According to ATC, it has paid United Telecommunications \$2,141,637 which includes judgment, interest and court costs. Litigation involved alleged "breach of promise" regarding registration of stock during cable system acquisition.

**Merger.** Smith, Cooper Associates, cable TV management and consulting firm, has become division of Associated Utility Services Inc., Cherry Hill, N.J. Associated now provides consultation to cable industry as well as such utilities as water, electric, gas and telephone companies.

**Cable access.** Cable television coverage of Democratic national convention was provided in New York area by Manhattan Cable, Teleprompter Corp. and various systems on Long Island. Arrangements were made by Manhattan Cable and Automation House, building complex of non-

profit American Foundation on Automation and Employment, whose studio facilities were used. Participating in programming on Monday through Thursday from 5-7 p.m. were editors and writers of *New York* magazine and *Village Voice*. Another series of programming was carried from 10 p.m. to 1 a.m., consisting of segments by various producers of cable access programs. Production of coverage on cable TV was supervised by Gordon Hyatt, formerly documentary producer with CBS and NBC and Av Weston, previously with ABC News as executive producer. Programs were carried on channels L and 10 of systems and were devoted to analyses of developments at convention, with special emphasis on issues related to New York.

## Hugo gets its FCC certification

**But it is issued with condition that things could change after verdict in antitrust suit**

A pending court suit involving allegations of antitrust law violations did not stop the FCC last week from granting a certificate of compliance for a new cable system to Hugo Cablevision Inc., of Hugo, Okla. But the commission made the certification subject to the outcome of the suit in which the company, the Hugo city council and others are defendants.

The suit was brought in U.S. District Court of the Eastern District of Oklahoma by Cablecom General Inc. which has operated a cable system in Hugo for 20 years but which the Hugo city council denied a renewal of franchise last January.

Cablecom alleges in its suit that incorporators of Hugo Cablevision conspired unlawfully with members of the city council to deny renewal of its franchise (BROADCASTING, July 12). It makes a similar charge in petitioning the FCC to deny Hugo Cablevision's application for certification.

And while the commission says its policy is to defer to local franchising authorities in franchising matters "except in the extraordinary case," it indicated it felt the Hugo Cablevision case might be one. It said the charge raises an issue of "considerable dimension"; if proven, it would evidence corruption of the franchising process that awarded a franchise to Hugo Cablevision.

The commission noted that it had overriden a local franchising authority in denying a certificate to Teleprompter Cable System Inc. for Johnstown, Pa. However, the commission acted in that matter after the courts had ruled that bribery had tainted the original franchise award. And in the Hugo Cablevision matter, the adjudicatory process is just beginning.

Accordingly, the commission said it would grant the certificate because Hugo Cablevision's application was consistent with the rules. But it said it was conditioning the award on the outcome of the antitrust suit.

## Records topple as RCA profits hit \$88 million for first half

**NBC earnings set new mark as parent company experiences its best second quarter ever**


RCA's second-quarter earnings rose 100% above year-ago levels to \$53.7 million, making it the best second quarter in RCA's 57 years and raising first-half profits by 101% to \$88 million, equaling the first-half record achieved in 1973, Anthony L. Conrad, chairman and president, announced last week.

He attributed the second-quarter gains to improved performances in most of RCA's diversified fields, with special credit to broadcasting (NBC), consumer and commercial electronics and vehicle renting.

"NBC's earnings for the second quarter were the highest for any quarter in its history, propelled by an unprecedented advertiser demand for television time," Mr. Conrad said. "Sales for the fall season are markedly above year-ago levels at substantially higher prices."

The \$88 million in first-half profits, or \$1.14 a share, was up from \$43.8 million

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or 55 cents a share in the 1975 first half. Sales for the half reached a new high of \$2.58 billion, a gain of 15% from last year's \$2.25 billion.

Mr. Conrad said RCA's electronics businesses scored "a major turnaround" in the second quarter, "moving from a loss position a year ago to a substantial profit in the 1976 quarter. This reflected improved production efficiencies and strengthened product lines, as well as a more robust economy. Sales of television receivers, picture tubes, solid-state devices, records and the RCA Service Co. were all substantially stronger than a year ago."

RCA's combined international and Alaskan businesses continued to increase in revenues and profit but their earnings advance was offset by start-up costs of RCA's domestic satellite communications system, Mr. Conrad reported. He said the Hertz Corp. turned in record earnings for

the 10th straight quarter, and that Banquet Foods and Coronet were other main contributors to higher profitability.

## CBS Inc. picks up even more steam in second quarter

**Broadcasting gains lead way as net income reaches \$75.3 million for six months**

CBS Inc.'s estimated second-quarter net increase rose 40% above year-ago levels, reaching \$47.5 million, on a 15% increase in net sales, which totaled \$529.9 million, Chairman William S. Paley and President Arthur R. Taylor announced last week.

The first-quarter results lifted net income for the first six months to \$75.3 mil-

lion, a gain of 30%, on net sales of \$1.05 billion, a 16% increase.

"Sales and income for all four of the company's operating groups advanced in the second quarter, with our broadcasting operations making particularly outstanding gains as sales for the CBS/Broadcast Group rose 19%," Mr. Paley and Mr. Taylor said.

Earnings per share for the second quarter were \$1.67, up from \$1.19 a year earlier, and for the first half were \$2.64 compared with \$2.03 a year ago.

Second-quarter sales gains were put at 15% for the CBS/Records Group, 13% for the CBS/Columbia Group, and 7% for the CBS/Publishing Group.

For the first half, net sales of \$1,046,200,000 compared with \$903.3 million in the same 1976 period. The half's net income of \$75.3 million compared with \$58.1 million a year ago.

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

Company	Period/Ended	Current and change				Per Share	Year earlier		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Chris-Craft	9 mo. 5/31	50,483,000	+12.6%	1,030,000 <sup>1</sup>	+439.2%	.05	44,832,000	191,000	(1.16)
General Tire & Rubber	6 mo. 5/31	919,937,000	+14.8%	44,912,000	+86.9%	2.04	802,172,000	24,019,000	1.08
Globe Broadcasting <sup>2</sup>	3 mo. 3/31	1,657,700	+17.5%	768,000 <sup>3</sup>	+95.4%	.28	1,410,200	393,900	.14
Kansas State Network	9 mo. 5/31	10,468,000	+25.9%	820,000	+9.9%	.48	8,311,000	746,000	.44
Scripps-Howard	6 mo. 6/30	23,031,000	+27.4%	5,330,000	+44.7%	2.06	18,074,000	3,683,000	1.42

<sup>1</sup>Includes gain of approximately \$850,000 (\$20 per share) on sale of closed boat division plants.

<sup>2</sup>Name changed from Globetrotter Communications at annual stockholders meeting June 22.

<sup>3</sup>Includes earnings from sale of Faultless Sports, Harlem Globetrotters basketball team and marine division.

# Fates & Fortunes

## Media



Freas



Fears

**Paul W. Freas**, manager, finance and administration, Washington Star Station Group, Washington, elected VP/treasurer. **Ernest D. Fears Jr.**, manager, personnel and community relations, elected VP/personnel and community relations.

**Murray Resnick**, business manager, ABC-TV New York, elected VP, financial controls, ABC Television Network and ABC Entertainment. **Joseph Morris**, business affairs director, ABC-TV there, named business affairs VP. **George Keramidas**, director of audience research, elected audience research VP.

**James C. Warner**, general manager, WFLD-TV Chicago, elected VP of licensee, group owner Kaiser Broadcasting, San Francisco.

**John W. Barger**, general manager, WOAI(AM) San Antonio, Tex., elected VP/general manager.

**Don Markwell**, operations manager, WQTY(AM)-WFMI(FM) Montgomery, Ala., appointed general manager.

**Kenneth Shubat**, sales manager, KOMA(AM) Oklahoma City, named operations VP, KSOL(FM) San Mateo, Calif.

**Michael Fernandes**, operations manager, WARA(AM) Attleboro, Mass., joins WVNH(AM) Salem, N.H., as station manager.

**Nathan Kingsley**, corporate affairs director, Radio Free Europe/Radio Liberty, Washington, elected VP/secretary. **Frank Y. Pawlowski**, accounting director, Time-Life Films, New York, joins RFE/RL as budget director/assistant treasurer. **Michael R. Marchetti**, assistant controller, promoted to controller.

**Vivian M. Hunt**, information services director, KMOX-TV St. Louis, appointed advertising/promotion manager, WNBC-TV New York.

**Ed Hartley**, air personality, WWOC-AM-FM

Washington, appointed program/operations manager, WTAL(AM) Tallahassee, Fla.

**Gary Havens**, air personality, WIRE(AM) Indianapolis, assumes additional duties as promotion director.

**Suzanne Gordon**, publicity and special events director, Glen Echo (Md.) Park, part-time news announcer, WHFS(FM) Bethesda, Md., joins WHFS staff as news/public affairs director.

**Gary D. Brown**, sales manager, KNKS(AM) Hanford, Calif., named station manager, KKYS(FM) there.

**William F. Ahlstrom**, consultant, and previously VP for development/university relations, American University, Washington, joins National Public Radio there as VP, corporate relations.

**Ken Lamb**, operations director, KJOI(FM) Los Angeles, joins KOIT(FM) San Francisco in same capacity.

**Patricia D. Cahill**, program director, noncommercial KMW(FM) Wichita, Kan., named general manager.

**Louis J. Rauchenberger Jr.**, VP/controller, CBS-TV, New York, named VP, finance and planning. **Donn O'Brien**, assistant controller, moves into controller post.



## Broadcast Advertising

**Stephen M. Tart Jr.**, executive VP of McCann-Erickson, New York, and director of New York-based accounts, appointed deputy regional director of McCann-Erickson Europe, based in London.

**Joel Wolk**, media research director, SSC&B, New York, appointed VP.

**Ron Vrba**, senior VP, Bozell & Jacobs, Newark, N.J., promoted to senior VP/general manager, succeeding **Don Mayer**, who will devote his time to special projects, business development and creative planning for New Jersey and New York. **Michael Silverstein**, VP, Research Information Center, New York, joins B&J there as VP/marketing director. **Stephen P. Chase**, marketing director, commercial protein division, General Mills, Minneapolis, joins B&J there as VP, marketing/administration, National New Product Center. **Hager Patton**, VP/account group supervisor, Frye-Sills, Denver (division of Young & Rubicam International) named account supervisor, Bozell & Jacobs, Dallas.

**Del Collins** and **Bill Lynch**, account supervisors, and **Mike Rogers**, creative director, Leo Burnett, Chicago, elected VP's.

**June Fagerstrom**, media research analyst, J. Walter Thompson, Chicago, promoted to media research manager. **Christine Pelka**, media research analyst, named network coordinator, replacing **Kathy McAuliff**, named network negotiator. **Thomas C. Brown**, public relations VP, West Coast, Clinton E. Frank, San Francisco, joins J. Walter Thompson there as public relations director.

**Pamela J. Hamilton**, manager, sales promotion department, CBS Radio, New York, appointed sales promotion director.

**Kevin Hale**, sales executive, Petry Television, Dallas, joins Blair Television, Los Angeles, in same capacity.

**Terrance L. Flynn**, senior copywriter, Kircher, Helton & Collett advertising, Dayton, Ohio, promoted to creative director.

**Robert Iredell**, account executive, Meldrum & Fewsmith, Cleveland, named account supervisor.

**Perry Karmin**, media planner, Healy-Schutte Advertising, Buffalo, N.Y., promoted to media services director.

**Courtney Compton**, broadcast buyer/planner, Clinton E. Frank, San Francisco, named account coordinator. **Barbara Judson**, production manager, Bozell & Jacobs/Pacific, Los Angeles, joins CEF in same capacity.

**Joseph V. Palmer Jr.**, VP, direct communications division, Rumrill-Hoyt, Rochester, N.Y., named sales promotion supervisor, Lando Inc., Pittsburgh-based advertising/marketing/public relations agency.

**Mike Selgel**, media planner, SFM Media Service Corp., New York, appointed VP/media planning manager.

**Jacob A. Evans**, VP, central division, Television Bureau of Advertising, Chicago, has opened TV advertising counseling firm, specializing in retail, at 320 Joya Loop, Los Alamos, N.M. 87544. Telephone: 505-672-1285.

**Kevin P. O'Brien**, general sales manager, WTCN-TV Minneapolis, elected VP.

**Jeffrey R. Morris**, local television sales representative, KTAR-TV Mesa, Ariz., appointed general sales manager.

**Edward D. Bushman**, regional sales representative, KEZY-AM-FM Anaheim, Calif., promoted to VP.

**Cathy Rehl**, public relations/media director, Men's Fashion Association of America, New York, named marketing manager, WMCA(AM) there.

## Programming

**Herbert Gross**, director, nighttime sales, CBS-TV, New York, appointed director, CBS Sports, New York. He succeeds **Clarence Cross**, named to new duties as executive assistant to Barry Frank, VP, sports.



Gross



Barry

**W. Russell Barry**, VP-general manager, KNXT(TV) Los Angeles, joins 20th Century-Fox Television there as VP, network program sales.

**Bonny Dore**, manager of children's programming, West Coast, ABC Entertainment, named director, children's programming there. **Mary Alice (Mickey) Dwyer**, manager, daytime program development, East Coast, ABC Entertainment, named director, children's programs there.

**Kim LeMasters**, program development executive, Warner Bros. Television, Burbank, Calif., joins CBS Television, Hollywood, as director, prime-time drama development. **Jean Guest**, associate director, Theater Communications Group, New York, named talent director, CBS-TV. **Robert Dale Martin**, general program executive, CBS-TV daytime, appointed casting director. They will operate from New York.

**Stanley J. Solson**, director of management information, Teleprompter, New York, named director of pay-TV/feature film marketing, Warner Bros. Television there. **Cathy Wyler**, WB TV's manager of network relations, assumes increased responsibilities as liaison with three commercial networks and Public Broadcasting Service for exhibition of Warner Bros. movies, travelling between Burbank, Calif., New York and London. **Adriana Perovich**, with Paramount Pictures nontheatrical department, Los Angeles, joins WB TV, New York, as administrator of pay-TV marketing. **Stu Samuels**, WB TV's publicity director, named program development director. **Hallie Stich**, publicist, named publicity manager.

**Lucien A. Lessard**, production VP, Teletape Corp., New York, joins Videocom, Boston, as production/creative services VP.

**Mark Ford**, production director, Drake-Chenault, Canoga Park, Calif., promoted to operations manager.

**Linda DesMarais**, operations manager, WMAL-TV Washington, named assistant program manager. **Adam Villone**, producer of special projects/program development, WCVB-TV Boston, joins WMAL-TV as producer.

**Gemill Holtom**, producer/director, WINK-TV Fort Myers, Fla., joins WBBH-TV there in same post. **Gary Posnansky**, WBBH-TV director, news programming, promoted to production manager. **Bob Jones**, program director, WCAI(AM) there, joins WBBH-TV as producer/writer.

**Mike Klausmeier**, director, WLCY-TV Largo, Fla., appointed production supervisor.

**Richard K. Phoenix**, air personality, WRAN(AM) Dover, N.J., named program director.

**Roger C. Twibell**, sports director, KDFW-TV Dallas, named sports reporter/sports anchor, WTVJ(TV) Miami and will handle play-by-play on WTVJ telecasts of Miami Dolphin exhibition football games.

**Jerry Hale**, air personality, KWAQ(FM) Sun City, Ariz., appointed program manager.

**Elma Greer**, music director, KSFO(AM) San Francisco, given additional duties as assistant program director.

**Tom Boyd**, sports director, WAGA-TV Atlanta, joins WJZ-TV Baltimore in same position.

**Nancy Grosshans**, production coordinator

## \* CALSTAR AFFILIATE NEWS \*

Affiliates: Following is the Roster of Stars available for the October Production Period:

Charlie Brill & Mitzie McCall	Zsa Zsa Gabor	Greg Mullavey
Roy Clark	George Gobel	Minnie Pearl
Joseph Cotton	Abbe Lane	JoAnn Pflug
Richard Dawson	Shari Lewis & 'Friends'	Vincent Price
Richard Deacon	June Lockhart	Robert Reed
Jamie Farr	Meredith MacRae	Cesar Romero
		Lyle Waggoner

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WKIP(AM) Poughkeepsie, N.Y., named production coordinator, WGAY-AM-FM Silver Spring, Md.

**Elizabeth S. Brownstein**, associate producer, *Martin Agronsky: Evening Edition*, noncommercial WETA-TV Washington, appointed assistant program manager.

**Evan Slack**, VP, Intermountain-Midwest Farm/Ranch Network, Aurora, Calif., joins KOA(AM) Denver as farm services director.

**Dale Nodolf**, radio assistant, agriculture/journalism department, University of Wisconsin, Madison, joins WISC-TV there as farm director.

**Robert O. Dambach**, development coordinator, noncommercial KMUW(FM) Wichita, Kan., appointed program director.

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## Broadcast Journalism

**Phil Nye**, newsman, KABC-TV Los Angeles, joins WXYZ-TV Detroit as news director. Both are ABC-owned stations.

**Anne Kaestner**, newscaster, KNX(AM) Los Angeles, joins KHJ-TV there as co-anchor.

**Patrick Emory**, newsman, KNXT(TV) Los Angeles, named reporter/anchor, KSD-TV St. Louis.

**William F. Greer**, AP broadcast executive for North Texas and Oklahoma, based in Dallas, named to same post for Illinois and Indiana, with headquarters in Chicago. He succeeds **James Farrell**, reassigned as broadcast editor for Iowa at AP's Des Moines bureau. **Ed Borne**, KTBS-TV Shreveport, La., elected president, Louisiana AP Broadcasters Association.

**Karin Grant**, reporter, WJBK-TV Detroit, joins KEYH(AM) Houston as reporter/local news editor.

**Kirstie Wilde**, reporter/weekend anchor, KGTV(TV) San Diego, appointed co-anchor, KRON(TV) San Francisco.

**Phil Riesen**, reporter/public affairs program host/morning news program anchor, KTVX(TV) Salt Lake City, appointed co-anchor.

**Terry Johnson**, chief photographer, WGR-TV Buffalo, N.Y., joins WTVM(TV) Columbus, Ga., as news director. **Kathy Pepino**, reporter/anchor, WXIA-TV Atlanta, named WTVM co-anchor and **Mitzi Oxford**, reporter/anchor, WSM-TV Nashville, named anchor, WTVM.

**Bill McCarty**, reporter, KLAS-TV Las Vegas, named anchorman.

**George Colajezzi**, air personality, WBCB(AM) Levittown, Pa., named news producer/anchor, WAPI-TV Birmingham, Ala.

**B.R. Bradbury**, with KFRC(AM) San Francisco, joins KPOL(AM) Los Angeles as reporter.

**Roger Aldi**, reporter, KPOL(AM) Los Angeles, named news director, KDAY(AM) Santa Monica, Calif.

**Jackson Kane**, anchorman, WGST(AM) Atlanta, joins KOB(AM) Albuquerque, N.M., as reporter.

**Mona Scott**, weather reporter, WCMH(TV) Columbus, Ohio, joins WKYC-TV Cleveland in same post.

**Sheryl Previll**, co-anchor, WLWD(TV) Dayton,

Ohio, joins WTNH-TV New Haven, Conn., in same post.

**Barb Kramer**, news director, WJZM(AM) Clarksville, Tenn., and **Sherman Ruggles**, with WEZS(FM) Richmond, Va., news department, join WKYX(AM)-WKYQ(FM) Paducah, Ky., as co-anchors.

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## Cable

**Joseph Gibbs**, sales coordinator, Magnavox CATV, Manlius, N.Y., assumes additional responsibility as national industrial sales manager for coaxial cable communication products, production products division.

Re-elected officers, Pennsylvania Cable Television Association: **Robert C. Stout Jr.**, CATV of Pennsylvania, Rochester, president; **Milton G. Schmidt**, Blue Ridge CATV, Ephrata, VP; **Yolanda G. Barco**, Meadville Master Antenna, secretary, and **Samuel M. Altdorffer**, Cable Associates, Lancaster, treasurer.

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## Equipment & Engineering



Cappello

**Roger W. Cappello**, VP/general manager, Fidelipac, Mt. Laurel, N.J., appointed president of parent, Harvel Industries, Voorhees, N.J. He has been VP of both Clear Shield Plastics Corp., Leominster, Mass., and International Technovation, Big Spring, Tex., wholly owned subsidiaries of Harvel.

**Allan Behr**, manager, Videomax and Calfor, divisions of Orrox Corp., Santa Clara, Calif., appointed executive VP of Orrox, with responsibility for its CMX Systems division.

**Nick Solberg**, engineering manager, IGM(NTI), Bellingham, Wash., named engineering sales manager.

**James D. Parker**, chief engineer, WXIX-TV Newport, Ky. (Cincinnati), appointed VP of station.

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## Allied Fields

**Jerry A. Danzig**, special assistant for television, radio and film to former New York Governors Nelson Rockefeller and Malcolm Wilson and before that NBC-TV VP in charge of *Today* and *Tonight* shows, joins Chester Burger & Co., New York, consultant in public relations management.

**Howard L. Chernoff**, retired broadcaster and deputy director of United States Information Agency during Lyndon Johnson administration, named to three-year term on board of governors of East-West Center, Honolulu, U.S.-funded educational institution specializing in U.S.-Asian affairs.

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## Deaths

**Louis G. Baltimore**, 78, founder, WBRE-AM-FM-TV Wilkes-Barre, Pa., died there July 10 after

nine-week illness. He began his broadcast career while in high school, using spark-gap transmitters to send messages between schools in 1914 demonstration of radio transmission. One of first 80 broadcasters in U.S., he started AM in 1923 with 10 watts and was officially licensed for 100 watts in 1924. He started FM in 1947 and TV in 1953. Survivors include his wife, Guillelme, and son, David, president/chief administrative officer of stations.

**Harold H. Thoms**, 77, president of Thoms Broadcasting Companies and Thoms Radio & TV Enterprises, Asheville, N.C., died at his home there July 12. Companies own WANC-TV and Thoms Cablevision, both Asheville; WCOG(AM) Greensboro, WKLM(AM) Wilmington, both N.C., and WEAM(AM) Arlington, Va. Survivors include his wife, Selene, and one daughter.

**Ted Mack**, 72, host of *Original Amateur Hour* on television for 22 years until 1970, died of cancer at Phelps Memorial hospital in North Tarrytown, N.Y., July 12. Mr. Mack was talent scout of program when it was on radio in 1935 and served as assistant to late Major Edward Bowes, its original host. He took over program when Major Bowes died in 1946 and two years later Mr. Mack brought *Original Amateur Hour* to TV. He is survived by his wife, Ellen.

**Kenneth M. Rosen**, 47, TV writer/producer/director, died July 2 at West Hills hospital, Canoga Park, Calif., after heart attack at his home in Calabasas, Calif. He produced 23 documentaries and segments of TV series including *Naked City*, *Perry Mason*, and *Days of Our Lives*.

**Mary Edna Uzdavinis**, 44, assistant manager, WADR(AM) Remsen, N.Y., was killed June 27 when car she was driving struck utility pole in Webb, N.Y. Survivors include her husband, Joseph, president of station, one daughter and two sons.

**Charles Faldi**, 78, retired VP/art director, Benton & Bowles, New York, died July 6 in Sarasota, Fla. He had been with B&B 25 years before retirement in 1962. He is survived by his wife, Melissa, two daughters and one son.

**Joan Mack**, 46, head of underwriting department, noncommercial WNET(TV) New York, died of cancer July 11 in East Hampton, N.Y. There are no immediate survivors.

**Grga Zlatoper**, 65, former chief of Voice of America's Yugoslavian service, died July 4 at George Washington University hospital, Washington, after long illness. He joined VOA as writer in 1954 and retired earlier this year. He is survived by his wife, Renita.

**Freda A. Tilden**, 91, former Seattle radio personality Ann Sterling, died at Horizon House there June 22. She had program on Seattle stations KXA(AM), KOMO(AM) and KJR(AM) from 1939 into 1950's.

**Roy A. Maypole**, 62, former radio/TV personality, died July 7 at Wadsworth Veterans Administration hospital, Los Angeles, after surgery for heart condition and cancer. He was associated with early broadcasts of Tournament of Roses parade and Rose Bowl football game and in younger days played Jack Armstrong, All-American Boy, in network series of that name. Survivors include his wife, Joan, one son and one daughter.

# The Broadcasting Playlist Jul 19

## Contemporary

## Playback

Over-all-rank	Last This week	Title (length) Artist—label	Rank by day parts				
			6-10a	10a-3p	3-7p	7-12p	
2	1	<b>Afternoon Delight</b> (3:10) Starland Vocal Band—Windsong	1	1	1	1	
1	2	<b>Silly Love Songs</b> (3:28) Paul McCartney & Wings—Capitol	3	3	2	4	
4	3	<b>Kiss and Say Goodbye</b> (2:24) Manhattans—Columbia	2	6	4	5	
3	4	<b>More, More, More</b> (3:02) Andrea True Connection—Buddah	7	5	3	2	
6	5	<b>Got to Get You into My Life</b> (2:27) Beatles—Capitol	8	2	10	6	
20	6	<b>Love Is Alive</b> (3:24) Gary Wright—Warner Bros.	9	4	9	3	
16	7	<b>Let Her In</b> (3:03) John Travolta—Midland Int'l.	4	8	6	7	
9	8	<b>The Boys Are Back in Town</b> (3:26) Thin Lizzy—Mercury	5	9	7	10	
14	9	<b>You'll Never Find Another Love...</b> (3:36) Lou Rawls—Phila. Int'l.	6	11	12	15	
7	10	<b>Rock N' Roll Music</b> (2:26) Beach Boys—Reprise	15	10	8	8	
15	11	<b>I'll Be Good to You</b> (3:30) Bros. Johnson—A&M	10	16	5	11	
8	12	<b>Shop Around</b> (3:23) Caplan & Tennille—A&M	14	7	15	9	
12	13	<b>Turn the Beat Around</b> (3:21) Vicki Sue Robinson—RCA	12	15	11	16	
21	14	<b>You're My Best Friend</b> (2:49) Queen—Elektra	11	13	16	13	
22	15	<b>Let 'Em In</b> (5:08) Paul McCartney & Wings—Capitol	13	19	13	14	
11	16	<b>Misty Blue</b> (3:38) Dorothy Moore—Malaco	16	14	14	18	
5	17	<b>Sara Smile</b> (3:07) Hall & Oates—RCA	18	12	17	12	
17	18	<b>Get Closer</b> (3:45) Seals & Crofts—Warner Bros.	21	18	18	17	
13	19	<b>Love Hangover</b> (3:40) Diana Ross—Motown	17	20	19	22	
26	20	<b>Don't Go Breaking My Heart</b> (4:23) Elton John & Kiki Dee—Rocket/MCA	20	17	21	19	
31	21	<b>Tear the Roof off the Sucker</b> (3:39) Parliament—Casablanca	19	23	20	23	
23	22	<b>Heaven Must Be Missing an Angel</b> (3:28) Tavares—Capitol	22	21	23	21	
18	23	<b>Moonlight Feels Right</b> (3:38) Starbuck—Private Stock	23	22	22	20	
28	24	<b>I'm Easy</b> (2:59) Keith Carradine—ABC	30	24	24	24	
33	25	<b>I'd Really Love to See You...</b> (2:36) England Dan & John Ford Coley—Big Tree	24	26	25	25	
32	26	<b>Baby, I Love Your Way</b> (3:28) Peter Frampton—A&M	25	27	27	27	
27	27	<b>You Should Be Dancing</b> (3:23) Bee Gees—RSO/Polydor	26	25	26	29	
10	28	<b>Get Up and Boogie</b> (4:05) Silver Convention—Midland Int'l.	27	28	28	31	
34	29	<b>This Masquerade</b> (3:17) George Benson—Warner Bros.	28	29	31	34	
36	30	<b>Play That Funky Music</b> (3:12) Wild Cherry—Epic	29	30	30	32	
29	31	<b>Another Rainy Day in New York...</b> (2:57) Chicago—Columbia	31	32	33	37	
25	32	<b>Take the Money and Run</b> (2:48) Steve Miller Band—Capitol	36	36	29	30	
35	33	<b>Young Hearts Run Free</b> (3:51) Candi Staton—Warner Bros.	33	33	34	36	
24	34	<b>Never Gonna Fall in Love Again</b> (3:45) Eric Carmen—Arista	32	34	36	35	
19	35	<b>Shannon</b> (3:50) Henry Gross—Lifesong	35	31	38	33	
—	36	<b>Crazy on You</b> (4:06) Heart—Mushroom	37	35	35	28	
30	37	<b>If You Know What I Mean</b> (3:43) Neil Diamond—Columbia	33	37	37	38	
—	38	<b>Say You Love Me</b> (3:58) Fleetwood Mac—Reprise	*	*	32	26	
—	39	<b>Devil Woman</b> (3:21) Cliff Richard—Rocket/MCA	39	39	39	*	
38	40	<b>Last Child</b> (3:27) Aerosmith—Columbia	40	*	40	*	

**New tune at the top.** Starland Vocal Band's *Afternoon Delight* (Windsong), which entered the "Playlist" top 40 eight weeks ago (BROADCASTING, May 24), makes it to the top this week. **Paul's year.** Starland's success comes at the expense of *Silly Love Songs* (Capitol) by Paul McCartney and Wings, which topped "Playlist" for six weeks. But the ex-Beatle isn't hurting: *Let 'Em In* (Capitol), his newest single, is also headed for the top 10, bolting to 15 this week. It's a fast mover at WIFE(AM) Indianapolis, WORC(AM) Worcester, Mass., and WPRO-FM Providence, R.I. **Coming on fast.** Top bolt this week is *Love Is Alive* (Warner Bros.) by Gary Wright, who previously recorded and toured with Spooky Tooth. It's number one at WHBO(AM) Memphis and at WRAW(AM) Reading, Pa. **Upward bound.** Also hot in Reading (and entering the national "Playlist" at 39) is *Devil Woman* (Rocket/MCA) by Cliff Richard. WRAW's Doug Weldon singles it out for potential and calls it the "future hit" of the week. The up-tempo record also is a mover at KRSP(AM) Salt Lake City, WBZ-FM Boston and WCOL(AM) Columbus, Ohio.

## Country

Over-all-rank	Last This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	<b>Golden Ring</b> (3:01) George Jones & Tammy Wynette—Epic	1	1	3	1
15	2	<b>Say It Again</b> (2:56) Don Williams—ABC/Dot	3	4	4	2
5	3	<b>The Door Is Always Open</b> (2:42) Dave & Sugar—RCA	4	5	1	3
16	4	<b>Rocky Mountain Music</b> (3:32) Eddie Rabbitt—Elektra	2	8	5	5
8	5	<b>The Letter</b> (2:53) Conway Twitty & Loretta Lynn—MCA	5	2	6	6
6	6	<b>Teddy Bear</b> (5:03) Red Sovine—Starday	6	6	2	11
3	7	<b>All These Things</b> (3:07) Joe Stampley—ABC/Dot	8	3	9	4
13	8	<b>Solitary Man</b> (2:39) T.G. Sheppard—Hitsville	7	12	13	8
9	9	<b>El Paso City</b> (4:13) Marty Robbins—Columbia	12	9	10	7
2	10	<b>Stranger</b> (3:10) Johnny Duncan—Columbia	14	7	12	9
19	11	<b>Homemade Love</b> (2:50) Tom Bresh—Farr	11	10	8	16
10	12	<b>Vaya Con Dios</b> (2:28) Freddie Fender—ABC/Dot	9	15	11	13
24	13	<b>Is Forever Longer Than Always</b> (2:30) Porter Wagoner & Dolly Parton—RCA	13	13	7	18
—	14	<b>That's What Friends Are For</b> (2:39) Barbara Mandrell—ABC/Dot	15	11	15	12
4	15	<b>Here Comes the Freedom Train</b> (3:25) Merle Haggard—Capitol	10	18	14	10
25	16	<b>You Are So Beautiful</b> (2:24) Ray Stevens—Warner Bros.	16	14	17	17
11	17	<b>I'll Get Over You</b> (3:12) Crystal Gayle—United Artists	18	15	16	15
12	18	<b>Suspicious Minds</b> (3:57) Waylon Jennings & Jessi Colter—RCA	17	17	18	14
7	19	<b>You've Got Me to Hold on to</b> (3:04) Tanya Tucker—MCA	20	20	21	20
—	20	<b>Flash of Fire</b> (2:43) Hoyt Axton—A&M	22	21	20	25
—	21	<b>Love Revival</b> (2:58) Mel Tillis—MCA	*	19	19	19
23	22	<b>Butterfly for Bucky</b> (3:42) Bobby Goldsboro—United Artists	19	*	23	*
—	23	<b>When Something Is Wrong with...</b> (2:59) Sonny James—Columbia	*	23	22	23
17	24	<b>Lonely Teardrops</b> (2:56) Narvel Felts—ABC/Dot	21	*	*	*
20	25	<b>I'd Have to be Crazy</b> (3:24) Willie Nelson—Columbia	24	25	*	22

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



As compiled by BROADCASTING for the period July 5 through July 9 and based on filings, authorizations, petitions and other actions announced by the FCC.

A total of 572 applications were filed just prior to the June 30 deadline for beating the six-month "closed season" on applications for new AM and FM stations and major facilities changes (BROADCASTING, July 5), "Closed season" is an attempt by the FCC to catch up on its backlog. Due to the numbers and the time needed for processing for inclusion in "For the Record," these applications are being reported over several issues.

## New stations

### TV action

■ Shreveport, La.—Louisiana Educational Television Authority. Broadcast Bureau granted ch. 24 (530-536 mhz); ERP 1726 kw vis., 173 kw aur., HAAT 1,070 ft.; ant. height above ground 1,080 ft. P.O. address: State Department of Education, Box 44064, Baton Rouge 70804. Estimated construction cost \$1,155,572; first-year operating cost \$254,064. Legal

counsel Patton, Boggs and Blow, Washington; consulting engineer Kessler, Peters and Wilhelm. Principal: Max Fetty, executive director (BPET-510). Action June 29.

### AM applications

■ Florala, Ala.—Florala Broadcasting Co. seeks 1230 khz, 1 kw-D, 250 w-N. P.O. address: Box 202, Florala 36442. Estimated construction cost \$42,377; first-year operating cost \$31,680; revenue: none given. Format: MOR. Principals: Twenty stockholders, none with broadcast interests. Ann. July 6.

■ Prichard, Ala.—Mobile Broadcast Service seeks 960 khz, 2.5 kw-D. P.O. address: 758 St. Michael St., Mobile, Ala. 36602. Estimated construction cost \$25,000; first-year operating cost \$44,500; revenue \$60,000. Format: Standard pops. Principals: Howard L. Smith, for self and as trustee (45.5%) and E.H. Smith (29.5%). E.H. Smith has real estate interests; Howard Smith (son) is manager of electronics company. Ann.

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.

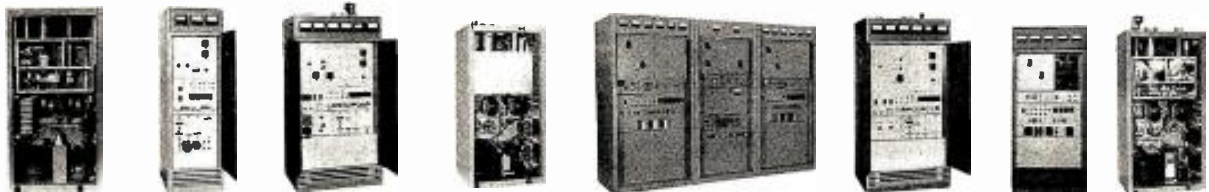
July 6.

■ Keichikan, Alaska—Sitka Broadcasting Co. seeks 1290 khz, 5 kw-U. P.O. address: Box 299, Sitka, Alaska 99835. Estimated construction cost \$80,853; first-year operating cost \$85,000; revenue \$110,000. Format: Standard pops. Principals: Sitka is licensee of KIFW-AM-TV Sitka, Alaska and KJNO(AM) Juneau. Ann. July 6.

■ Valdez, Alaska—Prince William Sound Broadcasters seeks 1400 khz, 1 kw-D, 250 w-N. P.O. address: 6712 Old Dominion Dr., McLean, Va. 22101. Estimated construction cost \$31,456; first-year operating cost \$28,800; revenue \$51,000. Format: C&W. Principals: Five partners, one with broadcast interests: LaVonne H. Cordon (22.5%) owns 10% of KSK1(AM) Hailey and KBL1(AM) Blackfoot, both Idaho. Ann. July 6.

■ Mesa, Ariz.—Coconino Media seeks 1240 khz, 1 kw-D, 250 w-N. P.O. address: Box 4227, Mesa 85201. Estimated construction cost \$8,350; three-month operating cost \$7,500; revenue (for three months) \$10,000. Format: C&W, beautiful music. Principal: Eric Hauenstein, Boyd J. Browning and Lee R. Shoblom (30% each). Mr. Hauenstein owns interests in KDKB-AM-FM Mesa and KNOT(AM) and permit for FM in Prescott, Ariz. Mr. Browning has majority interests in Prescott stations. Mr. Shoblom is licensee of KFWJ(AM)-KBAS(FM) Lake Havasu City, Ariz. Ann. July 2.

■ Tuba City, Ariz.—Navajo Bible School and Mission seeks 1050 khz, 5 kw-D. P.O. address: Drawer F, Window Rock, Ariz. 86515. Estimated construction cost \$25,075; first-year operating cost \$25,146; revenue



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\$27,394. Format: Religious, pops. Principals: Applicant is licensee of KHAC(AM) Window Rock. Ann. July 2.

■ Booneville, Ark.—Adams and Thomas Broadcasting Co. seeks 1140 khz, 250 w-D. P.O. address: 4457 Zacolo Circle, Thousand Oaks, Calif. 91360. Estimated construction cost \$23,060; first-year operating cost \$28,298; revenue \$30,000. Format: C&W. Principals: Thomas D. Adams and Paul E. Thomas (50% interest). Gentlemen work for electronics engineering company. Ann. July 6.

■ England, Ark.—Lonoke Broadcasting Co. seeks 1530 khz, 250 w-D. P.O. address: 1704 Northline, North Little Rock, Ark. 72116. Estimated construction cost \$38,474; first-year operating cost \$30,600; revenue \$40,000. Format: C&W. MOR. Principal: Lowell S. Jumper is salesman/personality on KATV(TV) Little Rock, Ark. Ann. July 2.

■ Clovis, Calif.—California Sierra Corp. seeks 1460 khz, 500 w-D. P.O. address: Fresno Townhouse, Suite 535, Fresno, Calif. 93721. Estimated construction cost \$57,475; first-year operating cost \$48,240; revenue \$52,500. Format: Standard pops. Principals: Richard Ingraham (66.7%) and Randolph and Lynn Johnston (33.3%). Mr. Ingraham has 51% interest in KFYE(AM) Fresno, Calif. Mr. Johnston is employed by KCOK(AM) Tulare, Calif. Ms. Johnston is teacher. Ann. July 6.

■ Vail, Colo.—Radio Vail seeks 1370 khz, 1 kw-D. P.O. address: Box 2179, Vail 81657. Estimated construction cost \$22,690; first-year operating cost \$10,000; revenue \$120,000. Format: MOR. Principals: John and Dorothy Gayer (60%) and John Dobson (40%). Mr. Dobson has interest in WCAX-TV Burlington, Vt. and half-owns retail store. Gayers have interests in KFNH(AM) Shenandoah, Iowa (85%); KAAT(AM) Denver (100%); KBCR(AM) Steamboat Springs (20%) and KVMT(FM) Vail (60%). Gayer's children have interests in stations as well. Ann. July 6.

■ Crescent City, Fla.—Bascap Radio seeks 1330 khz, 1 kw-D. P.O. address: 1111 N. Helen Dr., Deland, Fla. 32720. Estimated construction cost \$77,623; first-year operating cost \$31,540; revenue \$72,000. Format: C&W. Principals: John D. Miller (65%) and Mildred Schmierer (25%). Mr. Miller is general manager of WKXX(AM) Deland, Fla. Ms. Schmierer is housewife. Ann. July 6.

■ Lecanto, Fla.—Boris Max Pastuch seeks 1510 khz, 1 kw-D. P.O. address: Star R. 1, Box 1, Lecanto 32661. Estimated construction cost \$17,810; first-year operating cost \$12,408; revenue \$42,000. Format: Variety. Principals: Mr. Pastuch has varied business interests, none broadcast. Ann. July 1.

■ Palm Coast, Fla.—Palm Coast News Media seeks 1070 khz, 5 kw-D, 1 kw-N. P.O. address: 5225 NW 87th Ave., Miami 33166. Estimated construction cost \$189,370; first-year operating cost \$155,000; revenue \$60,000. Format: Standard. Principals: Palm Coast is owned by ITT Community Development Corp., which is owned by International Telephone and Telegraph. Ann. July 1.

■ Dallas, Ga.—Paulding Productions seeks 1500 khz, 1 kw-D. P.O. address: 146 E. Memorial Dr., Dallas 30132. Estimated construction cost \$76,020; first-year operating cost \$61,284; revenue \$100,000. Format: MOR, C&W. Principals: R.Griffin and Maxine H. White (25% each), William Hathcock III and Howard Gordon (also 25% each). Whites own building supply company. Messrs. Hathcock and Gordon have real estate interests. Ann. July 6.

■ Vienna, Ga.—Voice of Vienna seeks 1550 khz, 1 kw-D. P.O. address: Box 820, Reidsville, Ga. 30453. Estimated construction cost \$48,642; first-year operating cost \$54,334; revenue \$70,000. Format: Contemporary. Principals: E.L. Kilday Sr. and Jr. (45% and 50% respectively). Kilday Jr. owns 50% of WTNL(AM) Reidsville, Ga. Kilday Sr. is dental surgeon. Ann. July 1.

■ Albia, Iowa—Albia Broadcasting Co. seeks 1370 khz, 500 w-D. P.O. address: 120 A Avenue East, Oskaloosa, Iowa 52577. Estimated construction cost \$98,500; first-year operating cost \$36,000; revenue \$90,000. Format: C&W. Principals: Gerald H. Estal (50%), V. Jean and Marvin Rozenbloom (25% each). Mr. Estal is CPA and owns farm. V. Jean Rozenbloom is also CPA; other operates farm, too. Ann. July 2.

■ Flemingsburg, Ky.—Fleming County Broadcasting seeks 1060 khz, 500 w-D. P.O. address: Spradlin-Virginia Ave., Mt. Sterling, Ky. 40353. Estimated construction cost \$69,483; first-year operating cost \$36,000; revenue \$72,000. Format: C&W, popular. Principal: Robert J. Spradlin (100%) is manager of WMST-

AM-FM Mt. Sterling, Ky. Ann. July 6.

■ Pittsburg, Ky.—Q Radio Group seeks 1600 khz, 500 w-D. P.O. address: Route 2, Box 243, London, Ky. 40741. Estimated construction cost \$32,245; first-year operating cost \$32,100; revenue \$60,000. Format: Contemporary. Principals: James A. Jones, David I. Humes and Mark A. Cole (33-1/3% each). Mr. Jones is engineer for different Kentucky stations. Mr. Cole is announcer for WVLK(AM) Lexington, Ky., as is Mr. Humes. Ann. July 6.

■ Salyersville, Ky.—Licking Valley Radio Corp. seeks 1140 khz, 1 kw-D. P.O. address: Box 376, Hindman, Ky. 41822. Estimated construction cost \$54,904; first-year operating cost \$39,850; revenue \$75,000. Format: C&W, contemporary. Principals: J. Robert Morgan, Steven D. Blair, Cordell H. Martin and Luther G. Carpenter; (25% each). Messrs. Morgan and Blair each own 16-2/3% of WKCB-AM-FM Hindman, Ky. Mr. Martin is attorney; Mr. Carpenter is bank director. Ann. July 6.

■ Pineville, La.—BLAC Inc. seeks 680 khz; 250 w-D. P.O. address: 711 Washington St., Alexander, La. 71301. Estimated construction cost \$70,271; first-year operating cost \$50,000; revenue \$50,000. Format: Black. Principals: Seven stockholders, no other broadcast interests. Ann. July 2.

■ Gorham, Me.—Dirigo Communications seeks 1590 khz, 5 kw-D, 2.5 kw-N. P.O. address: 638 Congress St., Portland, Me. 04101. Estimated construction cost \$150,270; first-year operating cost \$28,960; revenue \$180,198. Format: Variety. Principals: Frederic A. Miller and Melvin L. Stone (50% each). Mr. Miller has interests in WDCA(AM) Portland, Me. and WCAS(AM) Cambridge, Mass. Mr. Stone has interests in WRUM-AM-FM Rumford, WGUW(AM) Bangor, all Me. and same stations as Mr. Miller. Ann. July 6.

■ Greenfield, Mass.—Poet's Seat Broadcasting seeks 1520 khz, 10 kw-D. P.O. address: Box 823, Greenfield 01301. Estimated construction cost \$100,508; first-year operating cost \$57,792; revenue \$60,000. Format: Country, variety. Principals: Seven stockholders, no broadcast interests, although one is announcer at college radio station. Ann. July 6.

■ Webster, Mass.—Lakeview Broadcasting Co. seeks 940 khz, 250 w-D. P.O. address: 19 Bolas Rd., Duxbury, Mass. 02332. Estimated construction cost \$24,277; first-year operating cost \$37,284; revenue \$50,000. Format: MOR. Principals: Edward Perry Jr. (75%) and Lloyd F. Simon (25%). Mr. Perry owns radio consulting firm. He also has interest in AM application in Middleborough Center, Mass. and in permit for WYNH(AM) Salem, N.H. and application for FM in Marshfield, Mass. Mr. Simon does media research. Ann. July 6.

■ Elk Rapids, Mich.—Elk Rapids Communications Enterprises seeks 1170 khz, 10 kw-D. P.O. address: 516 Washington St., Traverse City, Mich. 49684. Estimated construction cost \$20,500; first-year operating cost \$69,100; revenue \$100,000. Format: MOR. Principal: H. Wendell Johnson (100%) is lawyer. Ann. July 6.

■ Glenwood, Minn.—Glacial Ridge Broadcasting seeks 1090 khz, 5 kw-D. P.O. address: Rte. 3, West Lake Lakota, Alexandria, Minn. 56308. Estimated construction cost \$83,368; first-year operating cost \$76,500; revenue \$160,000. Format: MOR. Principals: Six equal stockholders with no broadcast interests, although four have publishing connections. Ann. July 6.

■ Aberdeen, Miss.—Mississippi Broadcasting Co. seeks 1190 khz, 1 kw-D. P.O. address: 204 E. Commerce St., Aberdeen, Miss. 39730. Estimated construction cost \$33,765; first-year operating cost \$28,100; revenue \$72,000. Format: Contemporary. Principals: J.D. Buffington (75%) and R.D. Miller (25%). Mr. Buffington manages WAMY(AM)-WAFM(FM) Amory, Miss. Mr. Miller owns CPA firm. Ann. July 6.

■ Centreville, Miss.—Western Mississippi Broadcasters seeks 1580 khz, 250 w-D. P.O. address: 109 Channel Lane, Madison, Miss. 39110. Estimated construction cost \$31,070; first-year operating cost \$42,500; revenue \$30,000. Format: C&W, rock. Principals: Carrol F. Jackson and Rayvon M. Smith (50% each). Mr. Jackson owns 20% of WKXI(FM) Jackson, Miss. Mr. Smith has grocery, rental and advertising interests. Company is also applying for FM station in Centreville. Ann. July 2.

■ Omaha—Webster-Baker Broadcasting seeks 1290 khz, 5 kw-U. P.O. address: 1940 One National Center, Omaha 68102. Estimated construction cost \$325,940; first-year operating cost \$486,036; revenue \$486,036. Format: MOR. Principals: William (50%) and John (25%) Webster and

Joe Baker (25%). Websters are father and son. Websters have real estate interests. Applicant is also applying for FM in Omaha. Ann. July 6.

■ Lebanon, N.H.—Taft Broadcasting Corp. seeks 790 khz, 500 w-U. P.O. address: 4808 San Felipe Rd., Houston 77027. Estimated construction cost \$150,000; first-year operating cost \$103,968; revenue \$120,000. Format: MOR. Principal: Paul E. Taft (55%) and eight other stockholders. Taft Broadcasting is licensee of KODA-AM-FM Houston, and has interests in KRXV(AM) Fort Worth, KWBB(AM) Wichita, Kan. and KTOK(AM) Oklahoma City. Ann. July 6.

■ Pine Lake Park/Manchester township, N.J.—Vacationland Radio seeks 730 khz, 250 w-D. P.O. address: 2629 Hwy. 70, Manasquan, N.J. 08736. Estimated construction cost \$16,200; first-year operating cost \$62,594; revenue \$185,854. Format: MOR. Principals: Margaret (43%) and Gordon (29%) Powell and Lawrence Ruf (19%). Mr. Powell is manufacturing representative; Ms. Powell works at gift shop. Mr. Ruf has real estate interests. Ann. July 6.

■ Troy, Ohio—Cloverleaf Broadcasting Corp. seeks 1510 khz, 250 w-D. P.O. address: Box 338, Cambridge, Ohio 43725. Estimated construction cost \$184,286; first-year operating cost \$35,000; revenue: none given. Format: MOR. Principals: Cloverleaf is licensee of WILE-AM-FM Cambridge, Ohio. Ann. July 1.

■ Ashland City, Tenn.—Lester Vihon seeks 1540 khz, 250 w-D. P.O. address: Box 334, Ashland City 37015. Estimated construction cost \$36,000; first-year operating cost \$36,000; revenue \$60,000. Format: Block. Principal: Mr. Vihon is manufacturer's representative for electronic equipment. Ann. June 30.

■ Brentwood, Tenn.—Brentwood Broadcasting Corp. seeks 560 khz, 500 w-D. P.O. address: 150 Windsor Dr., Nashville 37205. Estimated construction cost \$142,487; first-year operating cost \$78,140; revenue \$128,000. Format: None given. Principals: Richard H. Chilton, J.M. Grissim (33.33% each), Royce and Emily Richards (16.67% each). Richards have realty interests. Mr. Chilton has machinery interests. Mr. Grissim is attorney. Ann. July 2.

■ Harriman, Tenn.—Morgan Broadcasting Co. seeks 1230 khz, 250 w-U. P.O. address: Box 2312, Knoxville, Tenn. 37901. Estimated construction cost \$13,000; first-year operating cost \$33,200; revenue \$76,000. Format: MOR. Principal: Harry J. Morgan owns WSKT(AM) Knoxville, Tenn. and WSEB(AM)-WSPK(FM) Sebring, Fla. He is also applying for FM in Jefferson City, Tenn. Ann. July 2.

■ St. Paul, Va.—Yeary Broadcasting seeks 1140 khz, 1 kw-D. P.O. address: Route No.1, Church Hill, Tenn. 37642. Estimated construction cost \$6,000; first-year operating cost \$38,360; revenue \$50,000. Format: C&W. Principals: David L. Yeary (75%) and Charles Philip Beal (25%). Mr. Beal owns 52% of WRGS(AM) Rogersville, Tenn. Mr. Yeary is sales manager there. Ann. July 1.

■ Cornell, Wis.—Stewards of Sound Radio Co. seeks 680 khz, 2.5 kw-D. P.O. address: Box 141, Chippewa Falls, Wis. 54729. Estimated construction cost \$50,500; first-year operating cost \$12,000; revenue \$30,000. Format: MOR. Principals: Warren and Mabel Steward own WWIB(AM) Ladysmith, Wis. Ann. July 2.

## AM actions

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

■ KATZ St. Louis, to Nov. 28 (BMP-14184); WPGC Morningside, Md., to Dec. 16 (BMP-14188); WKYO Caro, Mich., to Dec. 12 (BMP-14199); KMRS Morris, Minn., to Nov. 25 (BMP-14186); WNYR Rochester, N.Y., to July 31 (BMP-14190); WMRO Aurora, Ill., to Dec. 18 (BMP-14206); WPAT Paterson, N.J., to Sept. 30 (BMP-14210); WENE Endicott, N.Y., to Jan. 1977 (BMP-14209); WFBL Syracuse, N.Y., to Dec. 10 (BMP-14195); WETC Wendell-Zebulon, N.C., to Sept. 1 (BMP-14205); WCTM Eaton, Ohio, to Jan. 12, 1977 (BMP-14211); KWJJ Portland, Ore., to Jan. 1, 1977 (BMP-14204).

## AM license

Broadcast Bureau granted following license covering new station:

■ WPPC Penuelas, P.R. (BL-14162). Action July 2.

## FM applications

■ \*Petersburg, Alaska—Narrows Broadcasting Corp. seeks 100.9 mhz, 10 w, HAAT 89 ft. P.O. address: Box 149, Petersburg 99833. Estimated construction cost



## 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	126	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	0	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

\$25,499; first-year operating cost \$3,000. Format: Variety. Principal: Applicant is nonprofit corporation formed to operate proposed station. Ann. July 1.

■ \*Wrangell, Alaska—Wrangell Radio Group seeks 101.7 mhz, 10 w, HAAT 70 ft. P.O. address: Box 282, Wrangell 99929. Estimated construction cost \$23,450; first-year operating cost \$8,550. Format: Variety. Principal: Applicant is nonprofit corporation formed to operate station. Ann. July 1.

■ Nogales, Ariz.—Graham Broadcasting Co. seeks 98.3 mhz, 215 w, HAAT 223 ft. P.O. address: 10 Wayne St., Hudson, N.H. 03051. Estimated construction cost \$17,050; first-year operating cost \$22,500; revenue \$38,500. Format: Beautiful music. Principal: Norman and Eva Graham (100%). Mr. Graham is chief engineer at WBZ-AM-FM Boston. Grahams have application for new FM in South Tucson, Ariz. Ann. July 2.

■ \*Phoenix—Community Broadcasting Foundation seeks 88.3 mhz, 900 w, HAAT 162 ft. P.O. address: Box 2734, Phoenix 85002. Estimated construction cost \$8,150; first-year operating cost \$26,850. Format: Variety. Principal: Applicant is nonprofit corporation formed to operate proposed station. Ann. July 2.

■ Salem, Ark.—Salem Broadcasting Co. seeks 95.9 mhz, 2.5 kw, HAAT 324 ft. P.O. address: 101 S. Court Sq., Salem 72576. Estimated construction cost \$29,694; first-year operating cost \$41,300; revenue \$80,000. Format: C&W. Principal: Ronald E. Plumlee owns real estate and does public relations work. Ann. July 2.

■ \*Brandeis, Calif.—Brandeis Camp Institute of the Best seeks 90.3 mhz, 10 w, HAAT 60 ft. P.O. address: 1101 Peppertree Lane, Brandeis 93064. Estimated construction cost \$12,400; first-year operating cost \$3,000. Format: Religious, informational. Principal: Applicant is nonprofit corporation. Ann. July 2.

■ \*Chualar, Calif.—Central Coast Counties Development Corp. seeks 89.7 mhz, 3 kw, HAAT 133 ft. P.O. address: 410 Kennedy Dr., Capitola, Calif. 95010. Estimated construction cost \$49,759; first-year operating cost \$40,105. Format: Variety. Principal: Applicant is private, nonprofit community development corporation conducting educational programs for rural communities. Ann. July 9.

■ \*La Verne, Calif.—La Verne College seeks 89.9 mhz, 10 w, P.O. address: 1950 Third St., La Verne 91750. Estimated construction cost \$26,073; first-year operating cost \$50,000. Format: Variety. Principal: Applicant is private college. Ann. July 9.

■ \*Malibu, Calif.—Pepperdine University seeks 88.3 mhz, 10 w, P.O. address: 24255 Pacific Coast Hwy., Malibu 90265. Estimated construction cost \$14,345; first-year operating cost \$5,300. Format: Variety. Principal: Applicant is private, nonprofit, nondenominational Christian university. Ann. July 1.

■ Oakdale, Calif.—Goldrush Broadcasting seeks 95.1 mhz, 50 kw, HAAT 478 ft. P.O. address: 2201 Mauna Loa Dr., Ceres, Calif. 95307. Estimated construction cost \$8,700; first-year operating cost \$45,240; revenue \$40,000. Format: Standard pops. Principals: Joe and Lois Gross (100%). Mr. Gross is involved in service station operation. Ann. July 2.

■ \*Sacramento, Calif.—Sacramento City College Student Union seeks 89.7 mhz, 10 w, HAAT 80 ft. P.O. address: 3835 Freepoint Blvd., Sacramento 95822. Estimated construction cost \$1,320; first-year operating cost \$580. Format: Variety. Principal: Applicant is public educational agency, operating through radio club. Ann. July 1.

■ \*Woodland Hills, Calif.—Los Angeles Pierce College seeks 97.9 mhz, 10 w, HAAT 40 ft. P.O. address: 6201 Winnetka Ave., Woodland Hills 91364. Estimated construction cost \$4,110; first-year operating cost \$10,000. Format: Variety. Principal: Applicant is public junior college. Ann. June 30.

■ Monte Vista, Colo.—Colorado Radio Corp. seeks 96.7 mhz, 2.8 kw, HAAT 311 ft. P.O. address: Box 631, Monte Vista 81144. Estimated construction cost \$28,508; first-year operating cost \$5,280; revenue \$30,650. Format: C&W. Principal: Larry Cory (100%) owns 10% of KRAI-AM-FM Craig, Colo. His father owns KSLV(AM) Monte Vista. Ann. July 2.

■ \*Hollywood, Fla.—Florida Bible College seeks 88.1 mhz, 3 kw, HAAT 132 ft. P.O. address: 101 N. Ocean Dr., Hollywood 33020. Estimated construction cost \$31,504; first-year operating cost \$25,000. Format: Religious, variety. Principal: Applicant is private, nonprofit corporation fostering religious education. Ann. July 1.

■ \*Urbana, Ill.—Prairie Air seeks 90.1 mhz, 4 kw, HAAT 390 ft. P.O. address: 705 N. Lincoln, Urbana, Ill. 61801. Estimated construction cost \$6,206; first-year operating cost \$6,720. Format: Variety. Principal: Applicant is nonprofit educational corporation formed to operate radio and television stations. Ann. July 2.

■ Fowler, Ind.—Northwest Indiana Communicators seeks 98.3 mhz, 2.5 kw, HAAT 346 ft. P.O. address: Box 282, Rensselaer, Ind. 47978. Estimated construction cost \$55,486; first-year operating cost \$53,140; revenue \$72,000. Format: Beautiful music. Principals: Thomas Jurek and Anthony Di Carlo (28.6% each); four other stockholders. Mr. Jurek is radio announcer at WRIN(AM) Rensselaer, of which Mr. Di Carlo owns 20% and two other Northwest stockholders own 10% each. Ann. July 2.

■ Rockville, Ind.—Parke-Vermillion Broadcasting seeks 104.9 mhz, 1.2 kw, HAAT 440 ft. P.O. address: R.R. 2, Box 138, Rockville 47872. Estimated construction cost \$56,700; first-year operating cost \$48,840; revenue \$96,000. Format: C&W, MOR. Principal: R. Keith Spencer is engineer at WTHR-TV Indianapolis and owns farm. Ann. July 2.

■ Dubuque, Iowa—Tower Power Corp. seeks 102.3 mhz, 1.4 kw, HAAT 437 ft. P.O. address: 4 Estanoile St., Greenville, S.C. 29607. Estimated construction cost \$1,500; first-year operating cost \$41,150; revenue \$72,000. Format: Religious, music. Principal: J.R. McClure (100%) owns KHYM(AM) Gilmer with application for FM there and application for FM in Odessa, all Texas. Ann. July 2.

■ Farmerville, La.—Union Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT 268 ft. P.O. address: Box 64, Farmerville, La. 71241. Estimated construction cost \$20,720; first-year operating cost \$3,690; revenue \$15,000. Format: Standard pops. Principals: Don and Doyle Barron and Thomas L. Gaddis Jr. (1/3 each). Barron brothers have construction interests and all three own together KTDL(AM) Farmerville. Ann. July 2.

■ \*Bangor, Me.—Craig Bible Institute seeks 88.5 mhz, 450 w, HAAT—15 ft. P.O. address: 63 Columbia St., Bangor 04401. Estimated construction cost \$14,500; first-year operating cost \$15,000. Format: Religious. Principal: Applicant is private nonprofit educational institution promoting religious education. Ann. July 1.

■ \*Hingham, Mass.—Hingham Massachusetts Public Schools seeks 88.3 mhz, 10 w, P.O. address: 11 Main St., Hingham 02043. Estimated construction cost

\$7,300; first-year operating cost \$1,000. Format: Variety. Principal: Applicant is school system. Ann. July 2.

■ \*Pittsfield, Mass.—Pittsfield Public Schools Committee seeks 89.5 mhz, 10 w, P.O. address: Valentine Rd., Pittsfield, Mass. 01201. Estimated construction cost \$4,967; first-year operating cost \$750. Format: Variety. Principal: Applicant is school district. Ann. July 2.

■ \*Wellesley, Mass.—Wellesley Massachusetts Public Schools seeks 88.3 mhz, 10 w, P.O. address: Seaward Rd., Wellesley Hills 02181. Estimated construction cost \$5,635; first-year operating cost \$1,130. Format: Variety. Principal: Applicant is public school system. Ann. July 2.

■ \*Worcester, Mass.—College of the Holy Cross seeks 89.1 mhz, 10 w, P.O. address: College Hill, Worcester 01610. Estimated construction cost \$2,250; first-year operating cost \$7,000. Format: Variety. Principal: Applicant is private, nonprofit educational institution. Ann. July 2.

■ Covert, Mich.—Robert B. Taylor seeks 98.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 9129 West End Drive, Portage, Mich. 49081. Estimated construction cost \$58,306; first-year operating cost \$28,122; revenue \$60,000. Format: MOR. Principal: Mr. Taylor sold WBUK(AM) Portage, Mich. in June of this year; has application for FM in Plainwell, Mich. Ann. July 2.

■ South Haven, Mich.—Van Buren County Broadcasting seeks 98.3 mhz, 3 kw, HAAT 163 ft. P.O. address: 559 Phoenix St., South Haven 49090. Estimated construction cost \$32,819; first-year operating cost \$19,000; revenue \$35,000. Format: MOR. Principal: Applicant owns WJOR(AM) South Haven. Ann. July 2.

■ \*Minneapolis—Center for Communications and Development seeks 90.5 mhz, 10 w, HAAT 152 ft. P.O. address: 810 Fifth Ave., North Minneapolis 55405. Estimated construction cost \$20,086; first-year operating cost \$58,275. Format: Educational. Principal: Applicant is organization devoted to minority and low-income group programming. Group already operates low-power station there. Ann. July 1.

■ Pine City, Minn.—WCMP Broadcasting seeks 92.1 mhz, 3 kw, HAAT 290 ft. P.O. address: Box 230, Pine City 55063. Estimated construction cost \$35,044; first-year operating cost \$20,000; revenue \$25,000. Format: C&W. Principal: Applicant is licensee of WCMP(AM) Pine City, Minn. Ann. July 2.

■ Starkville, Miss.—Southern Broadcasting Corp. seeks 92.1 mhz, 3 kw, HAAT 282 ft. P.O. address: Box 2154, Jackson, Miss. 39205. Estimated construction cost \$19,500; first-year operating cost \$42,000; revenue \$60,000. Format: Gospel. Principals: J. Boyd Ingram, Roy Harris and David C. Blossman (33-1/3% each). Mr. Ingram owns 75% of WJBI(FM) Clarksdale, Miss. Mr. Harris owns 25% of WRKN(AM)-WRJH(FM) Brandon, Miss. Mr. Blossman has interests in Brandon stations, as well as KWCL(AM)-KDDI(FM) Oak Grove, WTGI(FM) Hammond, all La. and WWAB(AM) Lakeland, Fla. Ann. July 2.

■ Bethany, Mo.—Jerrell A. Shepherd seeks 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 806 Gillman, Moberly, Mo. 65270. Estimated construction cost \$50,524; first-year operating cost \$80,000; revenue \$90,000. Format: C&W. Principal: Mr. Shepherd owns KWIX(AM)-KRES(FM) Moberly, Mo. Ann. July 2.

■ Alliance, Neb.—Quiven Fortner and Robert Hill seek 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 210 Niobrara Ave., Alliance 69301. Estimated construction cost \$49,933; first-year operating cost \$59,800; revenue \$80,000. Format: Easy listening. Principal: Applicants (50% each) have no broadcast interests: Mr. Hill deals in medical education, Mr. Fortner has business interests. Ann. July 2.

■ Crookston, Neb.—Rosebud Educational Society seeks 96.1 mhz, 57 kw, HAAT 508 ft. P.O. address: St. Francis Mission, St. Francis, S.D. 57572. Estimated construction cost \$92,750; first-year operating cost \$61,000; revenue: none given. Format: Native American, Lakota. Principal: Applicant is nonprofit corporation governed by trustees, and is outgrowth of Indian reservation. Ann. July 2.

■ North Platte, Neb.—Dahl FM Broadcasting Co. seeks 97.1 mhz, 100 kw, HAAT 34 ft. P.O. address: 1301 E. 4th, North Platte 69101. Estimated construction cost \$77,111; first-year operating cost \$14,000; revenue \$36,000. Format: Modern country. Principals: A.E. (55%) and Nelson (20%) Dahl and Larry G. Boesen (25%). Dahl FM owns KAHL(AM) North Platte and gentlemen own interests in application for KDKD-AM-FM Clinton, Mo. Ann. July 2.



■ \*Poriales, N.M.—Eastern New Mexico University seeks 89.5 mhz, 100 kw, HAAT 290 ft. P.O. address: S. Avenue O and W. 15th St., Portales 88130. Estimated construction cost \$119,297; first-year operating cost \$78,000. Format: Variety. Principal: Applicant is state-owned university. Ann. July 2.

■ Frankfort, N.Y.—WBVM Associates seeks 92.7 mhz, 1.6 kw, HAAT 410 ft. P.O. address: Box 1550, Utica, N.Y. 13502. Estimated construction cost \$2,550; first-year operating cost \$25,980; revenue: none given. Format: Standard pops. Principals: George W. Stevens and Donato F. Sarapo (50% each). Gentlemen own WBVM(AM) Utica, N.Y. Ann. July 2.

■ \*Fredonia, N.Y.—State University of New York seeks 89.9 mhz, 10 w. P.O. address: 99 Washington Ave., Albany, N.Y. 12246. Estimated construction cost \$9,100; first-year operating cost \$5,000. Format: Variety. Principal: Applicant is public educational institution. Ann. July 2.

■ Village of Manlius, N.Y.—Manlius Broadcasting seeks 95.3 mhz, 410 w, HAAT 710 ft. P.O. address: 109 Judson St., Syracuse, N.Y. 13210. Estimated construction cost \$9,463; first-year operating cost \$47,138; revenue \$60,000. Format: Progressive. Principals: Craig Fox (33%), Daniel P. Klein and Theodore Utz (20.4% each). Mr. Fox is engineer for WSYR-AM-FM-TV Syracuse, N.Y. Mr. Klein is instructor at ATS Communications. Mr. Utz is student/engineer at Syracuse University radio station. Ann. July 2.

■ Waynesville, N.C.—Waynesville Broadcasting Co. seeks 104.9 mhz, 162 w, HAAT 1,638 ft. P.O. address: Box 659, Waynesville 28786. Estimated construction cost \$52,281; first-year operating cost \$25,000; revenue \$30,000. Format: Beautiful music. Principals: A.W. Askins Sr. (49%) and junior (51%). Waynesville Broadcasting is licensee of WHCC(AM) Waynesville. Ann. July 2.

■ \*Wilmington, N.C.—University of North Carolina seeks 91.3 mhz, 10 w. P.O. address: 601 S. College Rd., Wilmington 28401. Estimated construction cost \$6,990; first-year operating cost \$750. Format: Variety. Principal: University operates many noncommercial stations throughout state and branch campuses. Ann. July 1.

■ \*Jefferson Village, Ohio—Ashabula County Joint Vocational School Board seeks 88.9 mhz, 1.6 kw, HAAT 211 ft. P.O. address: Rte. 167, Jefferson, Ohio 44047. Estimated construction cost \$21,247; first-year operating cost \$7,300. Format: Variety. Principal: Applicant is Ohio school board. Ann. July 2.

■ Albany, Ore.—Linn-Benton Broadcasters seeks 99.9 mhz, 100 kw (H) 50 kw (V), HAAT 1,075 ft. P.O. address: 1207 E. 9th, Albany 97321. Estimated construction cost \$62,870; first-year operating cost \$17,800; revenue \$30,000. Format: Country. Principals: Robert (51%) and Marianne (49%) Esty. Estys own KBOY-AM-FM Medford and KRKT(AM) Albany, all Ore. Ann. July 2.

■ Hermiston, Ore.—Hermiston Broadcasting seeks 99.3 mhz, 3 kw, HAAT 78 ft. P.O. address: Cooney Lane, Hermiston 97838. Estimated construction cost \$36,570; first-year operating cost \$36,000; revenue \$36,000. Format: Standard pops. classical. Principal: Applicant owns KOHU(AM) Hermiston. Ann. July 2.

■ \*Gallatin, Tenn.—Volunteer State Community College seeks 88.3 mhz, 6 kw, HAAT 51 ft. P.O. address: Nashville Pike, Gallatin 37066. Estimated construction cost \$3,500; first-year operating cost \$200. Format: Variety. Principal: Applicant is state institution of higher learning. Ann. July 1.

■ Terrell, Tex.—Direct Broadcasting Co. seeks 107.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 499, Kaufman, Tex. 75142. Estimated construction cost \$40,318; first-year operating cost \$48,000; revenue \$90,000. Format: C&W. Principal: Bill Kilpatrick (50%) and three others. Mr. Kilpatrick owns advertising agency; no other broadcast interests held. Ann. July 2.

■ Ogden, Utah—El Paso Broadcasting Corp. seeks 95.5 mhz, 100 kw, HAAT 681 ft. P.O. address: 3901 N. Mesa, Suite 401, El Paso 79902. Estimated construction cost \$70,947; first-year operating cost \$21,000; revenue \$42,000. Format: Country. Principal: Michele Haston (81%) and five others. Company is also licensee of KPAS(FM) El Paso and is applying for FM in Oakdale, Calif. Ann. July 2.

#### FM actions

■ Boyne City, Mich.—Charlevoix Broadcasting Co. Broadcast Bureau granted 93.5 mhz, 1.17 kw, HAAT 455 ft. P.O. address: 1376 Levona St., Ypsilanti, Mich. 48197. Estimated construction cost \$11,940; first-year operating cost \$28,728; revenue \$44,000. Format:

C&W, standard pops. Principal: William F. Gipperich (100%) is operations manager of WKKM(FM) Harrison, Mich. (BPH-9369). Action June 17.

■ Roswell, N.M.—Troy Raymond Moran. Broadcast Bureau granted 97.1 mhz, 25.7 kw, HAAT 155 ft. P.O. address: Box 3205, Albuquerque, N.M. 87110. Estimated construction cost \$11,620; first-year operating cost \$22,000; revenue \$36,000. Format: popular music. Principal: Mr. Moran is stockholder in KRZY(AM)-KRST(FM) Albuquerque, licensee of KRSY(AM) Roswell, permittee of KTEZ(AM) Lubbock, Tex. and partner in Albuquerque real estate investment (BPH-9359). Action June 29.

■ \*Clarion, Pa.—Clarion State College. Broadcast Bureau granted 91.7 mhz, 2.3 kw, HAAT 323 ft. P.O. address: c/o Dr. William McCavit, Clarion State College, Clarion 16214. Estimated construction cost \$25,463; first-year operating cost \$6,350. Format: Variety. Principal: Applicant is educational institution (BPED-2223). Action June 29.

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

■ \*WRVO Oswego, N.Y., to Sept. 30 (BMPED-1401); KEKI Honolulu, to Nov. 30 (BMPH-14822).

#### FM starts

■ \*KMXT Kodiak, Alaska—Authorized program operation on 100.1 mhz, ERP 3 kw, HAAT 3 ft. Action May 27.

■ KWRF-FM Warren, Ark.—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 265 ft. Action June 17.

## Ownership changes

#### Applications

■ KBGN(AM)-KBXL-FM Caldwell, Idaho (AM: 910 khz, 1 kw-D; FM: 94.1 mhz, 25 kw)—Seeks assignment of license from Christian Broadcasting of Idaho to Christian Broadcasting Co. for \$130,000. Seller: Assignor wishes to retire and is selling to corporation owned by her children. No other broadcast interests. Ann. July 2.

■ WHSL(AM)-WWIL(FM) Wilmington, N.C. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 97.3 mhz, 27.5 kw)—Seeks assignment of license from Progressive Broadcasting Corp. to North Carolina Broadcasting for \$380,000. Seller: Progressive is subsidiary of Wilmington Broadcasting, in turn subsidiary of Gemini Communications, Atlanta. Gemini owns WZL(AM) Charleston, S.C. and WRMA(AM)-WGMZ(FM) Montgomery, Ala. Principals are William O. Jones (59.2%) who also has 10% interest in WJEE(AM) Jacksonville, Fla.; William Dixon (26.1%) with same and Martin Kilpatrick Jr. Buyer is licensee of WBIG(AM) Greensboro, N.C. It is in turn subsidiary of Jefferson-Pilot Corp., licensee of WBT-AM-FM and WBT-TV Charlotte, N.C.; WQXI(AM) Atlanta, WQXI-FM Smyrna, Ga.; KIMN-AM-FM Denver and WWBT-TV Richmond, Va. Ann. July 2.

#### Actions

■ KEZQ(FM) Little Rock, Ark. (94.1 mhz, 60 kw)—Broadcast Bureau granted assignment of license from Mann Media to Multimedia Radio 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 KILT(FM) San Diego and 7.4% of KVFM(FM) San Fernando, Calif. Buyer is publicly traded, Greenville, S.C.-based. 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.; KAYY(AM) Little Rock, Ark.; WAKY(AM) Louisville, Ky., and KEEL(AM)-KMBQ(FM) Shreveport, La., and it has bought, subject to FCC approval, WLWT(TV) Cincinnati. Multimedia also publishes newspapers in Greenville; Montgomery, Ala.; Asheville, N.C., and Clarksville, Tenn. (BALH-2260, BASCA-734, BALST-297). Action June 28.

■ KROY(AM) Sacramento, Calif.—Broadcast Bureau granted assignment of license from Sacramento Broadcasters to Portland Broadcasting Corp. Change reflects corporate reorganization only; AST Communications is owner of both companies (BAL-8705). Action June 29.

■ KWIZ-AM-FM Santa Ana, Calif. (AM: 1480 khz, 5 kw-D, 1 kw-N; FM: 96.7 mhz, 3 kw)—Broadcast

Bureau granted transfer of control of Voice of the Orange Empire from trustees of Tom Davis Trust, et al (42.5% before; none after), to Philip C. and Carolyn Davis, trustees (42.5% before; 85% after). Consideration: \$750,000. Principals: Davis's are buying stock from trustees of deceased uncle's (Tom Davis) estate. In similar action last year, Davis's (children of M. Phillip Davis, also deceased, who was in partnership with Tom Davis, his brother) bought KLOK(AM) San Jose, Calif. Phillip Davis is already president of Santa Ana stations. Consideration is amount for all three stations (BTC-8020). Action June 22.

■ KCIN(AM) Victorville, Calif. (1590 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Top-Dial Broadcasters to Roger P. Brandt for \$130,000. Seller: Cliff Paxson who has no other broadcast interests. Buyer has sold KDZA-AM-FM Pueblo, Colo. (BAL-8643). Action June 22.

■ KUBA(AM)-KHEX(FM) Yuba City, Calif. (AM: 1600 khz, 5 kw-D, 500 w-N; FM: 103.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Cascade Broadcasting Corp. to LeRoy J. Neider and Eugene Mills for \$315,000. Sellers: David M. Jack and Transpac Leasing Corp., Tacoma, Wash.-based industrial leasing firm, also own KEGL(AM) Santa Clara and KBIF(AM) Fresno, both Calif.; KLIQ(AM) Portland, Ore., and KUDY-AM-FM Spokane, Wash. Mr. Neider is Los Gatos, Calif., attorney and Mr. Mills is Palo Alto, Calif., certified public accountant. Neither has other broadcast interests (BAL-8636, BALH-2261, BALRE-2991). Action June 30.

■ WPPI(AM) Carrollton, Ga.—Broadcast Bureau granted assignment of license from William P. Johnson and Hollis B. Johnson to Radio Carrollton. Johnsons are adding station manager, Lamar Canup, to owners so each will own one-third. Mr. Canup is paying \$40,000 for stock (BAL-8706). Action June 30.

■ KDUB-TV Dubuque, Iowa (ch. 40)—Broadcast Bureau granted assignment of license from Dubuque Communications Corp., to Lloyd Hearing Aid Corp. for \$35,000. Seller: Assignor is insolvent and station has been dark since 1974. Buyers are Marvin E. and Elizabeth L. Palmquist (50%) and three children. Palmquists run hearing aid business and own purchase display operation (BALCT-589, BALTS-412). Action June 29.

■ WSKV(FM) Stanton, Ky.—Broadcast Bureau granted transfer of control of Red River Gorge Broadcasting Co. from A. Dale Bryant and Minnie F. Bryant (50% each before) to A. Dale Bryant (100% after). Change in ownership reflects result of divorce between two principals; no consideration involved (BTC-8048). Action June 11.

■ WJTO-AM-FM Bath, Me. (AM: 730 khz, 1 kw-D; FM: 93.5 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Porter Broadcasting Services from Catherine Kinder (80% before; 50% after) to Winslow T. Porter (20% before; 50% after). Consideration: none. Principals: Mother made gift of stock to son (BTC-8019). Action June 22.

■ WAAB(AM)-WAAF(FM) Worcester, Mass. (AM: 1440 khz, 5 kw-U; FM: 107.3 mhz, 16.5 kw)—Broadcast Bureau granted assignment of license from Southern Massachusetts Broadcasters to Robert Williams Broadcasting for \$1,465,000. Seller: Mr. Gray has sold, subject to FCC approval, WAAL(FM) Binghamton, N.Y., to Alastair B. Martin for \$231,039 and WGCY(FM) New Bedford, Mass., to Edmund Dinis for \$418,000. Principals in buyer are Robert L. Williams and Richard A. Ferguson who also own WEZN(FM) Bridgeport, Conn. (BAL-8664, BALH-2275). Action June 30.

■ WABJ-AM-FM Adrian, Mich. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 93.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license and CP from Gerity Broadcasting Co. to Metrocom for \$530,000. Seller: Estate of James Gerity. Buyer, Robert G. Liggett and associates, owns WBCM(AM)-WHNN(FM) Bay City and WFMK(FM) East Lansing, all Michigan (BAL-8648, BAPH-591). Action June 29.

■ WCRM-AM-FM Clare, Mich. (AM: 990 khz, 250 w-D; FM: 95.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Mid-Michigan Broadcasting Corp. from Robert Schwartz and Harold Gunn (100% before; none after) to Reed Prior and R. Scott Gilmore (none before; 100% after). Consideration: \$80,230. Principals: Sellers did not have time to devote to stations. Buyers are both employed by WCRM-AM-FM (BTC-8024). Action June 28.

■ WCSR-AM-FM Hillsdale, Mich. (AM: 1340 khz, 500 w-D, 250 w-N; FM: 92.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Flynn Enterprises

from Fahey J. Flynn (100% before; none after) to WCSR Inc. (none before; 100% after). Consideration: \$310,000. Principals: Fahey Flynn wishes to devote more time to other interests. Buyers are Anthony Flynn (brother) (45%) and five others. Mr. Flynn has been VP and general manager of WCSR-AM-FM for five years (BTC-8010). Action June 28.

■ WYOO-FM Richfield, Minn. (101.3 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Fairchild Minnesota to Doubleday Broadcasting Co. for \$850,000. Seller, publicly traded, also own WYOO(AM) Richfield and KLIF(AM) Dallas and has purchased, subject to FCC approval, KDTX(FM) Dallas (BROADCASTING, Dec. 22, 1975). Buyer is wholly owned subsidiary of Doubleday & Co., publishing firm, and owns KRIZ(AM) Phoenix; KHOW-AM-FM Denver; KDWB(AM) St. Paul; KITE(AM) Terrell Hills and KEXL(FM) San Antonio, both Texas, and 25% of Odessa, Tex., cable system (BAPLH-192). Action June 22.

■ KDKD-AM-FM Clinton, Mo. (AM: 1280 khz, 1 kw-D; FM: 95.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Osage Broadcasting to Clinton Broadcasting Co. for \$250,000. Sellers: William R. Tedrick, Eva G. Tedrick and estate of William J. Allen, none of whom has any other broadcast interests. Buyers are A.E. Dahl, Nelson Dahl, Larry Boesen and Randel Boesen. A.E. and Nelson Dahl (father and son) and Larry Boesen also own KAHL(AM) North Platte, Neb., and Randel Boesen is banker there (BAL-8665, BALH-2279). Action June 29.

■ KFEQ(AM) St. Joseph, Mo.—Broadcast Bureau granted assignment of license from KAYS Inc. to KFEQ Inc. Change reflects corporate reorganization: KAYS Inc. is group owner with all stations in Kansas except KFEQ. To better organize, KFEQ stockholders will trade stock in company for stock in KFEQ exclusively (BAL-8690, BALRE-3020). Action June 28.

■ KDRG(AM) Deer Lodge, Mont.—Broadcast Bureau granted assignment of license from David Fransen, receiver, to Deer Lodge Broadcasting for \$65,000. Mr. Fransen, manager of WMBH(AM) Joplin, Mo., is principal of Deer Lodge Broadcasting (BAL-8607). Action June 30.

■ WBRM(AM) Marion, N.C. (1250 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Lake City Broadcasting Corp. from Will P. Erwin, Jack L. Reynolds, Stella W. Anderson and Stella Trapp (100% before; none after) to Childress Broadcasting Corp. (none before; 100% after). Consideration: \$225,000. Principals: Mr. Erwin, Mrs. Anderson and Mrs. Trapp have interests in WIFM-AM-FM Elkin, N.C., and Mrs. Anderson and Mrs. Trapp are also principals in WBBO-AM-FM Forest City and WPNF(AM) Brevard, all North Carolina, with interests in four North Carolina newspapers. Buyer, also licensee of WKSK(AM) West Jefferson, N.C., is owned by James B. Childress who has interests in WMSJ(AM) Sylva and WKRK(AM) Murphy, both North Carolina (BTC-7999). Action June 29.

■ WHIT(AM) New Bern, N.C. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from New Bern Broadcasting Co. to David E. McCutchen for \$175,000. Seller is owned by Boyce J. Hanna and Gray Ingram. Mr. Hanna also has interests in WADA(AM) Shelby and WGAS(AM) South Gastonia, both North Carolina. Buyer is former part owner and general manager of WDKD-AM-FM Kingsiree, S.C. (BAL-8637, BALRE-2993). Action June 22.

■ KFLY-AM-FM Corvallis, Ore.—Broadcast Bureau granted acquisition of negative control of Radio Corvallis by Vernon L. Bowlby and Mario D. Pastega (25% each before; 50% each after) through purchase of stock from Ted A. Jackson (50% before; none after). Buyers each paid \$39,000 plus \$20,000 noncompetition covenant to Mr. Jackson, who wishes to move into larger radio market (BTC-8051). Action June 30.

■ KEED(AM) Eugene, Ore.—Broadcast Bureau granted acquisition of negative control of Radio Corvallis by Monroe Broadcasting through purchase of additional stock from Wesley L. Monroe and Delbert Berthoff, who are also principals of Monroe Broadcasting. Gentlemen (16.7% each before; none after—company 50% before; 83-1/3% after) will receive \$12,000 each for stock (BTC-8052). Action June 30.

■ WEEZ(AM) Chester, Pa. (1590 khz, 1 kw-U)—Broadcast Bureau granted assignment of license from Radio Del-Val to Upland Broadcasting for \$425,000. Seller: Ernest Tannen who has no other broadcast interests. Principal in buyer is John Haggard Sr.,

businessman with varied interests in New York and Nashville (BAPL-477). Action June 28.

■ WFIC(AM) Collinsville, Va.—Broadcast Bureau granted assignment of license from Radio Collinsville to Collinsville Broadcasters. Change is corporate reorganization (BAL-8710, BALRE-3036). Action June 30.

■ WEIR(AM) Weirton, W.Va. (1430 khz, 1 kw-U)—Broadcast Bureau granted assignment of license from 1430 Corp. to Gilcom Corp. of Tri-State for \$392,000. Seller: Mone Anathan Jr. (who has 25% interest in KREO(AM) Indio, Calif.), his brother, Robert P. and son Mone III. Principal in buyer is Edward T. Giller who also owns WFBG-AM-FM Altoona, Pa. (BAL-8668). Action June 25.

## Facilities changes

### TV action

■ WEHT Evansville, Ind.—Broadcast Bureau granted CP to change ERP to 1230 kw vis. (max.), 794 kw (H), 158 kw auct; change type trans. (BPCT-4924). Action June 29.

### AM applications

■ WKSJ Prichard, Ala.—Seeks CP to increase power to 5 kw. Ann. July 9.

■ KPHX Phoenix—Seeks CP to add nighttime operation with 500 w, DA-N. Ann. July 6.

■ KUPD Tempe, Ariz.—Seeks CP to increase daytime power to 5 kw; change to DA-N only. Ann. July 6.

■ KTPA Prescott, Ark.—Seeks CP to increase power to 1 kw. Ann. July 2.

■ KSPR Springdale, Ark.—Seeks CP to increase power to 1 kw. Ann. July 2.

■ KKAP Aptos-Capitola, Calif.—Seeks CP to increase power to 2.5 kw. Ann. July 6.

■ KGPD Clovis, Calif.—Seeks CP to increase power to 5 kw. Ann. July 9.

■ KXEX Fresno, Calif.—Seeks CP to increase power to 10 kw; install DA, relocate trans. location. Ann. July 9.

■ KTRB Modesto, Calif.—Seeks CP to increase power to 50 kw-D, 10 kw-N, DA-N; change trans. location and change ant. system. Ann. July 6.

■ KCRA Sacramento, Calif.—Seeks CP to increase nighttime power to 5 kw and move nighttime site. Ann. July 6.

■ KGMS Sacramento, Calif.—Seeks CP to increase power to 5 kw, DA-2; install new trans.; change ant.-trans. location. Ann. July 9.

■ KMLO Vista, Calif.—Seeks CP to add nighttime power with 1 kw; increase daytime power to 5 kw; install DA-2. Ann. July 9.

■ KSSS Colorado Springs, Colo.—Seeks CP to increase power to 2.5 kw-D, 1 kw-N, DA-2. Ann. July 6.

■ KAAT Denver—Seeks CP to change station location to Aurora, Colo.; add nighttime power with 1 kw; install DA-1. Ann. July 9.

■ K11X Fort Collins, Colo.—Seeks CP to add nighttime power with 1 kw; change hours of operation to unlimited; install DA-2. Ann. July 9.

■ WJNJ Atlantic, Fla.—Seeks CP to increase power to 5 kw. Ann. July 6.

■ WSBR Boca Raton, Fla.—Seeks CP to add nighttime operation with 500 w, DA-N. Ann. July 6.

■ WSBP Chattahoochee, Fla.—Seeks CP to increase power to 5 kw. Ann. July 6.

■ WAZE Clearwater, Fla.—Seeks CP to change station location to Dunedin, Fla.; add nighttime power with 250 w; increase daytime power to 1 kw; install DA-2. Ann. July 9.

■ WJSB Crestview, Fla.—Seeks CP to increase power to 5 kw. Ann. July 2.

■ WQDI Homestead, Fla.—Seeks CP to add nighttime operation with 500 w, DA-N. Ann. July 6.

■ WKEM Immokalee, Fla.—Seeks CP to change station and trans. location. Ann. July 6.

■ WRYZ Jupiter, Fla.—Seeks CP to add nighttime power with 250 w; install DA-2. Ann. July 6.

■ WGUL New Port Richey, Fla.—Seeks CP to increase power to 1 kw. Ann. July 2.

■ WTMC Ocala, Fla.—Seeks CP to increase nighttime power to 2.5 kw. Ann. July 6.

■ WPLA Plant City, Fla.—Seeks CP to add nighttime power with 1 kw; install DA-1; change station and trans. location. Ann. July 9.

■ WRIP Rossville, Ga.—Seeks CP to add nighttime power with 500 w; install DA-2. Ann. July 6.

■ WYNX Smyrna, Ga.—Seeks CP to add nighttime power with 1 kw, DA-N. Ann. July 2.

■ WQCK Warner Robins, Ga.—Seeks CP to increase daytime power to 2.5 kw. Ann. July 6.

■ KAIM Honolulu—Seeks CP to increase power to 50 kw, DA-1; change trans. and ant. Ann. July 9.

■ KISA Honolulu—Seeks CP to add nighttime power with 5 kw. Ann. July 9.

■ WDLM East Moline, Ill.—Seeks CP to add nighttime power with 1 kw; install DA-2. Ann. July 9.

■ WEAW Evanston, Ill.—Seeks CP to add nighttime power with 500 w; install DA-2. Ann. July 6.

■ WJTD Evanston, Ill.—Seeks CP to add nighttime power with 2.5 kw, DA-N. Ann. July 2.

■ WTIM Taylorville, Ill.—Seeks CP to add nighttime power with 1 kw; install DA-2; change hours of operation to unlimited. Ann. July 2.

■ WLTH Gary, Ind.—Seeks CP to add nighttime power with 500 w, DA-N; increase daytime power to 1 kw. Ann. July 2.

■ WCBK Martinsville, Ind.—Seeks CP to increase power to 500 w; Ann. July 9.

■ WIMS Michigan City, Ind.—Seeks CP to increase nighttime power to 5 kw. Ann. July 6.

■ KCFI Cedar Falls, Iowa—Seeks CP to add nighttime operation with 500 w. Ann. July 6.

■ KFNF Shenandoah, Iowa—Seeks CP to increase power to 5 kw-D, 1 kw-N, DA-2. Ann. July 6.

■ KUDL Fairway, Kan.—Seeks CP to increase nighttime power to 1 kw. Ann. July 9.

■ WCDS Glasgow, Ky.—Seeks CP to increase power to 5 kw. Ann. July 9.

■ WEKG Jackson, Ky.—Seeks CP to increase power to 5 kw. Ann. July 2.

■ WBLG Lexington, Ky.—Seeks CP to increase daytime power to 2.5 kw. Ann. July 2.

■ WKKS Vanceburg, Ky.—Seeks CP to increase power to 1 kw. Ann. July 6.

■ WKOX Framingham, Mass.—Seeks CP to increase daytime power to 50 kw and add nighttime operation with same power, DA-N; change frequency to 1200 khz. Ann. July 6.

■ WSMD La Plata, Md.—Seeks CP to increase power to 25 kw; install DA-2. Ann. July 9.

■ WGAY Silver Spring, Md.—Seeks CP to increase power to 2.5 kw. Ann. July 9.

■ WCAP Lowell, Mass.—Seeks CP to increase daytime power to 5 kw; add nighttime power with 5 kw; install DA-2; change ant.-trans. location. Ann. July 6.

■ WBCM Bay City, Mich.—Seeks CP to increase nighttime power to 2.5 kw; increase daytime power to 5 kw; install DA-2; change trans. location. Ann. July 2.

■ WDMJ Marquette, Mich.—Seeks CP to increase daytime power to 5 kw. Ann. July 2.

■ WBMB West Branch, Mich.—Seeks CP to increase power to 1 kw; change ant. system. Ann. July 6.

■ KBRF Fergus Falls, Minn.—Seeks CP to increase daytime power to 5 kw; install DA-2; change type trans. Ann. July 9.

■ KEHG Fosston, Minn.—Seeks CP to add nighttime power with 2.5 kw, DA-N. Ann. July 6.

■ KTIS Minneapolis—Seeks CP to increase power to 2.5 kw; change type trans. Ann. July 6.

■ KVOX Moorhead, Minn.—Seeks CP to increase power to 5 kw-D, 1 kw-N, DA-2; change ant. and trans. Ann. July 6.

■ KPRM Park Rapids, Minn.—Seeks CP to change frequency to 1270 khz; delete nighttime power; change hours of operation to 5 kw-D. Ann. July 6.

■ KDAN South St. Paul, Minn.—Seeks CP to add nighttime power with 5 kw; increase daytime power to 2.5 kw; change hours of operation to unlimited; install DA-2; change trans. Ann. July 6.

■ WCEP Carthage, Miss.—Seeks CP to increase power to 5 kw; install DA. Ann. July 2.



- **KLMS Lincoln, Neb.**—Seeks CP to increase daytime power to 2.5 kw. Ann. July 6.
- **KBMI Henderson, Nev.**—Seeks CP to change station location to North Las Vegas; change frequency to 1410 khz; increase night and daytime power to 5 kw, DA-N. Ann. July 6.
- **WVNH Salem, N.H.**—Seeks CP to increase power to 25 kw; change ant. system. Ann. July 9.
- **WWBK Brockport, N.Y.**—Seeks CP to change frequency to 1590 khz; add nighttime power with 1 kw; install DA-2. Ann. July 2.
- **WGSM Huntington, N.Y.**—Seeks CP to increase power to 25 kw. Ann. July 2.
- **WTKO Ithaca, N.Y.**—Seeks CP to increase daytime power to 5 kw. Ann. July 9.
- **WCHN Norwich, N.Y.**—Seeks CP to increase power to 1 kw. Ann. July 2.
- **WGGO Salamanca, N.Y.**—Seeks CP to increase power to 5 kw; install new trans. Ann. July 2.
- **WSCP Sandy Creek-Pulaski, N.Y.**—Seeks CP to increase power to 2.5 kw; change type trans. and ant. system. Ann. July 9.
- **WLNC Laurinburg, N.C.**—Seeks CP to add nighttime power with 1 kw, DA-N. Ann. July 9.
- **WPNC Plymouth, N.C.**—Seeks CP to increase power to 5 kw. Ann. July 9.
- **KBMR Bismarck, N.D.**—Seeks CP to increase power to 50 kw; install DA. Ann. July 2.
- **WHOT Campbell, Ohio**—Seeks CP to increase nighttime power to 5 kw. Ann. July 2.
- **WLIT Steubenville, Ohio**—Seeks CP to increase power to 2.5 kw. Ann. July 9.
- **KYJC Medford, Ore.**—Seeks CP to change frequency to 610 khz; increase powers to 5 kw-D, 2.5 kw-N, DA-2. Ann. July 9.
- **WWCH Clarion, Pa.**—Seeks CP to increase power to 1 kw. Ann. July 2.
- **WNPV Lansdale, Pa.**—Seeks CP to add nighttime power with 500 w; DA-N; install DA-2. Ann. July 2.
- **WMBT Shenandoah, Pa.**—Seeks CP to increase power to 2.5 kw. Ann. July 2.
- **WANB Waynesburg, Pa.**—Seeks CP to increase power to 1 kw. Ann. July 9.
- **WWBR Windber, Pa.**—Seeks CP to increase power to 2.5 kw. Ann. July 2.
- **WGNG Pawtucket, R.I.**—Seeks CP to increase powers to 5 kw-D, 1 kw-N, DA-2. Ann. July 9.
- **WBBR Travelers Rest, S.C.**—Seeks CP to increase power to 5 kw. Ann. July 9.
- **WHLF Centerville, Tenn.**—Seeks CP to increase power to 5 kw; change type trans. Ann. July 9.
- **WMCP Columbia, Tenn.**—Seeks CP to add nighttime power with 500 w; increase daytime power to 5 kw; install DA-2. Ann. July 9.
- **KOGT Orange, Tex.**—Seeks CP to increase daytime power to 5 kw; install DA-2; change ant. system. Ann. July 9.
- **KKIK Waco-Marlin, Tex.**—Seeks CP to add nighttime power with 2.5 kw; install DA-2. Ann. July 9.
- **KSOP Salt Lake City**—Seeks CP to change station location to South Salt Lake, Utah; increase power to 5 kw; add nighttime operation with 500 w, DA-N. Ann. July 9.
- **KOQT Bellingham, Wash.**—Seeks CP to change station location to Ferndale, Wash.; increase daytime power to 10 kw; add nighttime power with 10 kw; install DA-2. Ann. July 2.
- **WYNE Appleton, Wis.**—Seeks CP to increase power to 2.5 kw. Ann. July 9.
- **KRKK Rock Springs, Wyo.**—Seeks CP to increase powers to 5 kw-D, 1 kw-N, DA-N; change ant. system. Ann. July 9.

#### AM actions

- **WIFE Indianapolis**—Broadcast Bureau granted modifications of CP to change ant./trans. location; studio location 1440 N. Meridian St., Indianapolis; and operate trans. by remote control from main studio location; change type trans. (BMP-14169). Action May 26.
- **WHAZ Troy, N.Y.**—Broadcast Bureau granted modifications of license covering change in main studio location to Old Troy Rd., East Greenbush, N.Y. and operate trans. by remote control at main studio location (BML-2590). Action June 18.

#### FM applications

- **KAMS Mammoth Springs, Ark.**—Seeks CP to change trans.-studio location to U.S. Hwy. 62; install new trans. and ant.; change TPO; HAAT 476 ft. Ann. July 9.
- **KHOP Modesto, Calif.**—Seeks CP to change trans. location; change studio location to 1192 Norwegian, Modesto; install new trans. and ant.; change TPO; ERP 50 kw and HAAT 499 ft. Ann. July 9.
- **KWIZ-FM Santa Ana, Calif.**—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 2.4 kw and HAAT 330 ft. Ann. July 9.
- **\*KWBI Morrison, Colo.**—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 6 kw and HAAT 1,184 ft. Ann. July 9.
- **WTAN-FM Clearwater, Fla.**—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 100 kw and HAAT 447.4 ft. Ann. July 1.
- **WHCG Metter, Ga.**—Seeks CP to change ant. system; change HAAT to 300 ft. Ann. July 9.
- **WLUV-FM Loves Park, Ill.**—Seeks CP to increase height of ant. system; change TPO; HAAT 236 ft. Ann. July 9.
- **WBLM Lewiston, Me.**—Seeks CP to install new trans. and ant.; change TPO; ERP 100 kw; HAAT 587 ft. Ann. July 9.
- **WRQN Westbrook, Me.**—Seeks CP to change trans. location; change studio location to 841 Main St., Westbrook; install new trans.; change TPO; ERP 3 kw and HAAT 224 ft. Ann. July 9.
- **WRBS Baltimore**—Seeks CP to increase height of ant. system; change TPO; ERP 50 kw and HAAT 488 ft. Ann. July 9.
- **WCOD-FM Hyannis, Mass.**—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 44.5 kw and HAAT 425 ft. Ann. July 9.
- **\*WWMW Salem, Mass.**—Seeks CP to install new trans.; change TPO; ERP 130 w and HAAT 79 ft. Ann. July 9.
- **WLAV-FM Grand Rapids, Mich.**—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 50 kw and HAAT 500 ft. Ann. July 9.
- **KIDA Moorhead, Minn.**—Seeks CP to install new trans. and ant.; change TPO; ERP 100 kw and HAAT 393 ft. Ann. July 9.
- **KWEB-FM Rochester, Minn.**—Seeks CP to change trans. location; install new ant.; change TPO; ERP 708 w and HAAT 559 ft. Ann. July 9.
- **KGMO-FM Cape Girardeau, Mo.**—Seeks CP to install new trans.; change TPO; ERP 100 kw and HAAT 345 ft. Ann. July 9.
- **WQMR New Brunswick, N.J.**—Seeks CP to change trans.-studio location to Veronica Ave., near New Brunswick, install new trans. and ant.; change TPO; ERP 1 kw and HAAT 525 ft. Ann. July 9.
- **WVOX-FM New Rochelle, N.Y.**—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 2.4 kw and HAAT 330 ft. Ann. July 9.
- **WVBS-FM Burgaw, N.C.**—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 100 kw and HAAT 506 ft. Ann. July 9.
- **WQDR Raleigh, N.C.**—Seeks CP to change trans.-studio location; install new ant.; ERP 100 kw and HAAT 1,092 ft. Ann. July 9.
- **KWEN Tulsa, Okla.**—Seeks CP to change trans. location; install new ant.; change TPO; HAAT 640 ft. Ann. July 9.
- **KNSD Springfield-Eugene, Ore.**—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 26.7 kw and HAAT 814 ft. Ann. July 1.
- **WRCP-FM Philadelphia**—Seeks CP to change trans. and ant.; change TPO; ERP 12.6 kw. Ann. July 1.
- **KQAA Aberdeen, S.D.**—Seeks CP to change trans. location; change trans. and ant.; change TPO; ERP 100 kw and HAAT 1,283 ft. Ann. July 1.
- **WSIM Red Bank, Tenn.**—Seeks CP to install new ant.; change TPO; HAAT 191 ft. Ann. July 9.
- **\*KTSU Houston**—Seeks CP to change trans.-studio location to 3101 Wheeler St., Houston; install new trans. and ant.; change TPO; ERP 18.7 kw and HAAT 263 ft. Ann. July 9.

- **KQIP Odessa, Tex.**—Seeks CP to change trans. location; change studio location to Room 506, North Grant and 7th Sts., Odessa; install new trans. and ant.; change TPO; ERP 100 kw and HAAT 599 ft. Ann. July 9.
- **KROB-FM Robstown, Tex.**—Seeks CP to install new trans. and ant.; change TPO; ERP 99.5 kw (H), 88.3 kw (V) and HAAT 269 ft. Ann. July 9.
- **WLRG Roanoke, Va.**—Seeks CP to change trans. location; increase height of ant. system; change TPO and HAAT 1,862 ft. Ann. July 9.
- **KBRO-FM Bremerton, Wash.**—Seeks CP to change trans. location; decrease height of ant. system; change TPO; HAAT 1,377 ft. Ann. July 9.
- **KICN Spokane, Wash.**—Seeks CP to install new trans.; change TPO; ERP 100 kw (H), 32.3 kw (V) and HAAT 290 ft. Ann. July 9.
- **WHEZ Huntington, W.Va.**—Seeks CP to change trans. location; change studio location to 3570 Skyview Dr., Huntington; install new ant.; change TPO; ERP 9 kw and HAAT 1,000 ft. Ann. July 9.
- **WWVA-FM Wheeling, W.Va.**—Seeks CP to change trans. location; install new trans. and ant.; decrease height of ant. system; change TPO; ERP 31.6 kw and HAAT 553 ft. Ann. July 9.

#### FM actions

- **KVYN St. Helena, Calif.**—Broadcast Bureau granted modifications of CP to change trans. and make change in ant. system; ERP 3 kw (H&V); ant. height 235 ft. (H&V); remote control permitted (BMPH-14851). Action June 30.
- **\*KCBX San Luis Obispo, Calif.**—Broadcast Bureau granted CP to change from Class D to Class B station; install new trans. and ant.; ERP 3.6 kw (H&V); ant. height 1410 ft. (H&V); remote control permitted; condition (BPED-2200). Action June 25.
- **WKTK Catonsville, Md.**—Broadcast Bureau granted CP to make changes in transmission line; ERP 50 kw (H), 45 kw (V); ant. height 245 ft. (H&V); remote control permitted; condition (BPH-9942). Action June 30.
- **\*WJJW North Adams, Mass.**—Broadcast Bureau granted CP covering change of frequency to 91.1 mhz (BPED-2170). Action July 1.
- **WQSM Fayetteville, N.C.**—Broadcast Bureau granted modifications of CP to operate by remote control from trans.-studio location; change trans. and ant.; ERP 99 kw (H&V); ant. height 500 ft. (H&V); condition (BMPH-14849). Action June 30.
- **\*WRSF Miamisburg, Ohio**—Broadcast Bureau granted CP to change frequency to 89.9 mhz (BPED-2202). Action June 25.
- **WZVS-FM Vieques, P.R.**—Broadcast Bureau granted modifications of CP to change studio location to William Font 49, Culebra, P.R. (BMPH-14848). Action June 25.
- **WLRG Roanoke, Va.**—Broadcast Bureau granted modifications of license covering change of studio location to 3800 block of Electric Rd., S.W., Roanoke (BMLH-541). Action June 30.
- **WTMB-FM Tomah, Wis.**—Broadcast Bureau granted CP to change studio and remote control location to 1008½ Superior Ave., Tomah; install new ant.; ERP 100 kw (H&V); ant. height 660 ft. (H&V) (BPH-9943). Action June 30.

#### FM starts

- Following stations were authorized program operating authority for changed facilities on date shown: **WDOC-FM Prestonburg, Ky.** (BPH-9784), June 24; **WCUE-FM Akron, Ohio** (BPH-8994), June 25; **\*KBFL Buffalo, Mo.** (BPED-2064).

### In contest

#### Designated for hearing

- **Washington**—Commission designated for hearing application for assignment of construction permit for **WGSP-TV Washington**, from Lee W. Cowan, trustee-in-bankruptcy, to Channel 50 Inc. It consolidated with **WGSP-TV** assignment application, mutually exclusive applications of Channel 50 Inc. and Channel 20 Inc. for subscription television (STV) authorization in Washington. Channel 20 is licensee of **WDCATV Washington** (Docs. 20859-61). Action June 29.



### Case assignment

■ Tracy and Carmichael, Calif., **AM proceeding:** West Side Radio and Olympia Broadcasters, respectively, competing for 710 khz (Docs. 9944, 20819)—Chief ALJ Chester Naumowicz Jr. designated ALJ Walter C. Miller as presiding judge; set hearing for Sept. 7. Action June 9.

### Procedural rulings

■ \*Birmingham, Demopolis and Montgomery, Ala., **TV proceeding:** Alabama Citizens for Responsive Public Television and Alabama Educational Television Commission (AETC), competing for ch. \*10 in Birmingham, ch. \*41 in Demopolis and ch. \*26 in Montgomery (Doc. 20675-6)—ALJ Ernest Nash canceled hearing set for July 27. Action June 2.

■ St. Louis, **TV proceeding:** Midwest St. Louis Inc. and New Life Evangelistic Center, competing for ch. 24 (Doc. 20820-1)—ALJ Joseph Stirmmer set hearing for Sept. 22. Action June 9.

■ WTRA(AM) Latrobe, Pa., **renewal proceeding:** WTRA Broadcasting Co. (Doc. 20788)—ALJ John H. Conlin set hearing for Jan. 11, 1977. Action June 30.

■ WBCW(AM) Jeanette, Pa., **renewal proceeding:** Central Westmoreland Broadcasting Co. (Doc. 20789)—ALJ John H. Conlin scheduled hearing for Jan. 18, 1977. Action June 30.

### Review board decision

■ Quitman, Miss., **FM proceeding:** A.C. Elliot Jr. and Melvin Pulley, competing for 98.3 mhz (Docs. 20196-7)—Review Board granted application of A.C. Elliot for station. Grant had been recommended in initial decision by ALJ Walter C. Miller on July 24, 1975. Action June 25.

### FCC decision

■ Daytona Beach, Fla., **TV proceeding:** Cowles Florida Broadcasting (WESH-TV Daytona Beach) and Central Florida Enterprises, competing for ch. 2 (Docs. 19168-70)—Commission granted application of Cowles for renewal of its license for WESH-TV. Cowles' application for modification of facilities for station was denied. Competing application by Central Florida was denied. Action June 30.

### Complaints

■ Total of 2,996 complaints from public was received by commission during May, decrease of 4,583 from April. Other comments and inquiries for May totaled 1,716, increase of 119 over previous month. Commission sent 1,030 letters in response to comments, inquiries and complaints. Ann. July 6.

### Fines

■ WHIC-AM-FM Hardinsburg, Ky.—Broadcast Bureau notified licensee it incurred apparent liability for \$500 for failing to make equipment performance measurements of trans. at least once each calendar year and failing to maintain antenna input power at level not less than 90 percent of that authorized. Action July 1.

■ WVJS(AM) Owensboro, Ky.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$200 for failing to conduct weekly random off-air monitor tests of Emergency Broadcast System. Licensee has 30 days to pay or contest forfeiture. Action June 24.

■ KSWM-AM-FM Aurora, Mo.—Broadcast Bureau notified licensee it incurred apparent liability for \$500 for failing to have logs kept by employes competent to do so, having actual knowledge of facts and by failing to calibrate remote control point meters. Action June 29.

■ KBRL(AM) McCook, Neb.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for operating at more than five percent above authorized pre-sunrise operating power of 500 watts. Action June 18.

■ WKQW(AM) Spring Valley, N.Y.—Broadcast Bureau set aside liability for forfeiture imposed on WKQW Radio Inc., licensee. Action July 1.

■ WNRE-AM-FM Circleville, Ohio—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for failing to enter into operating log proper readings at beginning of operation. Action June 18.

■ WDFI(FM) Marion, Ohio—Broadcast Bureau notified licensee it incurred apparent liability for \$100 for failing to make required entries in operating log. Action June 29.

### Other actions

■ KVVN(FM) St. Helena, Calif.—Broadcast Bureau granted waiver of rules to identify as St. Helena-Napa, Calif. Action June 18.

■ WHKK(FM) Erlanger, Ky.—Broadcast Bureau granted request to identify as Erlanger-Cincinnati, Ky. Action June 29.

■ WCCO-AM-FM-TV Minneapolis—Broadcast Bureau granted renewals subject to condition that transfer of control covered by BTC-8023, and proposal whereby MTC Properties will acquire 47 percent interest of Minneapolis Star and Tribune Company in Midwest Radio-Television, be consummated within 60 days of date of grants and commission be notified of such consummation within one day thereafter. Action June 30.

■ KHMO(AM) Hannibal, Mo.—Broadcast Bureau granted modifications of license covering change of name to Mark Twain Broadcasting Co. (BML-2593). Action July 6.

■ KGBX(AM) Springfield, Mo.—Broadcast Bureau granted modifications of license covering change of name to Mark Twain Broadcasting Co. (BML-2592). Action July 6.

■ WNYC-AM-FM-TV New York—Commission renewed licenses of WNYC-AM-FM-TV subject to certain equal employment opportunity (EEO) reporting conditions. Stations are licensed to City of New York Municipal Broadcasting System (MBS). Action June 30.

■ WGGN(FM) Castalia, Ohio—Broadcast Bureau granted waiver of rules to identify as Castalia-Sandusky, Ohio. Action June 18.

■ WEDO(AM) McKeesport, Pa.—Broadcast Bureau granted waiver of rules to identify as McKeesport-Pittsburgh, Pa. Action June 10.

■ WTCV(FM) Shelbyville, Tenn.—Broadcast Bureau granted waiver of rules to identify as Shelbyville-Tullahoma, Tenn. Action June 28.

### Allocations

### Actions

■ Broadcast Bureau proposed assigning first FM channels to following communities: ch. 276A (103.1 mhz) to Gladwin, Mich.; ch. 261A (100.1 mhz) to Canton, Pa.; ch. 285A (104.9 mhz) to Clay Center, Kan. and ch. 249A (97.7 mhz) to Lancaster, Wis. (Doc. 20874). Action June 29.

■ Greenfield, Mass.—Broadcast Bureau proposed assignment of ch. 237A (95.5 mhz) as second FM assignment at Greenfield. Action was in response to petition by Scott J. Bacherman (Doc. 20875). Action June 29.

■ Pittston, Pa.—Broadcast Bureau assigned ch. 272A (102.3 mhz) as first FM assignment to Pittston, Pa. Assignment was proposed in rulemaking notice adopted August 6, 1975, in response to petition by WTJX Broadcasting Corp. WTJX is not licensee of any broadcast station (Doc. 20575). Action June 29.

■ Richland, Wash.—Broadcast Bureau proposed assignment of ch. 235 (94.9 mhz) as third FM assignment at Richland. Action was proposed by Sterling Recreation Organization (SRO). Bureau noted ch.235 could be assigned to Richland in complete conformity with all mileage separation requirements, provided site is chosen 14.5 miles southeast of Richland. Bureau noted that although FCC's population criteria suggests two assignments for communities under 50,000 population, proposed assignment of third channel to Richland should be pursued. It noted that many of stations operating in Tri-City area identify themselves with, and in fact serve, each of three communities (Doc. 20873). Action June 29.

### Rulemaking

### Actions

■ Commission amended rules concerning station identification announcements to permit insertion of station frequency or channel number in such announcements. Amendment is effective July 22. Action July 7.

■ FCC adopted rules to specify procedures for removal of counsel from proceeding by ALJ or review board, and to provide for appeal from such ruling. Commission denied as lacking in merit petition by Federal Communications Bar Association suggesting procedures for this circumstance. Commission said it would provide for appeal as matter of right, by counsel on his own behalf or by his client, from ruling removing counsel from hearing. It also provided that presiding officer will adjourn hearing for such period as is necessary for client to secure new counsel and for counsel to familiarize himself with case. This action, which amends Section 1.301, became effective July 14. Action June 29.

### Translators

### Application

■ Jefferson County Television, Madras and Culver, Ore.—Seeks CP for ch. 69 rebroadcasting KPTV Portland, Ore. (BPTT-3033). Ann. July 2.

### Actions

■ K04HS Roundup, Montana—License authorization was forfeited and call letters were deleted. Ann. July 1.

■ K45AA, K48AB, K52AC, Area 6 Compound of the Erda Test Site, Nev.—Broadcast Bureau granted CPs for three new UHF TV translator stations to rebroadcast (1) KSHO-TV Las Vegas, via BPTT-2990 Pahrump, Nev.; (2) KLAS-TV Las Vegas; (3) KORK-TV Las Vegas; TPO 100 watts (BPTT-2992-3, 2996). Action June 21.

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- K35AA, K38AA, K41AA. Area 12 Compound of the Erda Test Site, Nev.—Broadcast Bureau granted CPs for three new translator stations to rebroadcast (1) KSHO-TV Las Vegas, via BPTT-2992, Area 6 compound of the Erda Test Site, Nev.; (2) KLAS-TV Las Vegas, via BPTT-2993, Area 6 compound of the ERDA Test Site; (3) KORK-TV Las Vegas, via BPTT-2996, Area 6 compound; TPO 10 watts (BPTT-2987-9). Action June 21.
- K06IU, K09MV, K11NI, Area 51 compound of the Erda Test Site, Nev.—Broadcast Bureau granted CPs for three new translator stations to rebroadcast (1) KORK-TV Las Vegas, via BPTT-2996, Area 6 compound of the Erda Test Site, Nev.; (2) KLAS-TV Las Vegas, via BPTT-2993, Area 6 compound; (3) KSHO-TV Las Vegas, via BPTT-2992, Area 6 compound; TPO 10 w. (BPTTV-5552-4). Action June 21.
- K10JS Elko, Nev.—Broadcast Bureau granted CP for translator to rebroadcast KTVN Reno, Nev., via WCX-24 Mary Mountain, Nev.; TPO 100 w. (BPT-TV-5557). Action June 21.
- K02IE, K04IM, K06IT, Mercury, Nev.—Broadcast Bureau granted CPs for three new translator stations to rebroadcast (1) KORK-TV Las Vegas, via BPTT-2996, Area 6 compound of Erda Test Site, Nev.; (2) KLAS-TV Las Vegas, via BPTT-2993, same; (3) KSHO-TV Las Vegas, via BPTT-2992, same (BPT-TV-5549-51). Action June 21.
- K42AA Pahrump, Nev.—Broadcast Bureau granted CP for translator station to rebroadcast KSHO-TV Las Vegas; TPO 100 w. (BPTT-2990). Action June 21.
- K44AA, K49AB, K51AC, K53AE, Pahrump, Nev.—Broadcast Bureau granted CPs for four new translator stations to rebroadcast (1) KORK-TV Las Vegas; (2) KLAS-TV Las Vegas; (3) KVVU-TV Henderson, Nev.; (4) KLVX Las Vegas; TPO 100 w. (BPTT-2991, 2994-5, 2997). Action June 21.
- Trans-Tel Co., for Aberdeen, Hoquiam, Montesano and Central Park, Wash.—Following translator authorizations were forfeited and call letters deleted: K70CH, K76BF, K79AN and K81AK. Ann. July 1.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced July 9 (stations listed are TV signals proposed for carriage):

- Warner Cable of Fayetteville, for Fayetteville, Washington county, Greenland, Farmington and Elkins, Ark. (CAC-06802-6): KARK-TV, KATV, KTHV, Little Rock, Ark.
- C/R TV Cable, for Charles Town and Ranson, W.Va. (CAC-06807-8): Requests certification of existing operations.
- Tri City CATV Co., for unincorporated areas of Fannin county, Ga. (CAC-06809): Requests certification of existing operations.
- Palm Beach Cable Television, for (village of) North Palm Beach, Palm Beach Gardens, (town of) Lake Park, (town of) Palm Beach Shores, (town of) Juno Beach, (village of) Tequesta, Jupiter Inlet Colony and Lost Tree Village, Fla. (CAC-06815-22): WCIX-TV Miami.
- Palm Beach Cable Television Co., for unincorporated areas of Palm Beach county (surrounding Tequesta) Fla. (CAC-06823): WCIX-TV Miami.
- St. Lucie Cable Co., for Port St. Lucie, unincorporated areas of St. Lucie county and Hutchinson Island, Fla. (CAC-06824-6): WCIX-TV, Miami via translator station W33AA.
- Huntsville CATV, for Huntsville, Tenn. (CAC-06827): Requests certification of existing operations.
- Bayou Cablevision, for La Marque, Tex. (CAC-06828): WTCG Atlanta.
- Liberty TV Cable, for Washington township, Pa. (CAC-06829): Requests certification of existing operations.
- Hampton Roads Cablevision Co., for Newport News, Va. (CAC-06830): WTCG Atlanta.
- Buckeye Cablevision, Inc., for Toledo, Maumee, Walbridge, Springfield township, Sylvania, Sylvania township, Ottawa Hills and Rossford, Ohio (CAC-06831-8): WGPR-TV Detroit.

- Buckeye Cablevision, for Perrysburg, Perrysburg township, and Monclava township, Ohio (CAC-06839-41): WGPR-TV Detroit.
- Indian River Cablevision, for Micco, Fla. (CAC-06842): Requests certification of existing operations.
- Triad CATV of Indiana, for Redkey, Dunkirk, Albany, Berne, Geneva, Ind. (CAC-06843): WHMB-TV Indianapolis; WGN-TV Chicago; and delete WXIX-TV Newport, Ky.
- Portland Cablevision, for Portland, Tex. (CAC-06848): KIII, KRIS-TV, KZTV, KEDT, KORO, Corpus Christi, Tex.; KHTV Houston.
- Clear Vision Cable Co. of Southwest Alabama, for Camden, Linden and Thomasville, Ala. (CAC-06849-51): Requests certification of existing operations.
- Midcontinent Cable Systems Co., of Nebraska, Box 999, Aberdeen, S.D. 57401, for Ainsworth, Neb. (CAC-06852): KNOP-TV North Platte, Neb.; KMNE-TV Bassett, Neb.; KRNE-TV Merriman, Neb.; KOLN-TV Lincoln, Neb.; KPLO-TV Reliance, S.D.; KWGN-TV, KBT, KOA-TV, Denver.
- Delaware Teleservicé Co., for Wyoming, Del. (CAC-06853): WBOC-TV Salisbury, Md.
- Martinsville Cable Vision, for Bassett, Va. (CAC-06810): WTTG, WDCA-TV, Washington, D.C.; WRDU-TV Durham, N.C.
- Liberty TV Cable, for Adrian and Tecumseh, Mich. (CAC-06811-2): WXON Detroit; and delete WJIM-TV Lansing, Mich.
- Gladewater Cable Television, for Gladewater, Tex. (CAC-06813): KXTX-TV Dallas.
- Community Cablevision of Framingham, 2 Central St., Framingham, Mass. 01701, for (town of) Framingham, Mass. (CAC-06814): WBZ-TV, WCVB-TV, WGBX-TV, WNAC-TV, WSBK-TV, Boston; WTEV New Bedford, Mass.; WSBE-TV, WJAR-TV, WPRI-TV, Providence, R.I.; WMUR-TV Manchester, N.H.; WENH-TV Durham, N.H.; WLVI-TV Cambridge, Mass.; WSMW-TV Worcester, Mass.; WOR-TV, WPIX, New York; WNJU-TV Linden, N.J.; CKSH-TV Sherbrooke, Quebec.

### Certification actions

- Cable Television Co. of Puerto Rico, San Juan, P.R.—CATV Bureau granted application for modification of certificate of compliance to add television station ZBTY Totola, British Virgin Islands, to existing cable system and denied oppositions by WAPA-TV Broadcasting Corp., licensee of WAPA-TV San Juan, and Telemundo Inc., licensee of WKAQ-TV San Juan (CAC-06184). Action June 30.
- CATV Bureau granted following operators of cable TV systems certificates of compliance: San Dieguito Cable Co., for Cardiff Properties, Calif. (CAC-05319); Watsontown CATV, for Watsontown, Pa. (CAC-05701); Central California Communications Corp., for Morro Bay, Calif. (CAC-05725); Empire State Cable TV Company, for Binghamton, N.Y. (CAC-05961); Warner Cable of Erwin, for unincorporated areas of Unicoi county, Tenn. (CAC-05962); Warner Cable of Greenville, for Greenville (town of) and unincorporated areas of Greene county, Tenn. (CAC-05963-4); Warner Cable of Kingsport, for unincorporated areas of Sullivan county, unincorporated areas of Hawkins county, Kingsport, Lynn Gardens, Colonial Heights, Sullivan Gardens, Church Hill (town of), all Tenn.; unincorporated areas of Scott county and Gate City (town of), Va. and Mount Carmel (town of), Tenn. (CAC-05969-78); Warner Cable of Abingdon, for Abingdon (town of) and unincorporated areas of Washington county, both Va. (CAC-05965-6); Warner Cable of Saltville, for Saltville (town of) and unincorporated areas of Smyth county, Va. (CAC-05967-8); Columbus Television Cable, for Columbus, Lowndes county and Columbus AFB, Miss. (CAC-06231-3); Centre Video Corp., for Belle Vernon borough and North Belle Vernon borough, Pa. (CAC-06237-8 and CAC-06365-66); Warner Cable of Kingsport, for Weber City (town of), Va. (CAC-05979); Coffeyville Cable TV, Coffeyville, Kan. (CAC-06028); KWR Systems, for Fredonia (village of) and Pomfret (town of), N.Y. (CAC-06106-7); Midwest Video Corp., for Poplar Bluff, Mo. (CAC-06190); Tele-Tenna Corp., for Victoria, Tex. (CAC-06191); State Video Cable, for Half Moon Bay, Moss Beach, Montara and El Granada, Calif. (CAC-06193-6); Centre Video Corp., for Carnegie borough, Crafton borough, Ingram borough, Rosslyn Farms borough, Thornburg borough, Collier township, Scott township, Heidelberg borough,

Bridgeville borough, Greentree borough, Eliz township, Avalon borough, Ben Avon borough, Emsworth borough, McCandless township and Millvale borough, all Pa. (CAC-06239-54); Centre Video Corp., for Reserve township, West View borough, Bellevue borough, Penn Hills township, Wilkinsburg borough, Braddock Hills borough, Edgewood borough and Forest Hills borough, all Pa. (CAC-06255-62); Princeton Cable TV, for Princeton, Ind. (CAC-06264); All Channel Cablevision, for Mount Vernon and Boonville, Ind. (CAC-06265-6); Cable Vision, for Lisbon (town of), Me. (CAC-06274); Centre Video Corp., for Castle Shannon borough, Baldwin borough, Whitehall borough, and South Park township, Pa. (CAC-06277-81); Centre Video Corp., for Glassport borough, Duquesne, Dravosburg borough, Elizabeth borough, Jefferson borough, Liberty borough, Lincoln borough, Port Vue borough, West Elizabeth borough, Stowe township, McKees Rocks borough, McKeesport, Versailles borough and Elizabeth township, all Pa. (CAC-06285-301); Centre Video Corp., for Aliquippa borough, Center township, Hopewell township, South Heights borough, Ambridge borough, Baden borough, Bell Acres borough, Conway borough, Economy borough, Edgeworth borough, Harmony township and Haysville borough, all Pa. (CAC-06342-53); Northeastern Pennsylvania TV Cable Co., for Elmhurst township, Pa. (CAC-06328); Warner Cable of Clearfield, for Lawrence township and Clearfield borough, Pa. (CAC-06330-31); Greater Boston Cable Corp., for Wilmington (town of) and Billerica (town of), Mass. (CAC-06339-40); Televents, for Brentwood, Calif. (CAC-06324); Northeastern Pennsylvania TV Cable Co., for Moscow borough and Roaring Brook township, both Pa. (CAC-06326-7); Centre Video Corp., for Leesdale borough, Leet township, Osborne borough, Sewickley borough, Carroll township, Donora borough, Monongahela, Charleoi borough, Monessen, New Eagle borough, Speers borough, Rostraver township, Forward township, Fallowfield township, Fox Chapel borough, O'Hara township and Aspinwall borough, all Pa. (CAC-06354-73); CSRA Cablevision, for North Augusta and unincorporated areas of Aiken county, S.C. (CAC-06510-1); Covenant Cable TV, for Greensburg, Penn township, Manor, Youngwood borough, North Irwin borough and North Huntingdon township, all Pa. (CAC-06512-17); Centre Video Corp., for Shaler township, Pa. (CAC-06374); Cacom Teleservices, for Sedan, Kan. (CAC-06385); LK Investments, for South Houston, Tex. (CAC-06429); Lawrenceburg Cable TV, for Lawrenceburg, Tenn. (CAC-06468); Warner Cable of Erwin, for Erwin, Tenn. (CAC-06498); Vista Television Cable, for Bothell, Wash. (CAC-06501); Continental Cablevision of Ohio, for Xenia and Xenia township, Ohio (CAC-06502-3); Covenant Cable TV, for Penn borough, Irwin, Jeannette, Sewickley township, Adamsburg, Unity township, Hempfield township, Southwest Greensburg and South Greensburg, Pa. (CAC-06518-26); Vista Cable, for Chalmers (town of), Ind. (CAC-06534); Home Cable Co., for Mountain Home, Ark. (CAC-06535); Greater Humboldt and Dakota City Cable TV, for Laurens, Iowa (CAC-06536); Lincoln Cable Television, for Kemmerer, Diamondville and Frontier, Wyo. (CAC-06549-51); Greater Hartford CATV, for Manchester and Rocky Hill, Conn. (CAC-06565-6); Greater Hartford CATV, for Glastonbury, Wethersfield and Newington, all Conn. (CAC-06567-9); Blue Ridge Cable Television, for Wyalusing, Pa. (CAC-06571); Magic Valley Cablevision, for Twin Falls, Kimberly, Filer, Hansen and unincorporated areas of Twin Falls county, all Idaho (CAC-06576-80); Tulsa Cable Television, for Tulsa, Okla. (CAC-06581); Sand Springs Cable Television, for Sand Springs, Okla. (CAC-06582); Broken Arrow Cable Television, for Broken Arrow, Okla. (CAC-06583); Sapulpa Cable Television, for Sapulpa, Okla. (CAC-06584).

### Other action

- WNEP-TV Scranton and WBRE-TV Wilkes-Barre, both Pa.—Commission afforded NEP Communications, licensee of WNEP-TV, one-year relief from provisions of revised cable television nonduplication rules. In same action, it denied petition by WBR-E-TV Inc., licensee of WBR-E-TV, for special relief from provisions of those rules. New rules, adopted in April 1975, replace nonduplication priorities formerly determined by reference to predicted signal contours (Principal Community, Grade A and Grade B), with fixed specified zones of protection. Television stations in major television markets now have 35-mile zone of protection against lower priority duplicating network signals, while stations in smaller television markets have additional secondary 20-mile zone of protection, or 55 miles altogether. Action June 11.



# 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.

**General Manager** to supervise sales, programing, and promotion to bring country format up to potential. Good opportunity for professional. Northeast location in Top 70 market list. EOE. Box U-140. BROADCASTING.

**Wanted for administrative** job with broadcasting industry union in San Francisco. Administration, negotiation and arbitration skills important. Salary \$14,000, plus fringes or higher if appropriate qualifications and experience. Send resume and availability for interview to Box U-145. BROADCASTING.

**Station Manager** for new FM to go on air this fall in small Northwestern Ohio market. Excellent opportunity for experienced broadcaster with a successful background in sales and programing. EOE. Box U-150. BROADCASTING.

**Program Director** for WHA Radio. Responsible for broadcast radio program direction, scheduling, acquisition, selection and evaluation for WHA-AM and the University of Wisconsin-Extension Telecommunications Center. Major duties include: personnel management of full time and part-time staff in: Radio programing, production, announcing, music, news, public affairs, ascertainment and program information and promotion; development, review and administration of broadcast program and production budgets; coordination of the WHA-AM schedule with the Wisconsin Educational Radio Network; and programing representation and liaison with National Public Radio, the general public, University, State and national organizations, and the WHA listener support group. Bachelors degree in broadcasting or related field required. Applicants must have at least five years experience in radio broadcasting, including three years at a CPB qualified public radio station and one year senior administrative Public Radio experience plus demonstrated knowledge and experience in: personnel management, radio program development; production, supervision and evaluation, FCC rules and regulations, and fiscal management. Salary minimum: \$17,800. Write for application and details to: Ronald Bornstein, Director and General Manager, WHA Radio, 821 University Avenue, Madison, WI 53706. An Equal Opportunity Employer.

**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 Livek. 312-693-6171. Ron Curtis & Company.

**Managers for new** non-commercial Christian FM in Arizona. Must raise own support while recruiting and managing volunteer staff. This is missionary radio, hard work, low pay, tremendous satisfaction while you grow with a new broadcast group. 602-778-1777

**General Manager** for AM/FM property in fast-growing Southeast market. Requires solid knowledge of all facets of radio with strong sales and management experience. Salary commensurate with experience. Send resume, references, and salary requirements to Box 2242, Philadelphia, PA 19103. An Equal Opportunity Employer. M/F.

**Radio Station Manager.** Midwest nine-station group has immediate opening for an experienced, proven manager. Will take full charge of AM-FM operation with bottom line responsibility. Must be able to step in and make things happen. Fine staff needs innovative leadership and direction. Call collect or write to Hart Cardozo, 96 Many Levels Road, Dellwood, MN 55110. 612-426-2257. An Equal Opportunity Employer.

### HELP WANTED SALES

**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.

**New York FM** radio station has immediate opening for a thoroughly experienced sales person. An Equal Opportunity Employer. Write for interview to Box U-103. BROADCASTING.

**Broadcasting, CCTV.** Industrial tube and component sales manager position available with major New York Electronics distributor. National responsibility for sales and marketing for entire division. Good salary and full benefits. Equal Opportunity Employer. Resume to Box U-154. BROADCASTING.

**Attention: La., Miss., Ga. Tenn. & Fla. Sharp,** aggressive, announcer/salesperson. Minimum 3 yrs. air experience. 1st phone desirable but not essential. Good salary plus commission. Send tape, resume & salary expectation. Glenn Buxton, WBCA-WWSM, Box 426, Bay Minette, AL 36507. EOE.

**Successful new AM** serving 600,000 needs experienced salesperson. Biggest accounts not yet assigned, not enough salespeople! Good draw plus high commission means money. Send track record, resume, references to: John T. Galanes, Vice President, WGT. Central Tower, Youngstown, Ohio 44503.

**Aggressive salesperson** for Long Island area. AM-FM operations in excellent market, managerial opportunity. WHLI, Box 219, Hempstead, NY 11550.

**Madison, WI. Excellent** career opportunity for bright problem-solving salesperson on the way up, strong on creativity with ability to build campaigns. Six station group seeks person with management potential. Job opening result of promotion. Our people earn far more, city offers superior living, you'll have opportunity for management and equity. WISM, Madison, WI, Box 2058, 53701. A Midwest Family Station.

**Excellent opportunity** in New York metropolitan area. MOR station needs experienced, aggressive, creative self-starter to develop market potential. Contact Ken Holmberg, WJDM, Elizabeth, NJ.

**Leading regional contemporary station** looking for hustler with great desire to succeed. Fourth person on aggressive sales staff needed now. Send resume to Bryce Cooke, Vice President, General Manager, WTAC Radio, PO Box 600, Flint MI 48501. Equal Opportunity Employer.

**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. An EOE M/F.

**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.

**Sales oriented person** to manage/sell Western Pennsylvania FM station. Unique sellable format. Sales track record important. Call 412-821-4100.

**Sales persons,** 268th market, Cascade Mountains of Oregon. Station very successful, lots of room for growth. 5 KW-D country, all-news, "C" FM, Active RAB. Guarantee against good commissions, pays better than many larger markets. Lower living costs. If you like outdoor living, you'll love this country. Good place to raise family. EOE. Mr. Smith, 503-882-8833 to arrange interview.

### HELP WANTED ANNOUNCERS

**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.

**Small market.** Ohio River town looking for announcer, 1 year experience. Production and 3rd phone. Sales helpful. Box U-84. BROADCASTING.

**Talk show host** for respected 2-way conversation station in progressive top 25 market. We're seeking an experienced, new-oriented individual, preferably or moderate philosophical persuasion, who's bright, fast-paced, imaginative and creative and cares about everything that's going on around. Individual needs to have opinions that can be backed with facts, but has compassion and respect for the opinions of others. Articulate person who can be commercially persuasive as well. Equal Opportunity Employer offers salary and incentives related to ability to deliver audience. Company benefits include profit-sharing. Send resume c/o Box U-86. BROADCASTING.

**Announcer capable** of doing production, PBP and news. MOR or country format. Prefer family person. Location Kentucky, Tennessee area. Salary commensurate with ability. Looking for more than one person. Box U-110. BROADCASTING.

**KAYQ, Kansas City, Mo.** has an immediate opening for an all night country air personality. 1st phone a must. Send tape and resume to KAYQ, 3435 Broadway, Kansas City, MO 64111. 816-753-7707.

**Immediate opening** for talented night person. No. 1 (ARB) rated MOR Top 40 station. Require good production. EOE. Good salary. Send resume and audition tape to Randy Davis, P.D., or call 501-863-5121. KDMS-KRIL, El Dorado, AR 71730. PO Box 1565.

**Bright sounding personality** for Top contemporary full power FM in Kansas. Quality production a must. New facilities, equipment. Populated area, action! Tapes/resumes to Dave Waters, P.D., KJCK-FM, Box 789, Junction City, KS 66441.

**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.

**Experienced announcer** for small market stations. Must be able to present MOR Music, news, commercials and productions. Full Blue Cross paid. Nice community, moderate weather, year round. Housing costs favorable for one and two bedroom apartments. If you live nearby write with resume to Radio Station KRNS AM/FM, PO Box 749, Los Alamos, NM 87544.

**Automated AM-FM,** contemporary, Top notch production essential. Automation experience not essential. Career opportunity. Tape-resume. Dan Libeg, KSNN AM, FM, Pocatello, ID.

**Announcer-producer, Alaska.** Bright happy morning person needed August 15 for adult MOR. Very professional only! Good production. Salary open. Area sportsman's Paradise. Resume, audition: KSRM, Box 852, Soldotna-Kenai, AK 99669.

**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.

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**HELP WANTED ANNOUNCERS  
CONTINUED**

**Rock-Soul-Disco** cooker needed in 600,000 metro area. Creative production and professional delivery required. EOE Tape, references and resume to John Galanes, General Manager, WGFT(AM), Central Tower, Youngstown, OH 44503.

**Morning personality** with good voice. Three to five years experience minimum. Tape and salary requirements to PD, WHYN, Liberty St., Springfield, MA. EOE

**13TRX seeks A/C** morning person. Candidates are now in small or medium markets and ready for a jump to the 49th ADI. Should be versed in on-air production of interviews and phone calls. Tapes and resumes to Mike Anderson, WTRX, PO Box 1330, Flint, MI 48501. EOE.

**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.

**Immediate opening** Top station in area needs quality country/MOR announcer at 5 KW operation in Southwestern Wyoming. Tapes and resumes to Alan Ziegler, PO Box 432, Kemmerer, WY 83101.

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**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.

**Chief Engineer:** Directional AM-FM, automation, proofs. Nice climate. Reply Box U-121, BROADCASTING.

**Chief, strong technical** background, some announcing. Reply Box U-122, BROADCASTING.

**Position of FM Engineering Supervisor.** must have 1st class license with at least two years management experience. Salary commensurate with experience. Box U-123, BROADCASTING.

**Combo Announcer-Engineer.** Experienced, AM-FM, automation. Dan Libeg, KSNN AM FM, Pocatello, ID.

**Chief Engineer. Experienced** AM FM Stereo. Must be creative, eager and a self motivator. Send resume to WGLD, Box 2808, High Point, NC 27261.

**We're a full time AM-FM** that will soon have separate programming in a brand new facility. We're looking for a permanent full time chief engineer. Great opportunity to grow with progressive organization. Excellent working conditions and fringes. Salary based on experience. Send resume to Station Manager, WHMP, Northampton, MA 01060.

**Experienced chief engineer** wanted for AM/FM operation. Some board work necessary. Write to General Manager, WPIT, 200 Gateway Towers, Pittsburgh, PA 15222. EOE.

**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.

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**HELP WANTED TECHNICAL  
CONTINUED**

**Engineering services coordinator:** Responsible for operation, maintenance and repair of all operational transmitters. Plan and direct the work of engineering personnel. Requires Bachelor's Degree in Electrical Engineering, five years broadcast engineering experience, and first class radio-telephone license. Submit resume with salary requirements to: University of Louisville, University Personnel Services, 105 W. Brandeis Street, Louisville, KY 40208. An Equal Opportunity/Affirmative Action Employer.

**Broadcast Engineer.** Activate and oversee the daily operation of all transmitting equipment, maintain logs and construct necessary support apparatus. Have first class radio-telephone license and two years experience in broadcast engineering or related field. Salary \$10,187, night shift and weekends. Apply: University of Louisville, University Personnel Services, 105 W. Brandeis Street, Louisville, KY 40208. An Equal Opportunity/Affirmative Action Employer.

**Experienced Chief Engineer** for major Phoenix progressive rocker. Total maintenance of 9 year old 20 KW CCA-FM, 16 year old 10 KW, Continental AM, 5 studios and all related audio processing equipment. Studios trouble free, but transmitters require attention. Able to meet high technical standards of creative air staff. Minimum 3 years experience as Chief or equivalent experience with a 20 KW CCA. Starting salary: \$15,000+ health insurance + bonus. EOE. Send complete resume detailing transmitters you've worked on to: Eric Hauenstein, General Manager, PO Box 4227, Mesa, AZ 85201. No phone calls.

**Electronics designer.** Maine! New firm. To design state of the art hi-fi AM tuner/receiver. BSEE optional. First phone a must. Resume please. M. Gottesman, POB 447, Belfast, ME 04915.

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**HELP WANTED NEWS**

**News/sports combo.** Minimum 4 years experience gathering, writing delivering news/sports plus PBP. Must be true professional, self-motivated with 3rd endorsed. Excellent opportunity for right person. EEO. Box U-105, BROADCASTING.

**News Director** with experience and know-how to build strong local coverage for Conn. AM-FM. Good air sound, self-organization, and leadership. Minimum 4 years direct news experience. A secure growth position for a hard-working professional. Equal Opportunity Employer. Send resume, references and salary requirements to Box U-126, BROADCASTING.

**Experienced news reporter.** Must be able to dig, write and report. Strong on-air delivery a must. Third endorsed broadcast license required. Excellent opportunity for right person. Tape and resume to: Tom Cabistrant News Director, KATE/AM, Albert Lea, MN 56007. EOE.

**No. 1 station** needs aggressive news/public affairs director. Send resume, tape to WDXI, Jackson, TN 38301. Salary commensurate with ability and experience.

**Come grow with us** in the heart of the Bluegrass. 5KW WLAP 50KW stereo WLAP FM, Lexington, Kentucky. Seek creative, aggressive and experienced news and public affairs director. No beginners. Proven stability and on and off air professionalism, as well as sincere desire for active community involvement a must. Will supervise three person department. New facility, liberal benefits and an Equal Opportunity Employer. Reply with audio tape and resume in complete confidence to J.C. Allison, General Manager, PO Box 11670, Lexington, KY 40511. No phone calls.

**WQTK Parsippany, N.J.,** 30 miles west NYC. Expanding local news. First class ticket mandatory. Sept. start. Send tape, resume to 2755 Magnolia Rd., Vineland, NJ 08360.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**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.

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

**Northeast med. market AM/FM** looking for hard working person with 3-4 yrs. broadcast experience. A little of everything. Strong on copy & production. Will have to learn automation and be willing to do small air shift if necessary. Lots of hours, but a good future for right person. Reply with letter about yourself to Box U-94, BROADCASTING.

**Production Manager, with top quality commercial** voice, production skills, copywriting expertise, first ticket and college education. Well established Midwestern station, near major markets, but not suburban. Five-figure salary, generous fringe benefits, ideal working conditions. Daytime work schedule assured. Equal Opportunity Employer. Box U-132, BROADCASTING.

**Automation Program Director.** Quality, precise, tight operation, production necessary. Career broadcaster who will follow direction. Automation-production experience essential. Contemporary. Tape, resume. Dan Libeg, KSNN AM FM, Pocatello, ID.

**Heavy experience only.** Good voice with strong production/copy writing background for Easy Listening station West Palm Beach/Boca Raton market. Will also pull air shift. Contact Mark Pritchard, WKAO Radio, PO Box 1510, Boynton Beach, FL. Tel: 305-737-5000.

**Community service/public affairs program:** Plan and implement viable public radio program formats for involvement of both students and metropolitan community. Requires bachelor's degree and third class radio-telephone license with broadcast endorsement. Submit resume with salary requirements to: University of Louisville, University Personnel Services, 105 W. Brandeis St., Louisville, KY 40208. An Equal Opportunity/Affirmative Action Employer.

**Public radio program manager:** Plan and implement the program activities of a public radio station WUOL-FM. Requires bachelor's degree in Communications or Radio and Television, two years radio programming experience and third class radio-telephone license with broadcast endorsement. Submit resume with salary requirements to: University of Louisville, University Personnel Services, 105 W. Brandeis Street, Louisville, KY 40208. An Equal Opportunity/Affirmative Action Employer.

**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.

**Automation freak** with super production. Engineer & air talent rolled up in one, to be Operations Director for a brand new super power FM in Beaumont, Texas. (93rd metro). Make it sound live and we can win. Call Ken Stephens, 606-739-4600 or 614-867-8000.

**Experienced broadcast affidavit/invoice checker** wanted for top media buying service, in New York City. Full benefits including profit sharing. For appointment call Mrs. Berger 212-682-0760.

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**SITUATIONS WANTED MANAGEMENT**

**Black Manager seeks** Top 100 markets. Strong programming and sales. Good references. I'll get you numbers and billing. Box U-97, BROADCASTING.

**GM-experienced all facets.** Strong track record. Dependable. Box U-115, BROADCASTING.

**Program Manager, Medium** market. Programming know-how, production excellence, tight operation. Seeking increased earning opportunity. Box U-130, BROADCASTING.

**Sales oriented manager.** 20 years experience, 8 as selling GM. Excellent, varied background in all phases of radio. Good administrator with FCC knowledge. Box U-144, BROADCASTING.

**Fly me:** I'm Don Miles. 22 years in broadcasting, including N.Y. City. Masters degree in Broadcast Management, minor in Business Administration. Author: Broadcast News Handbook. Broadcasting teacher at college level. Prefer G.M. or Station Mgr. position, especially one with investment opportunity but will consider operations, program or news director, depending on market size, staff and facilities, or college faculty position. No N.E. or upper midwest. 904-377-7234, keep trying, or 1515 N.W. 10th St., Apt S-6, Gainesville, FL 32601.

**SITUATIONS WANTED SALES**

**Productive salesman**, not an order taker. currently in top market. looking for move up with major group. Top references. Write Box U-119. BROADCASTING.

**SITUATIONS WANTED ANNOUNCERS**

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

**12 yr professional** female wants Twin City spot or NIS anywhere. Box U-88. BROADCASTING.

**One year experience** young EOE D.J. Employed, good copy and production. 3rd endorsed. Looking for a place to grow. Box U-90. BROADCASTING.

**Boardshift, production**, some news o.k. Excellent worker and co-worker. Experienced. Box U-96. BROADCASTING.

**Attention Northeast states.** Air talent. MD. with 10 years experience and 1st. presently No. 1 ARB nights with middle market rocker. Can adapt to other shifts. Box U-101. BROADCASTING.

**There are very few** stations which I would call "Personality-Top 40." That's where I work now. I like it! If you're one too, I'd like to know who you are. We may both benefit. Box U-102. BROADCASTING.

**Attention Medium Markets:** 1st phone announcer. B.A. vet. 6 yrs experience in music & news. willing to learn. East or West Coasts. Box U-118. BROADCASTING.

**Ambitious, young college** graduate with 3rd endorsed, desires position D.J., News, interviews, production. Will relocate anywhere. For tape and resume call Gary Axelbank 212-543-9667 or write Box U-133. BROADCASTING.

**News oriented announcer.** 2 yrs exp. 1st. Some reporting, interviewing. AOR. No AM drive. Box U-134. BROADCASTING.

**If you're a together** Top 40 station and need a together Top 40 personality who wants and likes all nights and you're in a Top 100 market, let's talk. Box U-137. BROADCASTING.

**Is this a dream?** A four hour show, personality ALA Jonathan Winters. Good equipment, great benefits, and a station that wants a guy with talent to make mornings peppy. Don't pinch me until we talk in my sleep. Box U-147. BROADCASTING

**Announcer, news, sports** and sales experience. 22. 3rd. wants progressive. rock. MOR or CW. Presently employed but going nowhere. Dependable, consider all. Prefer Michigan or Indiana. Box U-152. BROADCASTING.

**DJ 3rd phone** endorsed. Both Rock & C&W. tight board. will go anywhere. Tom Kelly. 86 Wilson St. Massapequa Park. NY 11762. 516-798-9021.

**Female DJ, 3rd,** 2 yrs experience. Ambitious, good background. Modern country. MOR, other formats. Tape, resume references. Jackie 1-301-342-0373.

**Strong voiced Nebraskan** with first looking for good solid career in med mkt. Contemporary organization in Oregon or Northern Calif. 4/years exp. in all phases. \$800 mo. start. Write Clark Kinnison. Rt. 1, Box A-13. Nelson, NE 68961.

**I'm 26,** I'm black and I want you to hear my tape. George Anthony 317-636-2060.

**Young, sports personality** wants play-by-play opportunity. Also experienced in news, weather on radio/TV. U. of Texas graduate. 4305 Duval. No. 204. Austin, TX 78751.

**Announcer wants DJ shift.** rock or MOR. 2 years experience. 3rd endorsed. Midwest preferred. Call Steve Karpinski, after 5. 312-639-7882 or write 55 Burton. Cary, IL 60013.

**Single announcer, 3rd** endorsed. 3 yrs experience. Top 40 or contemporary station. Tight board. Hard worker. dependable Ready to work. 919-346-9009. Paul Nickoletta

**SITUATIONS WANTED ANNOUNCERS CONTINUED**

**Announcer. Some commercial** experience. 3rd endorsed. B.S., Sales exp. Will relocate. Seek promotional station. Al Mandel. 79 Aspinwall. Brookline, MA 02146.

**Radio D.J.-TV newscaster** available for part time or full time. 213-874-7236 please call mornings.

**You need me!** Experienced personality DJ. Innovative and creative in production. Talented impersonator. Have proved that I'm a valuable asset. Call after 4. George 402-843-5662.

**California, experienced, versatile** announcer. Play by play too! Dependable! Gene 714-355-4101.

**Play by play** DJ, sports talk, sales, excellent voice. Terry Boyd. 671 Brockwood, El Cajon. CA 92021. 444-8728.

**Looking for long term** employment with future. 2/ys. experience in MOR. Cont/Top 40 and copywriting. remotes. Dave Lingle. 11 Locke Drive. Enfield, CT 06082. Phone 203-749-6631.

**Top 40 night jock.** 4 years experience. 1st phone and college. Seeks medium and up. 301-486-7766 or 358-2257.

**7 years experience,** including P.D., M.D., P.M. Strong production. Have worked with jazz, rock & MOR formats. Also in major market. Currently employed, same station 2 years. Ready to return North but will consider Fla. Dan H. Vomjenef. 912-232-7500 after 3 p.m. E.D.T.

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

**Top-40 Contemporary** nite man seeks immediate position Northeast. 1 year experience. 3rd endorsed. college graduate. Weekdays 305-721-0582.

**SITUATIONS WANTED TECHNICAL**

**Retiree limited** to 230 per mo by SS available as ce dj combo experienced first phone. While, car, male, no disabilities, small town SE preferred. Box U-136. BROADCASTING.

**I have what you want!** A first phone, and first hand knowledge of all phases of broadcast electronics, from turntables to antennas. My knowledge and ability will give you the sound you want. Willing to train TV. Box U-142. BROADCASTING.

**28 years radio** 18 years chief AM FM DA. Western states. Presently employed Northern California. Box U-148. BROADCASTING.

**BSEE, 1st.** Broad experience in public FM. Desire position as chief or assitant. Call 213-450-3243.

**Experienced chief engineer** complete proofs. Radio TV. Go anywhere. 301-270-3274.

**SITUATIONS WANTED NEWS**

**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.

**Aggressive, mature** self-starter looking to become part of your news team. Small or medium market. A digger and heavy on actualities. Can adapt and not satisfied unless ahead of competition. Single but married to my profession. Resume, tape and copy available. Box U-99. BROADCASTING.

**Experienced sports director.** News reporter seeking station with heavy year round sports format. Married. Presently employed. 10 years experience as sports director. Play-by-play announcer, news. D.J. Production. First phone. BS in RT. TV experience. Box U-108. BROADCASTING.

**Sports Director.** Play by play all sports. Solid five year background. Looking for pro or college opportunity. TV experience too. Box U-113. BROADCASTING.

**SITUATIONS WANTED NEWS CONTINUED**

**Female seeking challenging** news position. Considerable air experience. Interviewing, writing. Previous newspaper and TV experience. College grad. 703-552-6538 or Box U-143. BROADCASTING.

**Radio-TV pro** with news and p-b-p background. Seeking a sports job with a top-flight operation. Box U-151. BROADCASTING.

**Young, educated talent** seeks news or sports position anywhere. 2 years experience. Joe Wright. 2 Cypress Garden, Cinti. OH 45220. 513-221-6564.

**Professional returning** to broadcasting. 20 yrs experience. All phases radio television. 609-883-8990.

**Aggressive young man** B.A. Speech seeks job in television/radio small to medium size market. 3 years radio experience in sports and news. Strong on PBP location and salary open. Call Ed 618-654-8543.

**International League AAA** baseball announcer available for football, basketball PBP. Three years professional baseball experience. All offers considered. Top references. John Steigerwald, Box 4333. Charleston, WV 25304. 304-346-0734.

**Financial cutback** has eliminated my news job. Two years news experience. Digging reporter with excellent references from present employer. Greg Mysko. 803-775-2566.

**SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS**

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

**Conscientious, capable** and creative director with 12 years in medium and 2 years in major markets seeking similar position. Experienced in News, commercial, promotional and public service direction with college & graduate degrees in TV. Relocatable and available immediately. Box U-104. BROADCASTING.

**Have a weak pulse?** Inject me into your organization and watch the recovery. My seven years experience in all phases of programing and management is the antidote you need. Write Box U-141. 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

**29 year old** married Christian, 1st phone. Seeks Gospel or MOR post. On air PD, 4 years Bay area. Gospel AM. Steve Dini. 920 Wainwright Dr., San Jose, CA 95128.

**Experienced PD** and morning man looking for position. Prefer Northeast region. 603-532-6401.

**Producer/Director** with 7 years extensive production experience seeking challenging position. Samples available. GLB, 215-664-3346.

**Proven contemporary PD** plus number one rated jock. Medium, major, group. Shannon. 1-507-867-4398.



## TELEVISION

### HELP WANTED MANAGEMENT

**Needed: TV station manager** for successful operation in a small market. One of two in group. Our GM moving to larger market so we need sales oriented, program-wise, cost-conscious manager who can continue strong increases in local and national sales. We are long-time broadcasters and your confidentiality is assured. All application material will be returned. No personnel agencies please. Box U-131. 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.

### HELP WANTED SALES

**Local account executive** needed by major group owned net affiliate. Must be able to handle a major list in an expanding top 30 market. An Equal Opportunity Employer. Send resume and financial requirements to Box U-83. BROADCASTING.

**Account executive.** East Coast. Top-20 market station. Join our Research Department and learn our business inside and out. When you are ready, become part of our sales team. Perfect opportunity for a man or woman who wants to break into TV sales. Send resume to: Box U-124. BROADCASTING.

### HELP WANTED TECHNICAL

**Video Engineer** for N.Y. production company. Min. 2 years exp. must be familiar with broadcast video hardware and knowledge of analogue circuits would be a plus. Will maintain broadcast video recorders, color cameras, monitors, audio systems, etc. Also will learn and take over maintenance and expansion of unique computer animation system. An exciting position for the right person. Send resume. Box T-91. BROADCASTING.

**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.

**FCC First Class license.** strong on electronics theory including logic. Send resume to Chief Engineer. Westinghouse Broadcasting. Station WJZ-TV. 3725 Malden Avenue. Baltimore. MD 21211.

**Chief Engineer AM-FM-TV.** Network affiliate. group owner. good salary. good benefits program. Send resume to John Phillips. General Manager. Lee Enterprises, Inc., 510 Maine Street, Quincy, IL 62301. Operating WTAD AM, WQCY FM, KHQA TV. An Equal Opportunity Employer. Applications received through August 15th.

**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.

**Immediate opening** for entry level staff engineer for public TV station WNMU, Marquette, Michigan. Maintenance experience on VTR, studio cameras and film chains. Prefer AAS degree in electronics. Refer applications to Employment Supervisor, Personnel and Staff Benefits Office, Northern Michigan University, Marquette, MI 49855. Tel. 906-227-3440. Excellent fringe benefits. An Equal Opportunity Employer.

**Television Engineer.** St. Louis Community college needs TV engineer competent in areas of systems design, installation, maintenance, technical production and training. BA degree in broadcasting with FCC license preferred. Minimum of three years experience. Salary range \$11,970 to \$18,780. Closing date August 27, 1976. Send resume to St. Louis Community College. Attention: Personnel, 5801 Wilson, St. Louis, MO 63110. An Affirmative Action Employer.

### HELP WANTED NEWS

**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.

## HELP WANTED NEWS CONTINUED

**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.

**Major midwestern university** public information office seeks producer-editor-reporter for new ENG operation. Experience in ENG-equipped commercial and/or cable application desired. Bachelor's degree, two years broadcast news experience and ENG know-how essential. Job covers full range campus news and events coverage for service to television. Looking for industry, initiative, inventiveness. \$12,000-\$15,000. An Equal Opportunity Employer. Box U-107. BROADCASTING.

**Expanding news coverage** of top 50 eastern station requires reporter strong in digging, writing and delivery. Assignment as field reporter with ability to fill in as anchor. Good salary and fringes. Send full details to Box U-127. BROADCASTING.

**Assignment Editor.** Top 60's market has excellent spot for experienced and creative assignment editor, strong on story development. ENG knowledge essential. Position holds strong promotional possibilities for right person. Equal Opportunity Employer. Send resume and salary requirements to Box U-149. BROADCASTING.

**Reporter/News caster. Enthusiastic** with strong delivery, wanted for Top 40 VHF network affiliate. Send resume and salary requirements to Box U-153. BROADCASTING.

**TV Weather Person.** Licensed meteorologist. Must be able to provide an understandable, personable & authoritative on air weather presentation. Send resume and qualifications to Kingslip Communications, KTVV-TV, Box 490, Austin, TX 78767. 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.

**Immediate opening.** News co-anchor and producer to co-anchor weeknight news broadcasts at 5:30 and 10 with additional responsibility for production of 10 p.m. newscast. Degree in broadcast journalism or related areas preferred but any reasonable education level considered. Working knowledge of broadcast writing, tenure as anchorperson, understanding of newscast blocking preferred with clear and polished reading abilities. Salary negotiable. Contact: Mr. Henry H. Osborne, Assistant to the President, WRAU-TV, 500 N. Stewart St., Creve Coeur, IL 61611, 309-694-4351, ext. 34.

**Meteorologist or AMS** approved weather person wanted immediately for Top 40 CBS Florida affil. TV exp. mandatory. Send cassette and resume to BDM, PO Box 1833, Orlando, FL 32802.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**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.

**Network affiliate looking** for a take charge commercial director for studio and remote production. An Equal Opportunity Employer. Box U-82. BROADCASTING.

**TV Editorial Research/Writer.** NW affiliate seeking experienced person to research/draft management editorials. Ego must cope with ghost-writer image. PR skills necessary. EOE. Send resume. Box U-87. BROADCASTING.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**New York based** media buying service has opening for experienced television person to work as coordinator with small and medium size shops as well as directly with retailers. Box U-116. BROADCASTING.

**Commercial Producer-Director,** experience in all phases: Film shooting and editing, VTR editing, studio directing. 2 yrs. experience minimum. Send resumes and tapes to: WINK, c/o Production Mgr., PO Box 1060, Ft. Myers, FL 33901. Equal Opportunity Employer.

**Graduate assistantship** open for student interested in graduate studies and able to instruct basic radio-TV course for undergraduates. Contact Dr. David Eshelman, Central Missouri State University, Warrensburg, MO 64093.

**Television Producer:** experienced producer to create programs for undergraduate curriculum in health. Creative, experienced with proven production record and understanding of learning. Will work with curriculum task force and medical faculty. Salary \$20,000 plus. Send resume to Fred Christen, UTHSCD, 5323 Harry Hines Blvd., Dallas TX 75235. EOE/AEE.

**TV Producer-director** with B.A. 2-5 years professional who is looking for M.A. in Broadcasting program, major university. Tuition plus stipend for producing TV news, etc. Training segments. Resume to: Dr. William Randle, 130 Emery Hall, Univ. of Cincinnati, Cincinnati, OH 45221.

**TV/Film production** person who is looking for MA/Broadcasting. Only top level, experienced person seeking career expansion by advanced degree. Tuition plus stipend for Grad. Assistant, minor production/teaching requirements. Resume to Dr. Bill Randle, 130 Emery Hall, University of Cincinnati, Cincinnati, OH 45221.

**Scenic carpenter** for major Midwest video tape production house. Reply: Telemation Productions, 3200 W. West Lake Avenue, Glenview, IL 60025. No phone calls.

## SITUATIONS WANTED MANAGEMENT

**Surprise! You're fired.** After 5 yrs. of breaking sales dept. records. Every facet of local/reg. sis 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.

**General Manager** of small market stations seeks management opportunity in larger markets or group; substantial background and references; available to travel for interviews. Reply Box U-85. BROADCASTING.

**Accountant Big 8.** Industry experience M.B.A. (acct.-finance). Undergrad. majors R-TV-Music, good personal/communicative skills, seeks position. Salesman or business mgr. TV/Radio. 5803 N. Ridge, Apt. 2, Chi. IL 60660.

## SITUATIONS WANTED SALES

**Experienced, general sales** manager. 15 years with leading group broadcasting corporation, seeking opportunity. Willing to relocate with proven company. Aggressive, honest, familiar with all phases of television. Box U-112. BROADCASTING.

## SITUATIONS WANTED ANNOUNCERS

**Experienced radio announcer** seeking position at TV station or radio-TV combo. Have done many voice-overs for TV and contributed news reports to major network. Want position offering on-camera news or commercial assignments. Box U-89. BROADCASTING.

## SITUATIONS WANTED TECHNICAL

**Engineering supervisor,** assistant chief or chief engineer position wanted by EE graduate with over 20 years experience in all phases of studio and remote operation. Box U-125. 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.

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**SITUATIONS WANTED TECHNICAL  
CONTINUED**

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

**Broadcast engineer.** 21 years old with first class license. 7 months experience with upstate N.Y. network affiliate. Illness in family caused curtailment of career. If you can help, write: Chris Diorio, 15 Vivian Court, Fairlawn, NJ 07410, or phone 201-796-6611. Will relocate.

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**SITUATIONS WANTED NEWS**

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

**Young sportscaster** in 15th market wants to relocate. Anchor, street reporter, PBP, shoot and edit, radio experience, great voice, appearance. Can do a lot for you! Write Box U-51, BROADCASTING.

**Independent broadcaster** Top 40 seeks anchor in small or medium market. Experienced B.A. VTR available. Box U-36. 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.

**Meteorologist AMS member** with seal of approval. Innovative. Major market experience. Consider all offers. Box U-91. BROADCASTING.

**Top rated weekend news/sports.** Anchorman looking for full time sports anchor in major market. 2 years on air experience medium market. Box U-100. BROADCASTING.

**Five years TV** experience off and on camera top 25 market. Two years news, three years studio producer/direct, four years film production. NATPE & Emmy Award-winning producer. Seeks opportunity as commercial/news talent or director. Box U-135. BROADCASTING.

**News Director/Anchorman,** experienced and dedicated. Good administrator and talent. Box U-139. BROADCASTING.

**Experienced newswoman** seeks position as reporter or anchor. Extensive writing, reporting, film. ENG work. M.A. available now. Box U-146. BROADCASTING.

**Number one anchorman** in 29th market looking for upward move to good 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.

**Anchor, medium-small** market. 5 years experience including top-25 market. Good writer, interviewer. Street reporter, statehouse correspondent, documentaries. 272-352-4560.

**12th market VHF** weeknight anchor for sale. Can write, edit, produce. 15 years radio and print. Family man, degree, grad work. Will consider any VHF affiliate newsroom. 214-298-6951.

**Fast, crisp writer.** Talented. Experience in television, newspapers and politics. Film and tape exp. Lively visual sense. Jessica Frazier 213-822-3268.

**Aggressive journalist,** former radio news director, seeks switch to challenging position in TV news department. Some TV experience. B.A. journalism. Call collect 703-389-5143.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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

**Gal with BFA,** MA telecommunications wants job in TV, film production. Start anywhere, do anything. Box 283, Willingboro, NJ 08046.

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**SITUATIONS WANTED PROGRAMING  
PRODUCTION OTHERS CONTINUED**

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**Production. Any job.** Recent graduate. Have experience, but need more. Tom Miller, 2900 N. Nordica, Chicago 312-622-6952.

**Producer/Presenter.** Local children's participation television programs, relocatable. 18 Dickinson Road, Darien, CT.

**Have BS degree** in Radio-TV-Film (major TV production). Completed internship KLRN-TV. Desire to learn/progress overrides consideration initial earnings and location. Resume on request. Write Barry Carmick, 4007 Bentway, San Antonio, TX 78217.

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**CABLE**

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**HELP WANTED TECHNICAL**

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**Large midwestern CATV** system seeking Chief Engineer. Knowledgeable in AML Microwave system construction and design. L.O. equipment maintenance. Must be an administrator. Reply Box U-21, BROADCASTING.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Position offered.** Television administrator. Downtown church doing local programming on cable system. Person needs experience in management and television production. Must have leadership skills and enjoy working with church people. Reply St. John's Church, PO Box 153, Knoxville, TN 37901.

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**WANTED TO BUY EQUIPMENT**

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**Went to buy 5 KW** AM transmitter, two tower phasor, and emergency power generator. Box T-47. BROADCASTING.

**Hi-Band VTR 2"**. Color, used. Dick Sampson 714-352-9670.

**Used 250 W AM** transmitter needed for use with carrier current operation. WUVT, Squires Center, Blacksburg, VA 24061. 703-552-0640.

**We need used 250, 500 1 KW, 10 KW** AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

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**FOR SALE EQUIPMENT**

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**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.

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

**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.

**Ampex Time base** corrector model 800, Hetrodyne color, DOC, velocity compensator. Cost \$18,778 brand new. \$16,000 guaranteed. Broadcast Equipment Corporation, 305-423-8299.

**Arriflex 16BL** with 12-120 mm Angenieux zoom lens, 400' film magazine, Battery Matte Box, sound blipped, deluxe case: Now taking bids. Contact Mike Cederstrom, Fetzer Broadcasting, Box 627, Cadillac, MI 49601. Phone: 616-775-3478.

**Ultimate production console.** Neumann custom 8x2 in full floor console almost six by three. Full EQ, reverb, tones, inbuilt timer, telephone system, remote controls. \$2750.00. Holt Technical, Box 111, Bethlehem, PA 18016.

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**FOR SALE EQUIPMENT  
CONTINUED**

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**IVC850, \$1800, IVC870,** \$4500 both completely maintained & recently rebuilt to factory specifications. Call Ira Oppen, 805-682-2651 Santa Barbara Cable TV.

**Color remote unit:** Two CEI-280s color cameras, Conrac and Tektronix monitors, ISI switcher, TM terminal equipment. Wired and ready to go on mini-bus chassis. Also some Colortran lights and curtains. Jim Dovey, U.C.T.C. of Connecticut, 203-747-6891.

**Used Gates 1 KW** AM transmitter Type BC 1E, Serial 2918. \$1,000. F.O.B. Dillon, SC.

**Reconditioned RCA Broadcast** Console 76B2 (6 mixers) & RCA Velocity microphone 44A VG condition. Sloan, 2678 Dibblee Avenue, Columbus, OH 43204. (eve) 614-276-2546.

**Hellax-styroflex.** Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

**One stop** for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer Company, Box 8057, Pensacola, FL 32505.

**Automation. Schafer 800** system. Excellent condition. Gates SC48 Mono console stereo console limiters and cart machines. Call 404-876-7123.

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**COMEDY**

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**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.

**Subscribe to Foohy** and Ferraro and receive absolutely free 100 song adlibs. Usable sample issue: \$1. Jim Foohy, 710 Rhine Blvd., Raritan, NJ 08869.

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**TECHNICAL OPPORTUNITIES**

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**MATV Installation** business your city, part time. \$200.00 day possible. Melvin Cohen, Box 809, Boynton Beach, FL 33435.

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**EMPLOYMENT SERVICE**

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**Free! One issue** of "Hot Tips" will sell you. The nation's best weekly selection of exclusive radio-TV jobs. Compare! Box 1115, Daytona Beach, FL 32019.

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**MISCELLANEOUS**

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

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**INSTRUCTION**

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**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.

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



## INSTRUCTION CONTINUED

**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.

**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.

**FCC First phone.** 4 tests, formulas, guide, aids. Guaranteed! \$10. Engineer, Dwr 570, Mars, PA 16046.

## 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.

## Situations Wanted Management

### 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.

### DON'T SELL - RETIRE!

I'll manage your station on buy-out arrangement. I'm general manager now. Successful in major market. 33 finest references, great track record. Will settle in small to medium Midwest market. Box U-93, BROADCASTING.

## Situations Wanted Announcers

### THE ODD COUPLE

The most unique morning team ever is now available for your market. They're young, fresh, definitely different and have 8 years experience. Send for tape and resume and see the difference in black and white. Ron and Dave, 13400 Youngwood Turn, Bowie, Md. 20715.

## 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.

### MAJOR LEAGUE EXPERIENCE

Three-years NBA-NCAA Basketball PBP Looking for decent Pro or College Football-Basketball PBP offer. Good references. Will relocate. Available now.

Box U-129, BROADCASTING.

## Situations Wanted Programing, Production, Others

### EXPERT PROGRAMER

Proven programmer major market network O&O. Specialist in contemporary MOR, gold and beautiful music formats. Multi-market career record of supremacy in primary demographics. Seek major or medium market PD. opportunity. 713-774-7242 or Box U-109, BROADCASTING.

Seeking position as instructor of Telecommunications for California college. MA/1st Class FCC License plus extensive experience in TV/film/radio/publications. Experience also includes managing community radio station and high school and college teaching. Contact.

Lloyd Shaffer

4313 Fizzell Avenue Sacramento, California 95842  
916-332-6561

## 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

### VIDEO SALES ENGINEER

Professional Video Switcher manufacturer requires aggressive, creative, sales engineer. Solid background in professional video sales and/or engineering necessary. Degree helpful but not mandatory. This is a great opportunity for someone willing to grow with a small, yet fast growing, company located in Gainesville, Florida. Salary commensurate with experience and ability.

Write in complete confidence, including picture, detailing experience and general background to Industrial Sciences, Inc. P.O. Box 1495, Gainesville, Florida 32602.

## Help Wanted Technical

### TRANSMITTER and MAINTENANCE ENGINEERS

Needed immediately. FCC first class license required. Transmitter engineer to maintain remote control UHF transmitter. Maintenance/operator engineer for maintaining control room equipment. Write WRBT-TV, PO Box 14685, Baton Rouge, La. 70808. EOE.

## 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

Box U-68, BROADCASTING  
An Equal Opportunity Employer

### Seeking Director of Investigative Reporting

WCVB-TV is seeking an outstanding journalist to assume the newly created position of Director of Investigative Reporting. The Director will lead a unit that will include research and production staff. The position offers outstanding salary and fringe benefits.

The person we seek will have at least five years experience in print or broadcast media. That experience should be broad and include some investigative reporting. Knowledge of the Boston area would be an asset, but is not a prerequisite.

The Director we seek must have exceptional writing and research skills. The ideal candidate is a tenacious, creative, accurate, and hard-working journalist dedicated to his or her craft and to exposing abuse of power wherever it may exist.

WCVB-TV, located in the 5th largest television market in the country, is an award-winning station with a nationwide reputation for the quality and integrity of its news, editorial, and public affairs programming.

Respond by detailed resume only, to: Ms. Gloria Thompson, Personnel Dept., Boston Broadcasters, Inc., 5 TV Place, Needham, MA. 02192. Clips or videotape presentations should not be sent at this time.

## Buy-Sell-Trade

**NO CASH**

**CHARGE-A-TRADE**  
Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. **FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)**

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FORT LAUDERDALE MEMPHIS ORLANDO NEW YORK ATLANTA

## Placement Service

**RADIO-TELEVISION-CATV  
STATION OWNERS & MANAGERS**  
We will recruit your personnel at no charge to you. Call the

**"PERSONNEL HOTLINE"**  
305-659-4513

Play By Play Team Needed  
University of Miami, Florida Football  
Top Notch 1976 Schedule  
Sports Corporation of America  
401 W. Lantana Road, Lantana, Fla. 33462  
Phone 305 582-2474



Miscellaneous

# BUILD A BETTER STUDIO

Call Aderhold Construction Company. A complete construction management team of architects, builders, engineers and designers. No problem too large or too small. 404/233-5413.



## Aderhold Construction Company

3384 Peachtree Rd. NE / Atlanta, Georgia 30326

### Programming

#### HOW CB-RADIO CAN MAKE \$ 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.

### Employment Service

#### RADIO RESUMES!

Be ahead of the others going after that job you want and deserve—Have your resume professionally prepared and printed by Radio Resume Services—a company staffed and consulted by major market broadcast veterans. Send for FREE information about all our employment services. Radio Resume Services, P.O. Box 5753, Clearwater, FL 33518.

### Management Consultant

#### Group Sales Manager

Ambitious sales executive needed to recruit, hire and train sales people for multiple station ownership. Heavy travel from either Chicago or Tulsa base. \$35,000.00 salary, bonus arrangement and excellent insurance program. Send resume and references to Box U-128, BROADCASTING, confidential.

### Business Opportunity

#### 10 years at 5% Compounded

\$500 k down buys 24 hour AM in fast growing S.E. Terrific real estate, billing, numbers! Qualified Broadcast principals only. Fast deal needed. Box U-98, BROADCASTING.

Desire alliance with national sales organization. Product; Computerized Logging and Accounting for small and medium size radio stations. Service exceeds any other available at approximately half the cost. 203-445-2325.

### 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.

### Wanted To Buy Stations Continued

#### Radio Station in Far West Wanted

Million Dollar Bracket. Experienced Broadcasters. Replies held confidential. Brokers welcome.

Box U-117, BROADCASTING.

### For Sale Stations

Florida Coastal Growth Market 500 w, daytime. Ideal for owner/operator. Priced less than 2 times gross at \$360,000 cash. Financially qualified buyers only. No brokers please.

Box U-95, BROADCASTING.

UNDERPROMOTED POWER FACILITY in substantial, steady growth single station market. Mid East state. Non-directional with PSA. Equipment plus plus. Original owner. Steady billing increase for over 15 years. Good staff. Price 400k slightly over 2 1/2 times projected billing this year, less than 8 times last years cash flow. Retirement and health major factor in sale. Principals only. All replies confidential. Box U-111, BROADCASTING.

PROFITABLE AM/FM COMBINATION Excellent cash flow allows purchase at better than 8X. Extensive assets and real estate. Solid Eastern top 100 market. Outstanding growth record. \$875,000 Cash.  
Reply to Box U-114, BROADCASTING.

Outstanding small market daytime station. Midwest location. Billing will exceed over \$150,000 for 1976. Priced two times gross cash, two and a fourth times gross for terms. Only financially qualified buyers need inquire. No brokers. Real estate included. Box U-138, BROADCASTING.

Three Small Market AM radio stations in N.C. AL. and E. Texas. Each requires a minimum initial investment of \$50,000. Write:  
Gray Ingram  
c/o Automation Consultants  
P.O. Box 1056  
New Bern, N.C. 28560

West Coast FM \$115,000  
California AM FM \$600,000

John Grandy  
Western Business Brokers  
773 Foothill Boulevard  
San Luis Obispo, California  
805/541/1900

# 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, 9th Revised Edition** by Gerald Millerson. 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.**
- 316. **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 Millerson. 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. Iyrell. 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.**

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

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 Sal 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 reaches 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**

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## 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 Sale Stations Continued

**LARSON/WALKER & COMPANY**  
 Brokers, Consultants & Appraisers  
 Los Angeles Washington

Contact:  
 William L. Walker  
 Suite 508, 1725 DeSales St., N.W.  
 Washington, D.C. 20036  
 202-223-1553

Maine	Small	Coastal	\$130K	Terms
Texas	Small	Daytime	135K	Cash
Indiana	Small	FM	210K	Terms
Calif.	Small	Profitable	225K	65K
N.C.	Small	Fulltime	175K	SOLD

Atlanta - Boston - Chicago - Dallas  
 New York - San Francisco

**CHAPMAN ASSOCIATES**  
 nationwide service

1835 Savoy Drive, Atlanta, Georgia 30341

# Broadcasting

The newsweekly of broadcasting and allied arts

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:  
 -Help Wanted, 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).  
 -Situations Wanted, 40c per word—\$5.00 weekly minimum.  
 -All other classifications, 60c per word—\$10.00 weekly minimum.  
 -Add \$2.00 for Box Number per issue.  
**Rates, classified display ads:**  
 -Situations Wanted (Personal ads) \$25.00 per inch.  
 -All other \$45.00 per inch.  
 -More than 4" billed at run-of-book rate.  
 -Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name \_\_\_\_\_ Phone \_\_\_\_\_

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

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Stock Index

Stock symbol	Exch.	Closing Wed. July 14	Closing Wed. July 7	Net change in week	% change in week	High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ABC	N	38 1/2	36 1/8	+ 2 3/8	+ 6.57	38 1/2	19 7/8	34	17,289	665,626
CAPITAL CITIES	CCB	N 54	53 1/4	+ 3/4	+ 1.40	55 1/8	42 1/4	15	7,716	416,664
CRS	N 60	3/8	58 1/2	+ 1 7/8	+ 3.20	60 3/8	46 3/4	14	28,313	1,709,397
COX	N 35	3/4	37	- 1 1/4	- 3.37	37 3/4	28 3/4	14	5,861	209,530
GROSS TELECASTING	GGG	A 12	11 1/8	+ 1 1/8	+ 10.11	12 3/8	10	8	800	9,800
LIN	O 17	5/8	16 1/4	+ 1 3/8	+ 8.46	17 5/8	9 5/8	10	2,382	41,982
MOONEY	O 2	1/4	2 1/2	- 1/4	- 10.00	3 7/8	2 1/4	4	425	956
RAHALL	O 5	3/4	5 1/8	+ 5/8	+ 12.19	5 3/4	4 1/2	12	1,297	7,457
SCRIPPS-HOWARD	SCRP	O 28	27 1/2	+ 1/2	+ 1.81	28 1/2	20 1/2	8	2,589	72,492
STARR**	SBG	M 3	1/2	3 1/8	+ 3/8	5	2 1/2		1,202	4,207
STORER	N 27	3/8	25 3/4	+ 1 5/8	+ 6.31	27 3/8	15 7/8	9	4,548	124,501
TAFT	N 30	3/4	29	+ 1 3/4	+ 6.03	31 1/2	23 1/4	11	4,046	124,414

TOTAL 76,468 3,387,026

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 3	3 1/2	- 1/8	- 3.57	4 3/4	2	8	1,258	4,245	
AVCO	N 14	1 1/2	14 1/4	+ 1/4	+ 1.75	14 1/2	4 1/2	3	11,481	166,474	
BARTELL MEDIA**	BMC	A 1	1		.00	1 1/4	1/2		2,257	2,257	
JOHN BLAIR	N 11	10 7/8	10 7/8	+ 1/8	+ 1.14	11	5	9	2,403	26,433	
CHRIS-CRAFT**	CCN	N 5	5 5/8	- 1/2	- 8.88	6 3/8	5		4,162	21,330	
COMBINED COMM.	CCA	N 20	19 1/2	+ 1/2	+ 2.56	20	12 5/8	12	5,807	116,140	
COWLES	N 11	10 3/8	10 3/8	+ 5/8	+ 6.02	11	6 1/8	15	3,969	43,659	
DUN & BRADSTREET	DNB	N 28	28 1/4	+ 1/8	+ .44	33 3/4	24 5/8	18	26,581	754,235	
FAIRCHILD IND.	FEN	N 11	10 1/2	+ 1	+ 9.52	11 1/2	6 1/8	16	5,708	65,642	
FUQUA**	FOA	N 9	8 7/8	+ 7/8	+ 9.85	9 3/4	4 1/2		8,551	83,372	
GANNETT CO.	GCI	N 38	36 5/8	+ 1 3/8	+ 3.75	40	32 7/8	20	21,108	802,104	
GENERAL TIRE	GY	N 21	5/8	22	- 3/8	23	17 5/8	7	21,853	472,571	
GLOBE BROADCASTING**	GLBTA	O 2	5/8	2 5/8	.00	2 7/8	1 1/2		2,783	7,305	
GRAY COMMUN.	O 6	6	6		.00	6 1/2	6	4	475	2,850	
HARTE-HANKS	N 24	1/2	24 1/4	+ 1/4	+ 1.03	25	17 1/8	13	4,381	107,334	
JEFFERSON-PILDT	JP	N 29	7/8	28 7/8	+ 1	3.46	31 1/4	12	24,074	719,210	
KAISER INDUSTRIES	KI	A 14	7/8	14 5/8	+ 1/4	1.70	15	8	27,598	410,520	
KANSAS STATE NET.	KSN	O 3	5/8	3 3/8	+ 1/4	7.40	4 7/8	5	1,815	6,579	
KINGSTIP	KTN	A 6	6 7/8	- 7/8	- 12.72	8 5/8	4 7/8	4	1,154	6,924	
KNIGHT-RIDDER	KRN	N 37	35	+ 2	+ 5.71	37	28 7/8	16	8,305	307,285	
LEE ENTERPRISES	LNT	A 16	16		.00	25 1/2	15 3/8	10	3,352	53,632	
LIRERTY	LC	N 16	3/4	15	+ 11.66	17	9 1/2	7	6,762	113,263	
MCGRAW-HILL	MHP	N 15	1/2	14 3/8	+ 1 1/8	7.82	12 3/4	11	24,700	382,850	
MEDIA GENERAL	MEG	A 16	15 3/4	+ 1/4	+ 1.58	19 1/2	14 1/4	8	7,272	116,352	
MEREDITH	MDP	N 15	1/2	16 3/4	- 1 1/4	7.46	17 5/8	10	3,041	47,135	
METROMEDIA	MET	N 29	3/4	28 1/2	+ 1 1/4	4.38	29 3/4	15	6,553	194,951	
MULTIMEDIA	MMD	O 19	1/4	18 1/4	+ 1	5.47	19 1/2	14	4,390	84,507	
NEW YORK TIMES CO.	NYKA	A 14	3/4	14 7/8	- 1/8	.84	17 3/8	11	10,931	161,232	
OUTLET CO.	OTU	N 17	1/2	16 3/4	+ 3/4	4.47	19	12 7/8	6	1,433	25,077
POST CORP.**	POST	O 10	1/2	10 1/2	.00	10 1/2	8		871	9,145	
REEVES TELECOM**	RBT	A 1	5/8	1 5/8	.00	2 1/4	1 1/8		2,376	3,861	
ROLLINS	ROL	N 23	1/4	22 1/2	+ 3/4	3.33	27 3/8	20 3/4	15	13,404	311,643
RUST CRAFT	RUS	A 8	1/8	8 1/8	.00	9 7/8	5 5/8	7	2,291	18,614	
SAN JUAN RACING	SJR	N 8	1/2	8 1/8	+ 3/8	4.61	9 1/4	7 1/4	6	2,509	21,326
SCHERING-PLOUGH	SGP	N 57	1/2	54 3/4	+ 2 3/4	5.02	59 3/4	47 1/2	22	53,995	3,104,712
SONDERLING	SDB	A 11	11 1/4	- 1/4	- 2.22	13	6 3/4	5	729	8,019	
TECH OPERATIONS**	TO	A 2	3/4	2 7/8	- 1/8	4.34	4 3/4	2 3/4	1,344	3,696	
TIMES MIRROR CO.	TMC	N 22	7/8	23 3/4	- 7/8	3.68	23 3/4	18 1/4	15	33,881	775,027
WASHINGTON POST CO.	WPD	A 39	5/8	35 1/8	+ 4 1/2	12.81	39 5/8	21 3/4	15	4,546	180,135
WOMETCO	N 12	17 3/4	- 5 3/4	- 32.39	19 1/2	12		6	6,292	75,504	

TOTAL 376,395 9,817,150

## Cablecasting

AMECO**	ACO	O 1	1/2	1/2	.00	1/2	3/8		1,200	600	
AMER. ELECT. LABS**	AELBA	O 1	1/4	1 1/8	+ 1/8	11.11	2 1/8	3/4	1,672	2,090	
AMERICAN TV & COMM.	AMTV	O 19	1/2	19	+ 1/2	2.63	21 3/4	13 1/2	21	3,322	64,779
ATHENA COMM.**	O 1	1/4	3/8	- 1/8	- 33.33	1/2	1/8		2,125	531	
BURNUP & SIMS**	BSIM	O 4	3/4	4 3/4	.00	6 1/2	4 5/8		8,349	39,657	
CABLECOM-GENERAL	CCG	A 6	1/8	6 1/2	- 3/8	5.76	8 1/8	5 1/2	5	2,560	15,680
CABLE INFO.	O 1	1	1/2	+ 1/2	+ 100.00	1	1/4	5	663	663	
COMCAST	O 3	1/8	3 1/8		.00	3 1/8	1 7/8	39	1,708	5,337	
COMMUN. PROPERTIES**	COMU	O 3	3/8	3 3/8	.00	3 3/4	1 7/8		4,761	16,068	
COX CABLE	CXC	A 16	3/4	17	- 1/4	1.47	17 3/4	13	19	3,560	59,630
ENTRON	ENT	O 1	1/2	1 1/2	.00	1 3/4	1 1/2	2	979	1,468	
GENERAL INSTRUMENT**	GRL	N 17	3/8	17 5/8	- 1/4	1.41	17 5/8	8 1/4		7,178	124,717
GENVE CORP.	GENV	O 9	1/4	9	+ 1/4	2.77	9 3/4	6 1/2	62	1,121	10,369
TELE-COMMUNICATION	TCOM	O 3	1/2	3 1/2	.00	5 1/4	2 7/8	70	5,181	18,133	
TELEPROMPTER**	TP	N 8	3/4	8 1/2	+ 1/4	2.94	9 3/8	5 3/4		16,634	145,547
TIME INC.	TL	N 62	1/2	63	- 1/2	.79	69 1/2	57 7/8	13	10,036	627,250
TOCOM	TOCM	O 2	3/4	2 5/8	+ 1/8	4.76	3 1/4	1 5/8	10	617	1,696
UA-COLUMBIA CABLE	UACC	O 12	1/4	12 1/4	.00	13	9	12	1,700	20,825	
UNITED CABLE TV**	UCTV	O 2	3/8	2 3/8	.00	3	1 5/8		1,879	4,462	
VIACOM	VIA	N 9	5/8	9 7/8	- 1/4	2.53	11 3/4	7 7/8	11	3,654	35,169
VIKOA	VIK	A 3	3/8	3 3/8	.00	3 3/4	1 1/8	28	2,529	8,535	

TOTAL 81,428 1,203,206



Stock symbol	Exch.	Closing Wed. July 14	Closing Wed. July 7	Net change in week	% change in week	High	Low	1976	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Programing</b>											
COLUMBIA PICTURES	CPS	N	5 3/4	6	- 1/4	- 4.16	7 7/8	4 1/2	6	6,748	38,801
DISNEY	DIS	N	55 3/8	54 7/8	+ 1/2	+ .91	63	50 1/8	25	31,005	1,716,901
FILMWAYS	FWY	A	7 5/8	7 1/8	+ 1/2	+ 7.01	10 1/4	5 1/4	8	2,164	16,500
FOUR STAR			1/2	1/2		.00	5/8	3/8	5	666	333
GULF + WESTERN	GW	N	25 1/2	25 1/8	+ 3/8	+ 1.49	26 7/8	19 5/8	5	30,058	766,479
MCA	MCA	N	34 3/4	35 7/8	- 1 1/8	- 3.13	79 1/8	29 3/8	6	17,344	602,704
MGM	MGM	N	14	13 3/4	+ 1/4	+ 1.81	15 3/4	12 7/8	7	13,091	183,274
TELETRONICS INTL.	D	D	5 1/4	5 1/4		.00	9 5/8	3 3/4	8	837	4,394
TRANSAMERICA	TA	N	11 5/8	11 1/4	+ 3/8	+ 3.33	11 5/8	8 1/4	9	64,947	755,008
20TH CENTURY-FOX	TF	N	10 3/4	11	- 1/4	- 2.27	15	8 7/8	6	7,558	81,248
WALTER READE	WALT	O	3/8	1/8	+ 1/4	+ 200.00	3/8	1/8	19	4,296	1,611
WARNER	WCI	N	20 3/8	20 1/2	- 1/8	- .60	24	17 1/2	31	17,728	361,208
WRATHER	WCO	A	4 3/4	4 3/8	+ 3/8	+ 8.57	5 1/8	3 1/8	9	2,244	10,659
<b>TOTAL</b>										<b>198,686</b>	<b>4,539,120</b>
<b>Service</b>											
BBDO INC.	BBDO	D	19 1/2	19 1/4	+ 1/4	+ 1.29	21	16 3/4	7	2,513	49,003
COMSAT	CO	N	26 1/4	25 3/4	+ 1/2	+ 1.94	31 3/4	23 7/8	6	10,000	262,500
DOYLE DANE BERNBACH	DDYL	O	12 3/8	12 1/4	+ 1/8	+ 1.02	13	8 7/8	7	1,816	22,473
FOOTE CONE & BELDING	FCB	N	13 1/2	12 7/8	+ 5/8	+ 4.85	14	10 1/4	7	2,130	28,755
GREY ADVERTISING	GREY	O	11 1/2	12	- 1/2	- 4.16	12	6 7/8	6	1,187	13,650
INTERPUBLIC GROUP	IPG	N	24 1/4	23 3/8	+ 7/8	+ 3.74	26 5/8	16 3/8	7	2,290	55,532
MARVIN JOSEPHSON	MRVN	D	6 3/4	6 3/4		.00	10 3/8	6 3/4	7	1,952	13,176
MCI COMMUNICATIONS**	MCIC	D	1 3/8	1 3/8		.00	3 3/8	1 3/8	7	15,826	21,760
MOVIELAR	MOV	A	1 5/8	1 5/8		.00	2 5/8	1	7	1,407	2,286
MPO VIDEOTRONICS**	MPD	A	3 3/4	3 1/4	+ 1/2	+ 15.38	3 3/4	2 3/8		537	2,013
NEEDHAM, HARPER	NDHMA	D	6 1/8	6 1/8		.00	6 7/8	5 5/8	4	816	4,998
A. C. NIELSEN	NIELB	O	21 7/8	21	+ 7/8	+ 4.16	24 5/8	16 3/4	15	10,598	231,831
DGILVY & MATHER	OGIL	O	25 1/4	24 1/2	+ 3/4	+ 3.06	27 1/2	17	8	1,805	45,576
J. WALTER THOMPSON	JWT	N	11 7/8	11 3/4	+ 1/8	+ 1.06	13 7/8	7 7/8	10	2,649	31,456
<b>TOTAL</b>										<b>55,526</b>	<b>785,009</b>
<b>Electronics/Manufacturing</b>											
AMPEX	APX	N	9 1/4	8 1/2	+ 3/4	+ 8.82	9 1/4	4 3/4	93	10,885	100,686
ARVIN INDUSTRIES	ARV	N	14 3/4	14 5/8	+ 1/8	+ .85	16	9 5/8	8	5,959	87,895
CETEC	CEC	A	1 7/8	1 7/8		.00	2 3/4	1 1/4	12	2,319	4,348
COHU, INC.	COH	A	2 1/2	2 3/8	+ 1/8	+ 5.26	3 5/8	2	13	1,617	4,042
CONRAC	CAX	N	24 3/8	21 5/8	+ 2 3/4	+ 12.71	29 1/8	20	8	1,282	31,248
EASTMAN KODAK	EASKD	N	102 3/4	97 7/8	+ 4 7/8	+ 4.98	116 3/4	96 1/4	26	161,347	16,578,404
FARINDN ELECTRIC	FARN	O	11	10 1/4	+ 3/4	+ 7.31	11 1/2	7	21	3,925	43,175
GENERAL ELECTRIC	GE	N	58 3/4	57 1/2	+ 1 1/4	+ 2.17	58 3/4	46	17	184,427	10,835,086
HARRIS CORP.	HRS	N	51 3/4	48 1/2	+ 3 1/4	+ 6.70	51 3/4	33 3/4	13	6,066	313,915
HARVEL INDUSTRIES	HARV	O	4	5	- 1	- 20.00	6 1/2	4	11	480	1,920
INTL. VIDEO CORP.**	IIVCP	O	1 7/8	1 7/8		.00	3 1/8	1 1/8		2,701	5,064
MICROWAVE ASSOC. INC	MAI	N	21 7/8	20 1/2	+ 1 3/8	+ 6.70	21 7/8	13 3/4	14	1,320	28,875
3M	MMM	N	62 1/8	57 7/8	+ 4 1/4	+ 7.34	63 1/2	52 1/2	26	114,240	7,097,160
MOTOROLA	MOT	N	55	55 7/8	- 7/8	- 1.56	57 3/4	41 1/4	31	28,300	1,556,500
N. AMERICAN PHILIPS	NPH	N	30 1/2	29	+ 1 1/2	+ 5.17	33	19 7/8	9	12,033	367,006
DAK INDUSTRIES	OEN	N	12 1/4	11 7/8	+ 3/8	+ 3.15	12 1/4	7 1/4	16	1,639	20,077
RCA	RCA	N	30	28 7/8	+ 1 1/8	+ 3.89	30	18 7/8	18	74,627	2,238,810
ROCKWELL INTL.	RDK	N	31	32	- 1	- 3.12	32 1/2	23 3/8	9	31,200	967,200
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	16 1/2	15	+ 1 1/2	+ 10.00	18 5/8	10 1/4	13	1,387	22,885
SONY CORP.	SNE	N	9 3/4	9 5/8	+ 1/8	+ 1.29	9 7/8	7 1/4	36	172,500	1,681,875
TEKTRONIX	TEK	N	64	62 1/4	+ 1 3/4	+ 2.81	64	44 1/4	20	8,671	554,944
TELEMATION	TIMT	D	1/2	1/2		.00	1	1/2	1	1,050	525
VARIAN ASSOCIATES	VAR	N	16 1/8	15 1/2	+ 5/8	+ 4.03	17 1/4	12	14	6,838	110,262
WESTINGHOUSE	WX	N	16 7/8	17 1/8	- 1/4	- 1.45	17 3/4	13	8	87,498	1,476,528
ZENITH	ZE	N	34	33 3/4	+ 1/4	+ .74	38 1/4	23 5/8	19	18,799	639,166
<b>TOTAL</b>										<b>944,550</b>	<b>44,773,616</b>
<b>GRAND TOTAL</b>										<b>1,733,053</b>	<b>64,505,127</b>

Standard & Poor's Industrial Average 118.2 118.3 +2.9

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	10/27/4
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 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

## Sales and AWRT: Two jobs for Saidie Adwon

"It was kind of poor out," reflects Saidie Adwon, native of Wilson, Okla., population 1,500—a woman who went to work of necessity but is now well established in broadcasting and is the current president of American Women in Radio and Television.

She arrived at that point with some difficulty. She says she still regrets that she never attended college. But the realities of her life precluded that luxury—her father was killed by a hit-and-run driver when Miss Adwon was 13 and her income after that was partly devoted to supporting her mother who was and is today an invalid. Another part of her earnings went to her brother's college education.

Miss Adwon worked odd jobs after she was graduated from high school in 1937 until she landed a "very fulfilling" one as publicity director, concert manager and box office manager-in-one for the Oklahoma State Symphony Society. The job often demanded stretches of 18 hours a day but the work was satisfying. The musicians were unpredictable, she recalls, but admirable in that "they were not always motivated by money, but by artistic accomplishment."

When she "got tired of having to raise money for my own salary," since orchestras are chronically in financial straits, she knew where she wanted to move. In 1944, while putting on a concert series in Tulsa, Okla., she met the editor of the Sunday *Tulsa World*, George Ketchum, who had left for KTUL(AM) as promotion director ("at that time, a job of some consequence"), and who wanted Miss Adwon as his assistant.

She thought "communications sounded exciting" and went to work as assistant promotion director at the promotion-minded station. In those days, Miss Adwon says, she was not a joiner. But her boss signed her up for the Quota Club of Tulsa (female equivalent of Rotary or Lions) and she went on to become president. It was a pattern she would follow as her prejudice against organizations was reversed—she now says groups "can and often do accomplish a lot of good." She has since joined and risen to leadership positions in the Advertising Club of Tulsa (past president); the Southwest district of the American Advertising Federation (board of directors); AAF/ADS district competition chairman for 1975-76; the University of Tulsa's School of Communications student advisory committee; United Fund campaign publicity and promotion director for two years, and of course, AWRT, among others.

But back in 1948, she wasn't making



Saidie Adwon—president, American Women in Radio and Television, 1976-77, and account executive, KTUL-TV Tulsa, Okla.; b. June 30, 1918, Wilson, Okla.; Oklahoma City University night classes; publicity director, concert manager and box office manager, Oklahoma State Symphony Society, 1939-45; assistant promotion director, KTUL(AM) Tulsa, Okla., 1945-48; account executive, KTUL, 1948-54; account executive, KTUL-TV, 1954-present; single.

ends meet. Her brother had gotten through college with her help and together they continued to support their mother. "When they said my job couldn't support another five dollars, I quit" without another job to turn to, she says. But the sales manager offered Miss Adwon a job on the sales staff at what she had been making before, and agreed to put her on commission when she brought in an amount equivalent to her salary.

She was the fourth sales person, had no accounts and called on people cold. She sold a 15-minute program, five days a week, and kept it on a year: "I didn't even know that was impossible," she says. One could see the benefits of station promotion, Miss Adwon says, but in sales you could see the medium at work—"and you die a little when it doesn't work."

A stroke of luck two weeks after her move to the sales staff paved her way. The *Tulsa World* (the only newspaper for that city of roughly 500,000 people) went on strike for about a month. Within that time, she made it to commission status and convinced her previously nonradio clients and herself that radio works. She says simply, "I've been lucky all my life" and "I did what I had to do."

When Leake TV Enterprises acquired a television grant in 1954, Miss Adwon moved to KTUL-TV where she was determined to end up. By that time she had offers from stations in other markets and in Tulsa, but chose to stay with Leake TV—"a small but very fine company." Her family is still in Oklahoma City and Miss Adwon spends two days a week there working on several of her 150 accounts.

Why was she never made sales manager? That is the single instance she can think of when "male chauvinism exhibited itself," she says. Four times, from 1955 to 1963 "when it was logical that I be tapped for the job," the general manager apologized for not giving it to her, although he said she had earned it. "There was still the feeling that men would not work for a woman," Miss Adwon says. She later learned that on several occasions male staffers had asked that she be named sales manager, but without effect.

"But I do well financially and don't miss the administrative problems and paperwork" attendant on the managerial post, she claims. She said that "in some ways, I am typical of the things that keep women back . . . by accepting the current level of achievement. If I were discontent, I would want to drive further." She is content, however, and feels she has considerable balance in her life.

Like her move to KTUL-TV, her connection with AWRT traces to 1954, when the Oklahoma chapter was formed in Tulsa and Miss Adwon became a charter member. She served as vice president and as president for two years each of the state chapter, was on the board of the Tulsa chapter for six years and was chairman of the AWRT Educational Foundation and other committees. For AWRT nationally, she served as Southwest area vice president for two years, organized conventions (one in Tulsa, another in London) and became president-elect at AWRT's convention in May 1975.

"This will be the busiest year of my life," she said, facing the prospect of travel to two dozen cities for AWRT, which she considers a second full-time job. Her goals for the organization, spelled out to members at its 25th anniversary convention in Philadelphia last May, include striving for a member from every radio and television station in the country—possible within two years she thinks; advancing AWRT's awareness of industry problems and legislation; "full willingness to look ahead and accept the challenges of change which are fundamental to our industry, and to serve broadcasting in a manner which continues to command its respect." If Miss Adwon imparts her enthusiasm for the post to AWRT's 2,541 members, she will have half the job done.

## Seats that need to be filled

Political considerations being certain to figure in the Senate's confirmation process, it was something of a puzzlement when the White House announced last week that Margita White, its director of communications, would be nominated to an FCC term with almost seven years to run and to a seat being vacated by Glen O. Robinson, a Democrat. Conventional wisdom had assumed that Mrs. White, whose Republican credentials are indelible, would be named to the two years left in the term of the Republican Charlotte Reid, who resigned to become a housewife in her home town of Aurora, Ill.

The White nomination leaves the Reid seat and short term to Joseph A. Fogarty, the Democratic counsel of the Senate Communications Subcommittee. That cannot be the way things were planned by Mr. Fogarty's sponsor, Senator John O. Pastore (D-R.I.), the subcommittee's chairman. Mr. Pastore is known for his short fuse and long memory. Something must be going on that doesn't meet the ordinary eye.

Whatever the outcome, the White House is said to have been assured that confirmation hearings will be held. If partisan politics can be set aside or somehow accommodated, the merit of the President's choices cannot fail to win Senate approval.

Mrs. White, 39, is industrious, bright and personable. A "Profile" in BROADCASTING last Nov. 3, observed: "If Jack Armstrong had a sister, she would probably grow up to be someone like Margita White." She has learned the communications business in political campaigns dating back to 1960 and at the White House since 1969.

Mr. Fogarty is a 45-year-old lawyer who succeeded the veteran Nicholas Zapple as counsel to the Communications Subcommittee when the latter retired a year ago. Before that Mr. Fogarty had served on the staff of the parent Commerce Committee, primarily in transportation affairs, for 11 years. Though the Communications Subcommittee has been relatively inactive since Senator Pastore announced his intention to retire at the end of this Congress, those who have dealt with Mr. Fogarty proclaim him to be knowledgeable about both politics and communications.

The Reid seat is already empty, and Mr. Robinson is scheduled to leave Aug. 1. The selection of replacements ought to proceed without delay.

## Should they or shouldn't they?

Every four years the question arises, with dependable regularity, as to whether wall-to-wall television coverage of political conventions is necessary—or even, some say, desirable. Last week's Democratic lovefest was no exception, and next month's Republican session, despite its promise of a contest for the presidential nomination, will assuredly not put the question to rest.

A great deal, if not most, of what happens at the convention podium is ceremonial, dull or unimportant, if not all three. Action on the floor, if action is not too strong a word, is usually meaningless, contrived and often disorderly.

The central business of any convention is to select a nominee and his running mate. There may be attendant issues of varying importance and associated events that make news—the riots in Chicago in 1968, for example. But for a great deal of the time those who undertake anything approaching wall-to-wall coverage must depend on their own initiative to fill long, dreary stretches with information as best they can.

The hard news of any convention can be dealt with in less than

total coverage, and in most cases through summaries, updates and selective live coverage, as ABC has demonstrated in recent years. Does that make CBS and NBC wrong in hewing closer to the old pattern of providing, if not actually gavel-to-gavel coverage, something approximating it?

What it comes down to is that each network should do—and presumably is doing—what it thinks is journalistically right.

## About time

In denying a petition to impose limits on the use of program reruns by the television networks, the FCC has at last terminated a four-year proceeding that it should never have begun. The agency got into it initially under pressure from the White House.

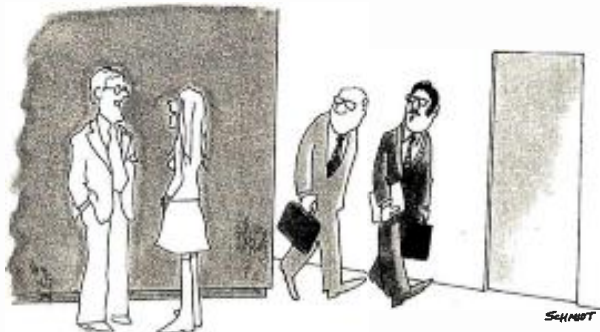
Richard M. Nixon was President at the time and running for reelection (a political rerun that didn't quite turn out as programmed). On a campaign visit to southern California he was reached by Hollywood labor representatives who complained that the reduction of original episodes in television series was costing their members jobs. (Probably unknown to Mr. Nixon, a petition for a rulemaking to limit reruns had been filed with the FCC months before by a Hollywood film editor, Bernard Balmuth.) Mr. Nixon, seeking union support, saw reruns as a high-visibility issue.

Mr. Nixon's Office of Telecommunications Policy, by then skilled in meddling with television regulation, at first attempted to coerce the networks into increasing the ratio of originals to repeats. Failing in that, it urged the FCC to take action. The FCC collected comments in bushel lots, proving only what had been generally understood: that the economics of television had dictated rerun policy.

In October 1974, for reasons still obscure, the FCC acted—not to dismiss Mr. Balmuth's petition, as the record and the law clearly told it to, but to launch a formal inquiry into a subject that had already been exhaustively examined. It was the kind of governmental decision that keeps law schools filled.

Among other reasons that the FCC has given, in now wisely calling off this exercise before more time and money are squandered, is this: "The power to regulate the type and quality of programming is clearly beyond the authority of the commission. The First Amendment and Section 326 of the Communications Act of 1934 would prevent government intrusion into such areas."

Weren't the First Amendment and Section 326 on the books four years ago?



Drawn for BROADCASTING by Jack Schmidt

"Watch what you say, J.B. They work for ABC."



The Carolinas Made History in America's Formative Years

# The Greenville-- Spartanburg-- Asheville Market Is Still Making It.

William Moultrie created what was probably America's first battle flag and raised it on a fort in Charleston harbor in 1775. Dark blue, with a white crescent in the dexter corner, the flag accompanied Moultrie to a new command, a palmetto fort (later named Ft. Moultrie) guarding Charleston. There, on June 28, 1776, the flag flew as Moultrie's forces repulsed a British fleet. During the battle the flag fell beyond the ramparts when

a cannonball severed its staff. Sgt. William Jasper leaped through a gun slot, recovered the flag, and reraised it so Charleston's citizens would know the fort had not fallen.

With the addition of a white palmetto tree, Moultrie's banner has become South Carolina's state flag. South Carolinians fly it proudly as a symbol of our heritage.



No cannonballs create hazards for WSPA-TV's "flagstaff," a tower 3,468 feet above sea level on Hogback Mountain.

It delivers our signal to the nation's 36th market.\* Our Area of Dominant Influence (481,800 TV households\* in 31 counties in the Carolinas and Georgia) makes the Greenville-Spartanburg-Asheville TV market important to regional marketing strategy. For availabilities, check our national reps.

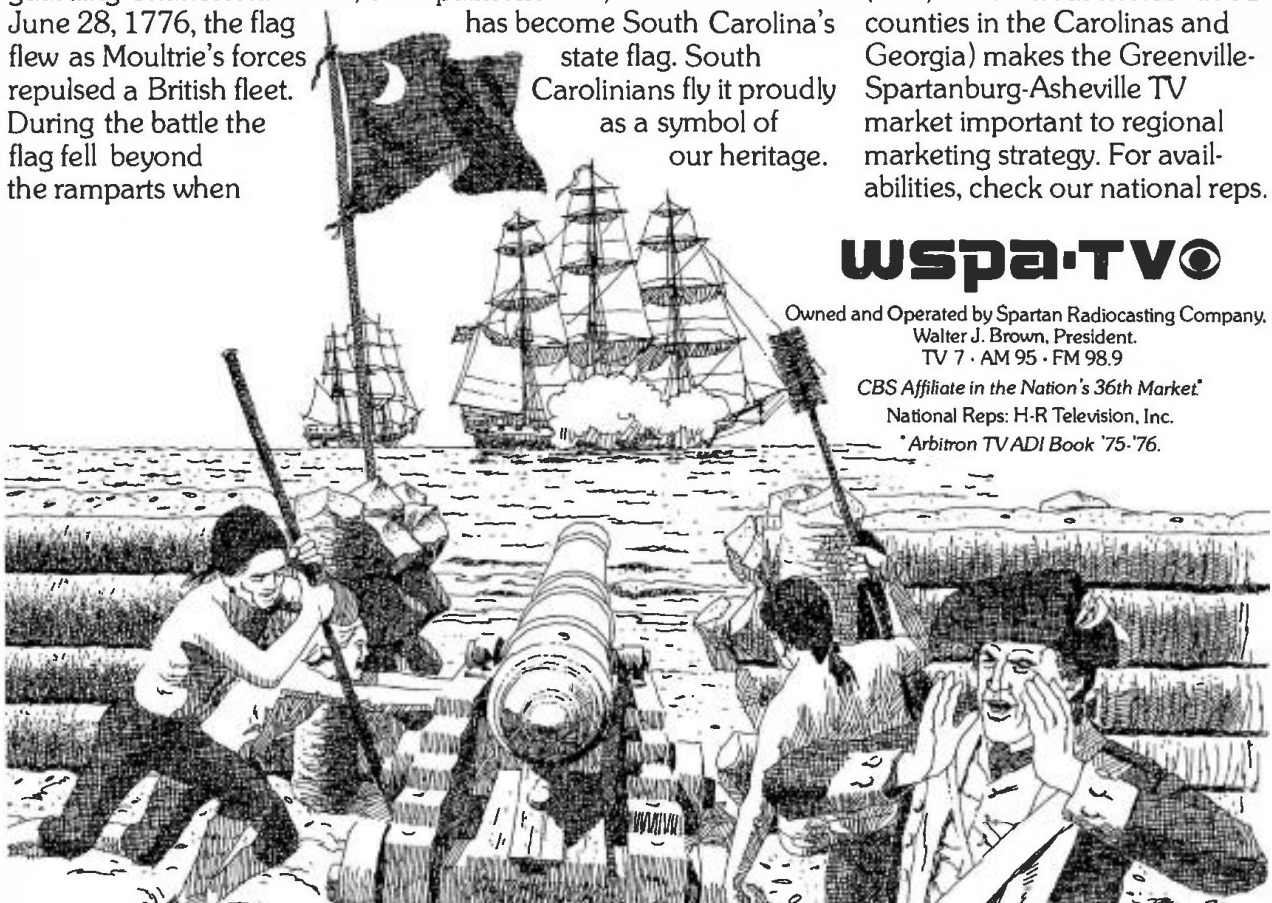
## WSPA-TV

Owned and Operated by Spartan Radiocasting Company,  
Walter J. Brown, President.  
TV 7 • AM 95 • FM 98.9

CBS Affiliate in the Nation's 36th Market\*

National Reps: H-R Television, Inc.

\*Arbitron TV ADI Book '75-'76.





# WGN Television 9 is seen in more television households than any other Chicago station.

Source-Nielsen Station Index, Chicago  
February-May 1976  
Station Total Household Weekly Cumulative Audience  
Sunday-Saturday 9:00 a.m. - Midnight, 7:00 a.m. - 1:00 a.m.  
Data subject to qualifications listed in report.

