

Advance report on football, postmortem on Olympics
Reordering the status quo at the NAB

Broadcasting Aug 9

The newswweekly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER

THE WALTONS



WARNER BROS TELEVISION DISTRIBUTION, INC.



A WARNER COMMUNICATIONS COMPANY

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A new look at an old problem.

The problems associated with drug abuse have been so widely publicized over the past 15 or 20 years, that people had begun to take them for granted.

At least that was the opinion of the Woodbury County Medical Society in Sioux City, Iowa, recently. And because law enforcement officials had uncovered the city's role in a major midwestern drug network, it became an urgent matter to inform the community and generate positive action.

That's why the Fetzer television station in Sioux City, KMEG-TV, produced a special two-hour television program which explicitly outlined the problems of drug misuse from medical and legal perspectives and introduced viewers to the various treatment services available. Audience response was overwhelming.

Keeping its viewers aware of social problems and advised of solutions is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island		
WWTV Cadillac	WWUP-TV Sault Ste Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City



WILL INTRIGUE THE DAYLIGHTS OUT OF SAN FRANCISCO.

“EVENING—the MTWTF Show,” a bold and innovative program that premieres August 9 on KPIX.

Bold because it's a locally-produced television series for the 7:30 PM strip... using the prime-time access period the way it was intended. And bold, because it replaces KPIX's successful lineup of Monday-through-Friday game shows.

Innovative because it gives the Bay Area a new, fresh look at itself. It's for, about, and by San Franciscans.

“EVENING” is a unique blend of information and entertainment, featuring fascinating people, personalities, happenings. Plus what to do, where to go, how to live better in the Bay Area.

Viewers will meet a wide variety of people—from Mr. Universe to Bill Cosby, from a woman who dated Jerry Brown to one of the richest men in San Francisco.

They'll find out where to get the best pizza in town. Or the best pair of jeans.

Personal advice from the program's “resident” psychiatrist.

What's best on TV that night—even if it's on another channel.

And much more.

“EVENING” is another example of how a Group W station seeks and finds new ways to serve its community.

In San Francisco, that means a better view of the Bay Area.



WESTINGHOUSE BROADCASTING COMPANY

KPIX is represented by 

WE MADE SURE THAT ERIE COUNTY FOOD STAMPS WENT TO THE RIGHT MOUTHS.

Imagine a family of seven trying to stay alive on less than \$140 a week. Not knowing they were entitled to an additional \$60 a month in Federal Food Stamps.

This was the situation we found brewing in Erie County, New York. Not with just one family. But with over 50% of the eligible population.

It began with a call to WKBW-TV from a viewer who wanted to know about food stamp eligibility.

Our Eyewitness News "Troubleshooter," Henry Simon, decided to have a chat with the

Social Services Department.

For appetizers, he found that only the names on the welfare roles were getting food stamps.

Thousands of other people who qualified because they were needy, or unemployed, were left with growling stomachs.

Why? Because the agency had no outreach program.

So we decided to do our own reaching out. We did a story on the typical family of seven. It was all people needed to hear.

Hundreds of calls poured into the station. And hundreds poured into the Social Services' office, forc-

ing them to staff up just to handle the inquiries.

And because our listeners were still hungry for information, we did a series of hardhitting reports, feeding them all the facts.

As a result, the Erie County legislators opened an inquiry.

Today there are 50% more people receiving food stamps in Erie County.

Proving that by reaching the right ears you can reach the right mouths.

WKBW-TV
Buffalo

ONE OF THE STATIONS OF CAPITAL CITIES COMMUNICATIONS. WE TALK TO PEOPLE.



The Week in Brief

A FRESH START? □ House Communications Subcommittee Chairman Lionel Van Deerlin thinks the 1934 Communications Act is an anachronism and maybe it's time to rewrite this piece of basic broadcast legislation. A witness at the subcommittee's hearings last week on cable television regulation echoes the congressman's sentiments. **PAGE 19.**

MORE QUESTIONS THAN ANSWERS □ SRI research into Nielsen metered ratings for Chicago don't settle the controversy. Both sides find support for their positions, but no hard conclusions. **PAGE 21.**

FOOTBALL FACTS AND FIGURES □ BROADCASTING'S annual survey of college and pro football shows a slight rise in rights payments from broadcasters over last year. The networks' coverage plans and ad rates appear on **PAGE 24** and their rights figures are on **PAGE 26**. A team-by-team breakdown for the NFL showing radio-TV plans and sponsors starts on **PAGE 27**.

THERE'LL BE SOME CHANGES MADE □ Summers appointment draws some disapproval from NAB members. His selection is just the beginning of a reorganization of the top levels of the association. **PAGE 34**. New NAB committee assignments are listed on **PAGE 35**.

JUSTICE AND THE FCC □ Commission's renewal of Topeka, Kan., station that Justice Department had petitioned to deny on grounds of concentration of control could wind up as a court case. **PAGE 36**.

ASPEN CONFAB □ Wiley and Houser are among the government communications representatives attending Aspen Institute session on policy formulation. **PAGE 37**.

OBJECTS □ NAB calls the House's recent revision of the copyright bill "one-sided" in favor of cable and starts to apply pressure for changes before the Judiciary Committee gets the bill. **PAGE 38**.

NEW RENEWAL □ Staggers introduces second renewal proposal to House in two months. This one sets licenses at five years for radio and four for TV. **PAGE 38**.

NOT FAIR □ NAB says FCC review board decision to add fairness doctrine issue in a comparative/renewal matter

is prohibited by First Amendment. At issue is whether station must prove it devoted "reasonable amount of time" to controversial issues. **PAGE 38**.

ATTACK □ FCC widens the scope of its personal attack rules to provide for replies for attacks made "in relation to" as well as during discussion of a controversial issue. **PAGE 39**.

NOT GIVING UP □ National Black Media Coalition is not abandoning its plans for increased black station owners and employes after petition was turned down by the FCC. In addition to appealing it asked the commission to set up a media-access task force. **PAGE 40**.

VIOLENCE GETS THE AX □ Best Foods issues guidelines for its advertising which forbid buying time in or near programs with a "pervasive portrayal of violence." **PAGE 41**.

OUT IN THE COLD □ The over 500 applications that were rushed in before the FCC's freeze on requests for new radio stations and major facilities changes probably won't be a boon to equipment makers since the commission can't process them fast enough. **PAGE 43**.

LEE'S LAMENT □ In dissent to commission's creation of offshore service using TV channel 17, the commissioner deplores the erosion of UHF space. **PAGE 44**.

IATSE WINS ENG □ National Labor Relations Board rules that at KTTV, IATSE members are better skilled to use minicams for news than NABET members. **PAGE 44**.

JUST THE FACTS □ FCC Commissioner Benjamin Hooks releases statistics detailing cable's record in equal employment opportunities, a record that led to the commission's rulemaking for governing EEO in that industry. **PAGE 45**.

MORE THAN MONEY □ ABC didn't get rich from its Olympic coverage—it made perhaps \$1 million—but the greater benefits were from the high ratings throughout the games. **PAGE 46**.

THE REAL WORLD OF ARTHUR MORTENSON □ Hughes Television Network chief is carving carefully this part-time and special network service's niche in the world of TV. **PAGE 65**.

Index to departments	Changing Hands	36	Fates & Fortunes	48	Playlist	42
Broadcast Advertising	Closed Circuit	7	For the Record	50	Profile	65
Broadcast Journalism	Datebook	14	Media	34	Programming	46
Business Briefly	Editorials	66	Monday Memo	10	Stock Index	63
Cablecasting	Equip. & Engineering	43	Open Mike	16	Top of the Week	19

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

*Annual figures based on Sales Management
"Survey of Buying Power" — July, 1976
Figures not published for Dukes and Nantucket Counties

STEINMAN TELEVISION STATIONS

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

Silent subject

Jimmy Carter's campaign managers have considered but rejected plan to name task force on communications policy. There are 16 task forces advising candidate on issues of importance to campaign. But when Carter people began looking at communications as possible issue to cover in speeches, "we decided there weren't the kinds of things there you can relate to in a campaign," according to one staffer. Cable TV controversy, for instance, "is so immensely complicated it's not right to try to approach in a campaign," he said. Mr. Carter would wait until he had resources of communications agencies under him before tackling issues like that in earnest.

Despite absence of over-all communications policy task force, however, Mr. Carter is having background material prepared for possible speeches on First Amendment and privacy. That's issue people can relate to in campaign, Carter people think.

Missionary

FCC Commissioner Benjamin L. Hooks, who because of his ties to camp of Democratic presidential nominee Jimmy Carter is often mentioned as next FCC chairman, is lobbying among Carter aides as well as among friends in Republican circles, but not to advance his own candidacy. Commissioner, who is first black member of FCC, is spreading word that blacks ought to be named to other regulatory agencies. FCC is one of four agencies with a black on board. Mr. Hooks says 18 others are white only, and he wants to improve odds.

All ENG

Target date for phase-out of NBC News film cameras is end of 1977, with most NBC O&O television stations on same timetable. Some film capability will be retained in bureaus, but ENG will supersede all else. Deals to sell or give affiliates network's CP-16 film cameras will be worked out later, said Richard Fischer, vice president-TV news.

Clamping down

Evolution of satellites as worldwide disseminators of news is reason for growing trend toward censorship in many countries and in international councils. That's view of Leonard Marks, chairman of U.S. Advisory Commission on International Educational and Cultural Affairs, upon return last week from Paris

meeting with UNESCO officials. Mr. Marks, Washington communications lawyer, will confer with officers of American Society of Newspaper Editors, American Newspaper Publishers Association and National Association of Broadcasters on gravity of situation.

UNESCO, with original mission of promoting international exchanges of information and ideas, could be on course leading to outright censorship, U.S. observers say. UNESCO meeting in Costa Rica at which there was serious talk of nationalization of news media among Latin American nations and restrictions on reporting in that area by free-society journalists (BROADCASTING, July 26) is cited as indication of way things are going.

Activist

FCC is close to naming new deputy chief of industry equal employment opportunity unit in general counsel's office. Choice of Lionel Monagas, unit chief, and outgoing general counsel, Ashton Hardy, is Patricia Russell, 29, attorney in Broadcast Bureau's renewal branch. Ms. Russell, native of Indianapolis, is graduate of Kentucky State University and Howard University Law School and has been active in civil rights and black organizations. Selection of Ms. Russell, who would succeed Clarence McKee, now legal assistant in Commissioner Benjamin L. Hooks's office, must be cleared by personnel and internal security units.

Available

Shuffling of top executives at National Association of Broadcasters (see page 34) may leave Burns Nugent odd man out. Mr. Nugent, 51, who joined association in present post of executive vice president for station relations in 1972, said he's not bitter. "If in their [NAB executive committee's and task force's] deliberations there's no spot for me, that's OK with me. What the hell. There are other ways to make a contribution to the association," he said. Mr. Nugent has already begun to search for another job, wants to manage radio or TV station. Before joining NAB he managed stations in Minnesota and Iowa for about 15 years, and "I'm pretty good at it," he said.

Simmering

Network sources say issue of longer network evening TV newscasts is on back burner, but ABC officials, at least, think they'll have proposal ready to discuss with ABC-TV affiliates board when it holds fall

meeting Oct. 24-29 at Kauai, Hawaii. CBS and NBC sources don't go that far, but it seems safe bet there'll be more talk about it when their affiliates boards hold their own fall meetings: NBC-TV Nov. 15-17 at Barbados, CBS-TV that same week in Hawaii. Speculation has one thing definitely hardening: unlikelihood that longer newscasts will start before September 1977.

In addition to regular meeting in Hawaii in November, CBS-TV affiliates board has special session coming up this week in New York. It's today and tomorrow (Aug. 9-10) and purpose is to get board better acquainted with members of new and enlarged program executive echelon that's been installed in New York and on West Coast in past few months.

Bigger NRBA

National Radio Broadcasters Association, currently headquartered in New York, may open branch office in Washington. That decision will probably be made at association's fall conference in San Francisco Sept. 19-22. Washington office, if opened, would probably be headed by NRBA's current part-time executive director, Abe Voron. Association is hunting for new full-time executive for New York. Reason for expansion is growth of association from about 375 FM members last September when it was still National Association of FM Broadcasters to about twice that many AM and FM members now.

Try again

U.S. and Canadian officials are talking about another meeting on Canadian policies adversely affecting American television stations along border. And State Department officials, possibly feeling heat from 18 U.S. senators concerned about matter (BROADCASTING, Aug. 2), make it clear they want to talk about tax bill Canadian parliament has adopted that denies tax break to advertisers buying time on American stations as well as about Canadian policy requiring cable systems to delete commercials from American programs they import. Early in discussions between two countries on broadcasting problems, State tended to characterize bill as internal Canadian matter not susceptible to negotiation.

State Department officials want meeting soon—certainly before Canadian government implements tax bill. It would be "awkward," said State Department official, if Canada implemented bill before meeting.

Business Briefly

Polaroid □ Camera company will unleash \$16 million campaign this fall, with more than 18,000 minutes on local radio and TV sponsorship of World Series and movie presentations of "Gone with the Wind" and "Patton" in November. In addition, company has scheduled 250 more network-TV placements. Candice Bergen will star in some TV commercials, many of which will introduce new lines of instant cameras and new film.

Green Giant □ New commercials for canned vegetables will be launched in fall flights, Sept. 20 through Oct. 17 and Nov. 15 through Dec. 5. Late fringe and

daytime TV 30's are set for network play, with limited number of spot markets in addition. Target audience is women, 18-49. Leo Burnett, Chicago, is agency.

Miles Laboratories □ Grocery products division of Miles Labs will feature S.O.S. steel wool cleanser in fringe and daytime TV 30's aiming for women, 18-49, in long list of major markets. Next flight is Sept. 27 for five weeks. Doyle Dane Bernbach, New York, is agency.

Zenith Radio □ Manufacturer plans fall campaign on network TV to coincide with new season program premieres and

election news coverage. Local distributors will augment national campaign on individual broadcast outlets.

Nabisco □ Wheat Thins campaign is out of test period, running day- and prime-time TV 30's in major West Coast markets. Second phase begins Sept. 20 through November, using actress Sandy Duncan for "the light little cracker with the big wheat taste." Network campaign is scheduled for January. Parkson, New York, is agency.

Star-Kist □ Tuna fish campaign continues with fringe TV 30's in 30 spot markets plus some network, to run through end of year. Nine Lives Cat Food campaign begins new flight Sept. 6 through November in same number of markets. Both products target appeal to women, 18-49. Leo Burnett, Chicago, is agency.

Rockwell International □ Portable power tools will be centerpiece of spot-TV promotion to be launched by Rockwell in mid-October for six weeks in 67 major markets. Ketchum, MacLeod & Grove, Pittsburgh, is zeroing in on men, 25-54, via 30-second spots in fringe, prime and sports program positions.

Standard Oil of California □ Chevron motor oil will be highlighted in spot-TV push to begin in late September and continue through late November or mid-December, depending on market. BBDO International, San Francisco, is targeting its messages toward adults, 18-49.

Peter Paul □ Spot TV will sweeten seven-week campaign in support of Whistle Pops (lollipops that whistle), starting in mid-August in 25 markets in South and East. Wilson, Haight & Welch, Hartford, Conn., is directing its appeal toward children, 3 and older.

McCullough □ Chain saws by McCullough will get month-long TV flight beginning Aug. 16 in number of markets. Daytime, fringe and prime-time 30's are targeted to men, 25-54. Benton & Bowles, Los Angeles, is agency.

Taylor Wine □ In blueprint stage is spot-TV coverage as part of Taylor's pre-Thanksgiving and pre-Christmas moves. First is scheduled for two weeks, starting in early November and second for two weeks, beginning in early December. BBDO International, New York, is focusing on men and women, 25-49.

Bob Evans Farm Sausage □ Six-week spot TV drive will begin in late September,

BAR reports television-network sales as of July 25

ABC \$495,144,700 (31.7%) □ CBS \$547,690,600 (35.0%) □ NBC \$519,870,800 (33.3%)

Day parts	Total minutes week ended July 25	Total dollars week ended July 25	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	140	\$ 626,400	4,010	\$ 20,624,600	\$ 18,894,900	+ 9.2
Monday-Friday 10 a.m.-6 p.m.	1,005	10,382,800	29,608	347,214,000	293,501,200	+18.3
Saturday-Sunday Sign-on-6 p.m.	279	6,625,900	9,108	175,169,200	129,286,100	+35.5
Monday-Saturday 6 p.m.-7:30 p.m.	101	2,837,300	3,019	84,880,800	70,864,300	+19.8
Sunday 6 p.m.-7:30 p.m.	21	843,100	629	25,617,300	11,012,100	+132.6
Monday-Sunday 7:30 p.m.-11 p.m.	448	26,535,700	12,310	799,389,500	693,726,200	+15.2
Monday-Sunday 11 p.m.-Sign-off	205	4,372,300	5,903	109,810,700	92,578,800	+18.6
Total	2,199	\$52,223,500	64,587	\$1,562,706,100	\$1,309,003,600	+19.3

BAR reports television-network sales as of July 18

ABC \$471,533,300 (31.2%) □ CBS \$533,099,600 (35.3%) □ NBC \$505,849,700 (33.5%)

Day parts	Total minutes week ended July 18	Total dollars week ended July 18	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.	143	\$ 642,800	3,870	\$ 19,998,200	\$ 18,225,400	+ 9.7
Monday-Friday 10 a.m.-6 p.m.	971	9,715,400	28,603	336,831,200	285,297,900	+18.1
Saturday-Sunday Sign-on-6 p.m.	269	6,149,900	8,829	168,543,300	126,403,900	+33.3
Monday-Saturday 6 p.m.-7:30 p.m.	113	2,782,900	2,918	82,043,500	68,363,300	+20.0
Sunday 6 p.m.-7:30 p.m.	17	558,900	607	24,774,200	10,725,600	+131.0
Monday-Sunday 7:30 p.m.-11 p.m.	381	19,205,100	11,862	772,853,800	677,009,700	+14.2
Monday-Sunday 11 p.m.-Sign-off	154	2,722,600	5,698	105,438,400	89,312,800	+18.0
Total	2,048	\$41,777,600	62,387	\$1,510,482,600	\$1,275,338,600	+18.4

Source: Broadcast Advertisers Reports

consisting of two three-week flights with two-week hiatus and spanning 30 markets. Supplementing TV will be radio in three markets. Byer & Bowman, Columbus, Ohio, is focusing on women, 25-54.

American Can Co. □ Gala paper towels will be spotlighted in spot TV promotion in more than 60 markets, starting in mid-November for three weeks. Wm. Esty Co., New York, is setting its sights on women, 18-49.

Dial Finance □ Extensive spot-radio drive is planned by Dial to blanket more than 70 markets for 10 weeks, beginning in early October. Marvin H. Frank Co., Chicago, is seeking to reach men and women, 25-49.

Hasbro Industries □ Various toy products play up spot TV in pre-Christmas push to begin in mid-September and continue for three months. Benton & Bowles, New York, is aiming for time periods catering to total children and children, 6-11.

Western Auto Supply Co. □ Various products will be spotlighted in six-week spot-TV effort now in preparation to start in early October in large number of markets. Barickman Advertising, Kansas City, Mo., will be concentrating on daytime and late fringe periods to reach men and women, 18-49.

Diamond-Sunsweet Corp. □ Separate spot-TV flights are being blueprinted for Sunsweet prunes and for Diamond walnuts. Push for prunes is set to start in early November for six weeks in about 25 markets to reach women, 50 and over. For walnuts, flight will begin in late September for nine weeks in about 50 markets, targeted to women, 25-49. Doyle Dane Bernbach, Los Angeles, is agency.



Bankers Life and Casualty

□ Company celebrates its 25th year of using Paul Harvey radio commentary to promote its insurance. Firm will continue 60-second commercials daily on more than 600 affiliates of ABC Radio. Pictured are Mr. Harvey (l) and George Hunter, Bankers' director of advertising. Marshall John/Action Advertising, Northbrook, Ill., is agency.

Rep appointments

- KETV(TV) Omaha: Katz Television, New York.
- KBMI(AM) Henderson-KFMS(FM) Las Vegas, both Nev.: Buckley Radio Sales, New York
- WCCC-AM-FM Hartford, Conn.: Kadetsky Broadcast Properties, Boston, appointed New England representative.

Whitmoyer Laboratories □ Spot TV and radio will be used for company's Vacor rodenticide (mice killer) for 10 weeks starting in early October. Spot-TV markets will total 27 and radio approximately 40. Brewer Advertising, Kansas City, Mo., is seeking to reach men, 18-49.

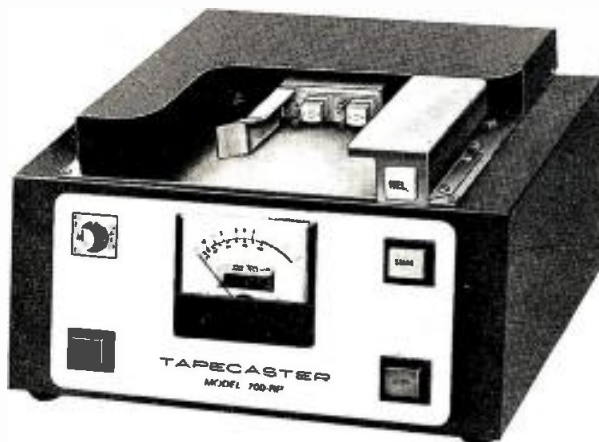
Kelly Foods □ Canned meat products will be displayed on spot TV in 14 Southern markets during eight-week flight, starting in late August. Noble-Dury & Associates, Nashville, is taking aim at women, 18-49, via commercials on daytime, fringe and prime-time programs. Another Noble-Dury client, Riceland Foods, is mapping spot-TV effort to break in late September for eight weeks in 13 Southern markets. Company will be advertising its Riceland rice and Chefway oil and shortening. Limited amount of

radio will also be used. Agency is seeking women, 18 and over, and women, 25-49.

Cluett & Peabody □ Sanfor-Knits underwear is poised for spot-TV drive in early September to run for three weeks. Young & Rubicam International, New York, is aiming to reach men and women, 25-49, via spots in fringe periods and within news and sports programs.

Endicott Johnson Corp. □ Company's shoe products will be showcased in spot TV and radio flights to begin August 23 for two weeks. Eighteen markets will be used, split between radio and television to reach men and women, 18-34. Vitt Media International, New York, is seeking daytime, fringe and prime periods on TV.

New York Daily News □ Second round of off-beat approach to circulation advertising surfaces this month. *News* has developed campaign showing 30 days of tabloid's front-page headlines in 30 seconds. Commercial for June headlines ran on July 1 and 2 on WNBC-TV, WABC-TV and WPIX, all New York. Commercial was conceived and produced by Tony Schwartz of New Sounds Inc., New York. Voice-over: "Remember last month? The news of last month in 30 seconds. It's brief. It's concise. Make your time count every day with the *Daily News*." Air Time Inc., New York, placed time.



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Monday Memo[®]

A broadcast advertising commentary from Tom Hurley, advertising services manager, Ralston Purina Co., St. Louis

Testing, testing: keeping down costs for commercial tryouts

Over the past five years, the number of test commercials we've produced annually at Ralston Purina has increased six times, from 17 in 1971 to well over 100 last year. That's twice as many tests as finished commercials.

The cost of our test commercials has risen almost as much—about 500% over the same five-year period. More importantly, test commercials have gone from a fairly insignificant part of our production budget to a point where, last year, they accounted for almost a quarter of our total production dollars.

With this as background, I'd like to share some of our thoughts on ways to cut the cost of test commercials—being the first to admit that we certainly don't have all the answers. I'd also like to note at the outset that my remarks apply only to our rough test program at Ralston Purina, which, basically, tests memorability.

The purpose of our test program is simply to expose as many creative ideas as possible to the consumer. It's our belief that the more concepts we test, the greater our chances of putting an above-average finished commercial on the air. Obviously, then, it's important that our test commercials be as inexpensive as possible, especially for brands with limited budgets.

Initially, this system involves on-air tests on a local UHF station, with a pre-recruited audience. The commercial or commercials scoring highest in memorability are then produced in finished form, and the resulting commercial is tested further and a decision is made to air or not to air. Based on a number of years of experience memorability scores from these local on-air tests compare favorably with the more extensive day-after recall testing.

There are three basic types of test commercials:

The first, and probably most common, version is the animatic, which is simply a storyboard on film, made up of a number of panels of artwork. The simplest type of animatic is shot still-frame in sequence on 16mm or video tape. A further step is to take it to limited animation—that is, to add some movement. Since animatics obviously don't require a set or actors, they tend to be the least expensive type of test commercial to produce and therefore the most widely used. Our animatics currently are running about \$4,000 each.

Next are photomatic test commercials. These are simply animatic commercials made from photographs instead of artwork. Thus, they have the immediate ad-



Tom Hurley joined Ralston Purina in his present position, in 1970. His responsibilities include coordination of the company's over-all television production effort, in which capacity he works with the production departments of some nine agencies. Formerly a writer-producer at Gardner Advertising, Mr. Hurley also has been a television writer in San Diego and Phoenix, an editor with Capitol Records in Hollywood, and a producer-director of children's programming at noncommercial KETC-TV St. Louis.

vantage of realism—of being more representative of the finished commercial and less subject to misinterpretation. Photomatics also provide the opportunity to test viewer reaction to casting and sets.

In our experience at Ralston Purina, photomatics tend to cost roughly 50% more than animatics. One reason: Unlike animatics, photomatics require the additional expense of casting on-camera talent, studio rental, props, wardrobe, etc. This alone doesn't explain the big difference in price, however. Perhaps the explanation lies in the fact that the closer you get to the original, the greater the temptation to take the commercial that extra step—to add more opticals, to dress the set a little more elaborately.

Which brings us to the third type of test commercial—live-action. While it's almost always the most expensive, there can be exceptions. We have come across instances when it turned out to be less expensive—and far less time-consuming—to shoot a test commercial live than to assemble one from a number of still photographs and go through opticals.

At Ralston Purina, we use live-action selectively. For example, if we were trying

to convince consumers of the palatability of a particular pet food, nothing makes the point like seeing a real, live dog wolf it down. Or, we might use live-action to illustrate a particular technique such as slow-motion.

How do you cut test commercial costs? To start with the obvious—maybe you're producing more test commercials than necessary. If you're getting too many versions of a particular creative strategy to test, perhaps your preliminary research isn't doing the job it should in selecting your true alternatives. Make sure you're not just testing variations on a theme.

Next, resist the temptation to "over-produce." In rough production, it's important to concentrate on getting the idea across—and leave it at that. A look at today's test commercials shows they are far more finished than they were only a few years ago (and I include our own) but, more important, our research tells us they're more finished than they need to be.

A test commercial should represent the idea faithfully—in terms of structure, proper sequence, pace, and brand-name exposure. But, it shouldn't be overdone in terms of production values, since this is what brings up costs. Save production values—and this includes sound as well as picture—for the finished commercial.

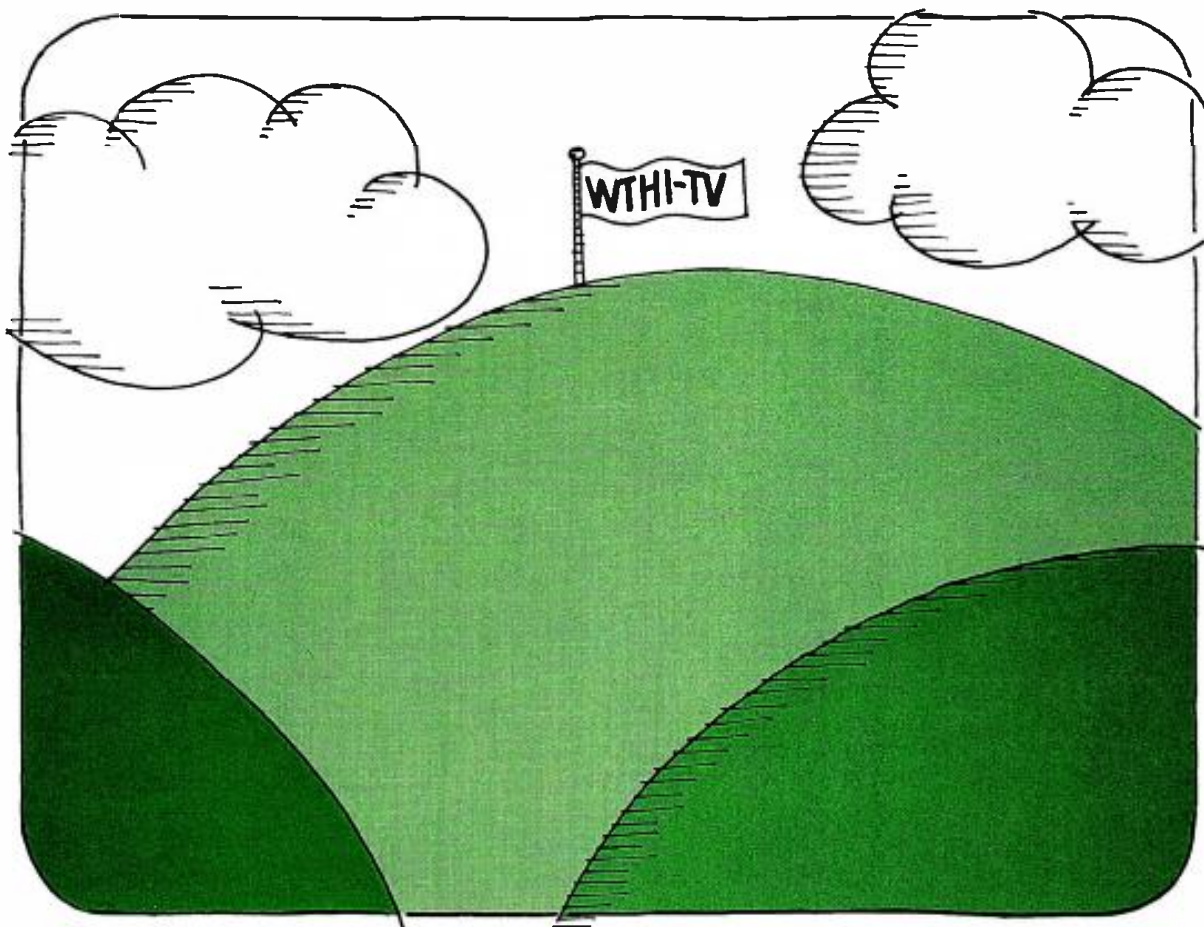
There is an additional danger, too, in getting too elaborate, for this may distract the viewers by introducing extraneous elements into the commercial.

Some simple rules to remember: In animatics, try to simplify—concentrate on the idea and eliminate the irrelevant. Cut the cost of artwork by keeping the number of panels to a minimum and by simplifying artwork. Use limbo backgrounds or a single background with acetate overlays for individual panels.

Wherever possible, use still-frame rather than limited animation. Use opticals sparingly—and make sure there's a sound reason for each of them. Shoot in 16mm and, instead of finishing the film, go to A&B rolls, and roll onto tape. Or shoot directly on tape in the first place.

Basically, the same guidelines apply to photomatics. Use as few photos as possible, keep them simple and keep opticals to a minimum.

Since live-action tends to be the most expensive type of test commercial, the first consideration is whether to use live-action or not. Beyond that, the basic guidelines for saving money in animatics and photomatics also apply, with the additions suggested: Use locations instead of building sets, keep talent at a minimum (no pun intended), shoot in 16mm or video tape, and don't use complicated opticals unless you really need them.



**WTHI-TV Terre Haute
is on top of the high ground.**

So is Katz TV Continental.

Throughout the day, more viewers in the Terre Haute, Indiana, market watch WTHI-TV than the other two stations combined. In the four NSI reports, May 1975-May 1976, WTHI-TV averaged a 40% higher share in its Designated Market Area than its nearest competitor (M-S 9AM-mid).



WTHI-TV is now represented by Katz TV Continental. Salesmen in 14 offices are backed up by 39 sales research professionals with the computer power to produce the facts media decision-makers need to buy spot TV effectively. Join WTHI-TV. Climb to the high ground. Come to Katz.

WTHI-TV. Katz. The best.

**Listen to what
successful
radio stations
sound like.**

"Billings have more than doubled within four months. We don't have to pre-sell clients—they're our listeners and are responding at a great rate. We're also attracting clients who never used radio before. We are extremely proud of everything that's happened to us. NIS has put radio on a pedestal that it's never been on before." — John Phelan, KTSM, El Paso

"We were the original contemporary station in the state 18 years ago. It took us all these years with music to build the same size audience as NIS gave us in only 11 months." — Al Pellegrino, WPOP, Hartford*

"Our local account list has quadrupled. Over 90% of our business has come from new accounts. NIS has made us." — Lee Zanin, WWTC, Minneapolis

"Advertisers' response has been just great! Advertisers are getting results and keep coming back." — Edd Routt, WRR, Dallas

"We've developed a large amount of quality accounts that no other Omaha radio station can touch. And they're buying larger schedules than we've ever experienced before." — Jerry Misner, KLNG, Omaha

"After switching from MOR to NIS, our overall audience increased 90% and the audience gain is reflected in new advertisers and new revenue." — Art Williams, KFBK, Sacramento*

All of these radio stations have something in common besides the sweet sound of success.

Every one of them switched to NIS all-news radio. The complete programming service from the largest broadcast news-gathering force in the world. NBC News. Just one year old, and already NIS is a full-grown success. So if you want more people to listen to your station, listen to these stations. And call Chuck Renwick at (212) 247-8300 to find out more about the NIS all-news story.

Call now. Because next year instead of reading success stories, you could be writing one.



*SOURCE ARB MSA April/May 1975, April/May 1976, Total Adults, Mon - Sun 6AM - Midnight

NOTE: Audience and related data are based on estimates provided by the rating services indicated and are subject to the qualifications issued by these services. Copies of such qualifications available on request.

■ indicates new or revised listing

This week

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. Speakers: Saidie Adwon of KTUL-TV Tulsa, Okla., president of American Women in Radio and Television; Donald Jones, KFIZ(AM) Fond du Lac, Wis., chairman of National Association of Broadcasters radio board, DeGray State Park lodge and convention center, Arkadelphia.

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

Also in August

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—Luncheon, *Hollywood chapter, National Academy of Television Arts and Sciences*. Speakers: Michael D. Eisner, ABC Entertainment; John J. McMahon, NBC-TV; William Self, CBS-TV. Sportsmen's Lodge, Studio City, Calif.

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. 20—*National Public Radio* board of directors meeting. Fashing Haus, Aspen, Colo.

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—Hearing on nominations of White House assistant news secretary, Margita White, and Senate Communications Subcommittee counsel, Joseph Fogarty, to be members of FCC. Senate offices, 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.

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.

Sept. 1—FCC's deadline for comments on request by Public Media Center of San Francisco to institute inquiry and rulemaking on airing of public service announcements by broadcasters (RM-2712).

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. 12-15—*Institute of Broadcasting Financial Management* annual conference. Sheraton Boston hotel 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. Fontainebleau hotel, Miami, 1978 conference is scheduled for Los Angeles, site and date to be announced.

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

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

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.

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 Broadcasters*. 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—Oral argument in case in which Action for Children's Television is appealing FCC's 1974 policy statement on children's TV. U.S. Court of Appeals, Washington.

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

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

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

Sept. 15—Deadline for entries for Ohio State Awards competition that annually recognizes meritorious achievement in educational, informational and public affairs broadcasting. Competition is sponsored by the *Institute for Education by Radio-Television* and is held under auspices of Ohio State University Telecommunications Center, Columbus. Winners will be announced in March 1977. Contact: IERT, 2400 Olenlangy River Road, Columbus, Ohio 43210.

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

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

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

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

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

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

Sept. 21-23—*National Association of Broadcasters* black management seminar, for black station owners. NAB headquarters, Washington.

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

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

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

■ **Sept. 26-28**—*Nebraska Broadcasters Association* convention. Vincent Wasilewski, National Association of Broadcasters president; John Salisbury, president, Radio Television News Directors Association, and FCC Commissioner Abbott Washburn will speak. Lincoln Hilton, Lincoln.

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

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

■ **Sept. 27-28**—Annual convention of Midwest chapter of *The National Religious Broadcasters*. Charles Colson, former White House adviser, is among speakers. Chicago O'Hare Airport Exel Inn, Chicago.

■ **Sept. 27-30**—*Electronic Industries Association* annual fall conference. Century Plaza hotel, Los Angeles.

Sept. 29-Oct. 2—*Information Film Producers of America* film and video communicators conference, trade show and Cindy Awards festival. Palm Springs Spa hotel, Palm Springs, Calif. Information: IFPA, 3518 Cahuenga Boulevard West, suite 313, Hollywood 90068; (213) 874-2266.

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

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

October

Oct. 1—Deadline for entries in media awards program of *American Cancer Society*. Categories include multiple classifications in local and network radio-television. Information: ACS Mass Media Awards Committee, 801 Second Avenue, New York 10017; (212) 749-8038.

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

Oct. 1—FCC's deadline for comments on amendment of noncommercial FM broadcast rules. Reply comments are due Nov. 16. FCC, Washington.

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

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

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

Oct. 3-5—*North Dakota Broadcasters Association* fall convention. Ramada Inn, Minot.

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

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

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

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

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

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

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

Oct. 13—*American Society of Composers Authors and Publishers* Country Music Awards dinner. National Guard Armory, Nashville.

Oct. 13-15—Rocky Mountain region co-operative advertising trade fair and seminar, co-produced by *Sales and Marketing Management* and *Co-Ad Associates*, Lakewood, Colo. Among those on agenda are Ed Crimmins, co-op expert; Paul Faser, Airtime Inc., New York; Fred Lief, Compton Advertising, New York, and Bill McGee, Broadcast Marketing Co. of San Francisco. Currihan Hall, Denver.

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

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

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

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

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

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

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

Oct. 18-19—*National Association of Broadcasters* regional conference. Hyatt Regency hotel, Houston.

Oct. 18-20—*Mid-American Cable Television Association*. Wichita, Kan.

Oct. 19—*FCC* regional meeting with broadcasters and members of the public from Texas, Oklahoma, Arkansas, Louisiana and Mississippi. Hyatt Regency hotel, Houston.

Oct. 19-20—*Alabama Cable Television Association* fall workshop meeting. Specific site to be announced, Birmingham.

Oct. 20-21—*Kentucky Broadcasters Association* fall convention. FCC Commissioner Benjamin L. Hooks has been invited to speak. Holiday Inn North, Newtown Pike, Lexington.

Oct. 21-22—*National Association of Broadcasters* regional conference. Brown Palace hotel, Denver.

Oct. 21-22—*Ohio Association of Broadcasters* fall convention. Fawcett Center, Columbus.

Oct. 22—Regional convention of *Pittsburgh chapter, Society of Broadcast Engineers*. There will be 50 equipment exhibit booths. Howard Johnson motor inn, Monroeville, Pa.

Oct. 22-24—*American Women in Radio and Television* Southwest area conference. Baton Rouge.

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

Open Mike®

Busy, busy

EDITOR: I thought you might be interested in a little updating of the activities of an old broadcaster as United States ambassador to Finland. The picture shows the president of Finland and the ambassador joining our Bicentennial celebrations.

In the year I have been here, Finnish network TV has made a complete turnaround. Where they once were attacking us almost nightly, they are now very kind to us. They televised our July 4 reception. They will be carrying an hour's program I did on the state of New Hampshire: one, because it looks like Finland and, two, in consideration of the Bicentennial, as New Hampshire was one of the 13.

President Kekkonen was given his first state visit to the U.S. on Aug. 3. He is being so honored because of some pretty valid arguments I proposed. —*Mark Austad, U.S. ambassador, Helsinki.*

(Mr. Austad [at left in picture] was variously an an-

nouncer, disk jockey, commentator and Metromedia vice president in charge of Washington affairs, under his professional name, Mark Evans, before his ambassadorial appointment.)

Called on call

EDITOR: Perhaps it is fitting that in a letter (July 26) concerned with Arbitron's problem with "aberrated call letters" in the recent Chicago report you should assign me to WDSM(FM) rather than the proper WSDM(FM). —*James M. Robinson, general sales manager, WSDM(FM) Chicago.*

The larger problem

EDITOR: For many years now some U.S. border stations have been fighting a losing battle to acquire cable protection in their market for network programming pre-released to Canadian stations.

A total of 34 prime-time network programs are currently being pre-released each

week and appear on local cable systems anywhere from one hour to one week before they appear on the U.S. network affiliates.

With the advent of CATV via satellite, the problem that the border stations have been faced with may eventually become a nationwide problem. —*Bob Groothand, general sales manager, WPTZ(TV) North Pole, N.Y.*

Another way

EDITOR: In reply to Thomas C. Dillon's claim that advertising supplies "the entire cost of running all the radio and TV networks in the U.S. and all the individual radio and television stations": Surely Mr. Dillon is aware of the fine services of the Public Broadcasting System and National Public Radio.

In addition to the many noncommercial broadcast stations supported largely by government and institutional funds, there is a growing number of independently owned noncommercial stations. KOTO is one, created through the efforts of citizens who wished local radio service without commercial support. —*Jerry Greene, general manager, KOTO(FM) Telluride, Colo.*

The Adwon 'Profile'

EDITOR: Many thanks for the warm, sensitive profile of Saidie Adwon in the July 19 issue. It's truly an accurate portrait of a very special person. As a result of that article, Saidie has received letters from people all over the country. That's evidence, I think, of the impact of your publication. —*Francine P. Proulx, executive director, American Women in Radio and Television, Washington.*



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WLEV #1 ADULTS 18-49 IN ALLENTOWN, PA.*

Drake-Chenault's

CONTEMPO-300

Using our automated adult contemporary (MOR) program service, WLEV (FM) was a solid Number One in adults 18-49 in Allentown-Bethlehem-Easton, Pennsylvania, according to the April/May 1976 Arbitron. Since launching our CONTEMPO 300 format, the station's market share of persons 12+ has soared—first climbing to 4.5 in 1974, then to 7.3 in 1975, and now to a whopping 11 today! Congratulations to Frank Stisser and his fine staff! We'd welcome an opportunity to help you dominate your market, too.

We have six exciting automated formats now, and we're developing two more. We can put one of them to work for you in your market. To find out how, please call us toll free at (800) 423-5084, or mail us the coupon below.

TO: DRAKE-CHENAULT ENTERPRISES, INC.
8399 Topanga Canyon Blvd., Canoga Park, Ca. 91304

I'd like to hear a sample of your program formats. Please send me your free demonstration album.

I'm particularly interested in your _____ format.

NAME _____ PHONE _____
TITLE _____ STATION _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

*Audience estimates for WLEV (FM) average quarter hour adults 18-49, April/May 1976 Arbitron, Mon.-Sun., 6 a.m.-Mid., TSA; share of persons 12+, April/May Arbitron, 1974, 1975, 1976; and subject to qualifications issued by rating service.



KFI SERVES

As brush fires raged in the Los Angeles area last fall, KFI not only reported the news but provided listeners with a direct line to the scene. For 20 hours, "KFI in the Sky" informed listeners from its aerial post, in addition to its usual traffic reports. KFI reporters on the ground presented live updates all day. And listeners had the opportunity, through a KFI program, to talk directly to news people at the fires, both on the ground and in the plane—a service

credited with having a calming effect on nearby communities.

For its exceptional coverage, KFI recently was honored by the Greater Los Angeles Press Club.

KFI: outstanding journalism and public service.

KFI RADIO
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LOS ANGELES

WSB TV-AM-FM
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Dayton

WSOC TV-AM-FM
Charlotte

WIC-TV
Pittsburgh

COX
Broadcasting

KTUV-TV
San Francisco-Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

Top of the Week

Rewrite of Communication Act serious subject on Hill

As cable hearings wind down, Van Deerlin says 1934 law should be given "basement-to-penthouse" revamping; McGannon also on side of revisionists, as is one presidential candidate

The House Communications Subcommittee's exhaustive examination of the need for revision of cable television regulation, in hearing again last week, may be just a prelude to an even more ambitious project now in the mind of Subcommittee Chairman Lionel Van Deerlin (D-Calif.)—to revise the entire Communications Act.

"A prime undertaking in the 95th Congress should be a basement-to-penthouse revamping of the 1934 Act," Mr. Van Deerlin said Friday, the morning after an afternoon of cable hearings that lasted into dinnertime. He added, "It's a laudable goal, but that's not to say it can be achieved ... Maybe it would be 1984 before we finished."

Work on the project would begin in January. "I talked with Lou Frey [ranking Republican on the subcommittee] and we see eye to eye on it," he said. The congressman noted that the Communications Act was written when the only mass medium of electronic communications was radio. A new act would set the stage for the regulation of developing technologies, such of cable, microwave, laser beams and fiber optics.

"The deficiencies, from my standpoint, are not in the act, but in the things taking place under the act," Mr. Van Deerlin said. He cited the FCC's rules restricting the availability of motion pictures to pay cable TV as an example of such a deficiency. "This has nothing to do with the act," he said.

The idea of revising the nation's basic communications law has been gaining popularity in official circles lately. "Everybody's saying it now," Mr. Van Deerlin said, recalling a speech by Jimmy Carter in June when the Democratic Presidential candidate was still seeking his party's

nomination, in which Mr. Carter called for a review of the act.

Both Mr. Carter and Mr. Van Deerlin were preceded, however, by Senator Vance Hartke, who if re-elected this fall, intends to take the reins of the Communications Subcommittee in the Senate. Mr. Hartke has said his first undertaking would be a series of hearings "across the whole spectrum of communications." He said he wants to see if this nation's communications system conforms to the ideals in the act and to look at "new communications technologies coming down the road that no one I know has done a lot of preparations for."

■ Except for a session with all the FCC commissioners planned for Sept. 2, the Van Deerlin subcommittee is finished with its marathon cable hearings. No legislation will follow in this session, Mr. Van Deerlin said, although a report of the subcommittee's recommendations will probably be published. He said the staff has been asked to draft one.

The subcommittee will, however, move legislation that has been on the periphery of the cable hearings—principally the bill already passed by the Senate that authorizes the FCC to fine cable systems for rule violations. The commission does not have that power now.



“A prime undertaking of the 95th Congress should be a basement-to-penthouse revamping of the 1934 act.” *Van Deerlin*

End of the trail (almost) on House cable hearings

McGannon, Aaron, Shapiro lead witnesses in what should have been final week; record open until September for FCC stand

The House Communications Subcommittee wrap-up sessions on cable television legislation heard more of the same last week. A prominent broadcaster predicted that cable would go all-pay, and wondered how a fragmented system could support its program ambitions. A principal cable hardware supplier called the chairman of the FCC a hypocrite. That gentleman's rejoinder was postponed until Sept. 2.

Donald H. McGannon, president and chairman of Westinghouse Broadcasting Corp., a group broadcaster that also operates cable systems in Georgia and Florida, called for a "thorough modernization of the Communications Act of 1934 ... While it has served the country well, it simply is not adequate to lead us into the 21st century." He also asked the subcommittee to "consider creation of a Department of Communications headed by a cabinet officer ..."

Asked by the subcommittee if this review could include a study of license allocations, he said it could be "part of it."

After asserting that all cable would eventually become pay cable, he took the stance that proliferation of cable channels would hurt program quality. He questioned "the ability of a cable medium to garner an audience large enough to support the cost of the programming being presented. This is a very real problem when one thinks of 24 channels going into every home."

He compared the prospect with present-day radio and said: "It is questionable whether our policy of allowing a proliferation of stations in radio has best served the public." Noting that no radio station in New York City averages more than a 9% share of the audience, he said that many stations have turned to automation with recorded music because of its low cost.

He claimed that if cable penetration reaches a certain level, "there will be no reason, either technically or economically, for the over-the-air system to continue to function. When this occurs, there will no longer be a choice of service available." He advocated a national policy to prevent



Aaron



Shapiro



McGannon

"uncoordinated development of cable."

Daniel Aaron, vice president of Comcast Corp. and vice chairman of the National Cable Television Association (for which he appeared), urged Congress to direct the FCC to suspend its pay cable rules for five years in order to test the marketplace. He said the FCC could step in, if necessary, to prevent actual withdrawal of sports programming. Without a suspension of the rules, he said, it might be impossible for pay cable ever to reach its potential.

He called for legislation in this session of Congress on pole attachments—legislation that would require the FCC to regulate "reasonableness" of agreements, with the states carrying out policy under it. He said cable should no longer be considered an "ancillary" service and that all restrictions on the medium should be based on a "clear factual demonstration" of harm.

That subject was taken up by Moses Shapiro, vice chairman of the board of General Instrument Corp., parent of Jerrold Electronics, a leading manufacturer of cable television equipment.

Quoting a 1975 General Instrument annual report, he read: "This whole attitude of throwing on the cable industry the burden of establishing 'a priori' that there will be no damage to the vested interests before something helpful to cable and the public is done, has typified the commission's attitude..." He claimed that he sent the report, with a cover letter, to FCC Chairman Richard Wiley. He said the chairman made no response.

One of the major causes of CATV's "misfortunes," he said, is "Congress's own failure to provide the commission with adequate guidelines for dealing with a new communications medium that was not envisioned when the Communications Act of 1934 was enacted." He also attacked the alleged "blatant hypocrisy" of FCC Chairman Wiley, whom Mr. Shapiro claimed has said the FCC has improved cable's lot. Mr. Shapiro noted that Jerrold has spent a "seven-digit" amount to develop a prototype for a two-way system for cable but that FCC restrictions prevent its use and that of other technological advances. He said FCC actions are "like an embalmer helps a corpse."

A defense of commission policy and a rebuttal to the House Communications

staff report on cable was to have been delivered by Mr. Wiley last week. The appearance was rescheduled until Sept. 2 in order to allow more commissioners to appear with him before the subcommittee. Nevertheless, Mr. Wiley's prepared testimony was made available publicly.

"The subcommittee staff has suggested that this problem [regarding signal carriage] should not be handled through across-the-board rules... but rather through ad hoc rulings based on the circumstances which exist in individual communities," the prepared testimony read. "We believe that this ad hoc approach which would likely involve numerous hearings in individual communities, would result in considerable uncertainty to the industries involved and also in very substantial administrative and legal expenses."

Of the subcommittee staff's recommendation that no product restrictions are currently needed for pay cable, it read: "Action taken after the fact could raise substantial questions concerning interference with vested contractual rights or disruption of the established viewing patterns of cable subscribers accustomed to a given type of pay cable programming."

The testimony said that the commission "has deferred any final recommendation... on national cable regulation" until an in-progress review of FCC regulations is

completed.

It also noted that Mr. Wiley had no disagreement with the subcommittee's view that the "federal regulatory role should be confined to those aspects requiring national delineation of standards" and that "where federal pre-emption is called for... the logic of pre-emption should be explicitly stated."

In other testimony last week:

■ Burt Harris, president of Harris Cable Corp. and Harriscope Broadcasting and chairman of the National Cable Television Association said that "the first order of business is to educate the cable operators on what EEO [equal employment opportunity] is all about and to reinforce our industrywide commitment." He favored self-regulation. NCTA President Robert Schmidt acknowledged that the cable industry has "not fulfilled our obligation" but noted that it does not plan to let this situation continue. He said that "the greatest obstacle" to minority system ownership "lies in financing." Charles Tate, executive director of the Cablecommunications Resource Center, called for a "Cable Finance Corp." that would "form a capital pool available to stimulate minority ownership of cable."

■ In written testimony, Robert B. Cooper Jr., executive director of the Community Antenna Television Association said that "the typical rural viewer is spending from 170%-200% as much to receive poor television service as a city or suburban resident spends to receive good or excellent quality television. This is an inequity which technology should correct, but legislative assistance is needed."

■ Edward J. Ennis, chairman of the board of the American Civil Liberties Union, presented "the ACLU's long-standing policy in favor of open 'common carrier' access to cable television. "A 15-minute sampling of access programs followed his testimony.

■ Montana District Judge Nat Allen, president of the National Translator Association, called cable "the greatest hoax ever promoted in the United States of America." He argued that people "can get any kind of origination that they want with a microwave translator that can be gotten on cable, and for one-one hundredth of the cost."

Disclosure. Broadcasters who provide free time to political candidates within 72 hours of an election must immediately place a notice of the gift in their political file. The requirement was contained in an amendment to its equal-time rules adopted by the FCC. Opponents of the candidate given free time would be responsible for checking the file and establishing they are legally qualified and entitled to equal time. The commission's original proposal was to require the stations to notify the opposing candidates of gifts of time in the last 72 hours of an election campaign. The modification, based on the procedure now used in connection with candidate-initiated purchases or requests for time, was suggested by the National Association of Broadcasters.

Mondale book reveals active concern about broadcast role

Democratic vice presidential hopeful is all for: debates, TV time for opposition responses to President, a Congress open to broadcasters, longer license periods among other ideas to maximize open government

For Democratic presidential nominee Jimmy Carter's running mate, Senator Walter Mondale (D-Minn.), the media, particularly television, have a critical role to play in holding the President and the government generally to account. Televised debates between presidential candidates, the availability of network television for congressional responses to presidential addresses, broadcast coverage of Congress and the political parties—these are among the measures urged in the Senator's book, "The Accountability of Power: Toward a Responsible Presidency," published last year by the David McKay Co.

"Healthy and flourishing media can help restrain arbitrary presidential conduct," Senator Mondale says, in the book written in the aftermath of the Watergate scandal that brought down the Nixon administration. "They can bring scandal to light, reveal deception, and provide fuller background and information to permit a better public judgment on vital issues."

And he is for anything that increases the public's view of presidential candidates and Presidents—televised debates between the candidates, for instance. He would have Congress "establish each major party's right to request up to five one-hour, simultaneous prime-time broadcasts on the three major television networks" for such debates. Minor parties polling

"something like 5% or 10% of the popular vote" in the last election would be given the same right.

The proposal contains provisions to make it easier for the networks to accept. The equal-time rule would be suspended for the debates, and Congress would appropriate funds to defray the networks' costs.

News conferences, televised and otherwise, are favored as a means of holding Presidents to account. But the book is also concerned with offsetting the advantage the President's office affords the occupant in reaching the public. One proposal is that the networks be required by law to give congressional opposition party leaders "equal time for reply" to any presidential address. If the President appeared on all three networks at 8 p.m., so would the opposition leaders, "within 48 hours."

Senator Mondale has also proposed, as a means of informing Congress and the public, a device familiar to parliamentary government—a question and report period, during which cabinet officers and other executive branch officials would respond to questions from members of the Senate. And the sessions would be open to coverage by the media, including live radio and television.

Another Mondale proposal for redressing the presidential-congressional imbalance is for Congress to open its proceedings to coverage by radio and television. Not only committee meetings but sessions of the Senate and House must be opened to such coverage, Senator Mondale believes. As for the format to be followed in the coverage, that should be



Mondale

left to the networks, not Congress.

Political parties, too, require greater coverage by the media, and not only during election campaigns, Senator Mondale writes. The public should see party leaders debating national issues. And while he warns against "staged" events, he says the parties should attempt to devise ways to make their proceedings "interesting and timely"—the Democratic midterm convention in Kansas City two years hence is cited as an example.

Watergate did more than impress Senator Mondale with the importance of the role the media can play in uprooting corruption. The attempted intimidation of the networks and stations that he said was evident during the Nixon administration persuaded him that broadcasters' three-year license period should be extended to five years "and perhaps longer."

Such an extension, he says, would "help reduce the temptation for Presidents to resort to threats as a means of enforcing ideological uniformity."

Chicago Niensens still questioned after SRI test

NBC points to discrepancies between meters and coincidentals, but Nielsen reads study other way

Results of the test designed to settle the dispute between NBC and the A.C. Nielsen Co. over the accuracy of Nielsen's new metered ratings in Chicago were made public last week, and they didn't settle it.

If anything, the report raised another question, about the size and turnover of the Nielsen Chicago sample. The sample base for the Chicago meters is 300 households, as opposed to 500 each for the Nielsen meter systems in New York and Los Angeles. Turnover is normally close to one-third of the base per year, through enforced change (20%) and attrition (10%-12%).

The report, by Statistical Research Inc., which conducted the test using telephone coincidental measurements for

comparisons with the Nielsen metered results, contained findings that each side could—and did—cite in support of its own position.

■ NBC cited the report's findings of "a consistent pattern of differences" in which the Nielsen metered ratings for NBC-owned WMAQ-TV Chicago were lower than SRI's coincidentals in "five consecutive time periods," extending from 4 p.m. to 7 p.m. Chicago time. In at least four of the five time periods SRI said the differences were statistically significant.

■ Nielsen said this sort of result "is not unusual" and does not indicate "a consistent understatement of WMAQ audiences." The best way to judge, Nielsen said, is to look at all 15 time periods covered in the test, starting at 9 a.m. and running through 10:30 p.m. On this all-day basis, the differences between coincidental and meter results were no more than three-tenths of a rating point and less than one share point for seven of Chicago's eight TV stations (exception: WGN-TV, which the meter put 1.3 rating points and 3.6 share points higher than the coincidental). "These results," Nielsen said, "demon-

strate the absence of any consistent patterns of difference."

SRI's report covered 58 pages, 70% of which were taken up by tables. With it were separate comments of NBC and Nielsen, which co-sponsored the study. NBC's comments ran to one page, Nielsen's to a little over four.

Nielsen spokesmen said they had no immediate additional comments, but George A. Hooper, director of marketing services for NBC Television Stations, said NBC and Nielsen had agreed in advance that, if they couldn't agree on the SRI report, they would submit it to some other independent expert or body, such as the Advertising Research Foundation or outside consultants.

He indicated this course will be followed, though he said there had been no decision as to who the third party might be. He said neither NBC nor Nielsen would be bound by the third party's interpretation of the report, however.

WMAQ-TV has a contract for the Nielsen meter service, Mr. Hooper said, but it doesn't become effective until either NBC agrees that the meter service is accurate or

Nielsen agrees to change it.

Mr. Hopper said the difference shown by SRI in the five consecutive dayparts—4-5 p.m., 5-5:30, 5:30-6, 6-6:30 and 6:30-7—“indicate that ratings and shares for WMAQ-TV’s early-fringe, early news and prime-time access programs are being understated by the meter panel. This, of course, has been NBC’s position from the outset.”

Mr. Hooper said he was not criticizing either Nielsen or the meter technique but that “something—by chance—went wrong” in selection of the panel sample.

The SRI report showed that, in terms of total households during the test in May, the meter produced ratings for WMAQ-TV that were 3.1 rating points below the coincidentals in the 4-5 p.m. period, 0.7 point below at 5-5:30, 2.2 below at 5:30-6, 3.2 below at 6-6:30 and 3.0 below at 6:30-7.

Such shortfalls, taken consecutively, represent “a pattern—not just random,” Mr. Hooper said.

The meter was also four rating points short of the coincidental for WMAQ-TV at 8:30-9 p.m., 2.2 short at 9-9:30 and short by half a point or less in three other dayparts. The meter was 3.4 rating points higher than the coincidental at 9:30-10 p.m., 2.3 higher at 10-10:30 p.m., 1.3 higher in the 9-12 noon morning block and less than a point higher in two other periods. Except for 0.9 superiority at 7-7:30, the meter ratings would have fallen short of the coincidental for all WMAQ-TV periods from 4 to 9:30.

In all, the meter was short in 10 of the 15 dayparts for WMAQ-TV and scored higher than the coincidental in five.

For WGN-TV, the meter was high in 13 periods, low in two. For WCIU-TV, a U, it was low in 12, high in two, even in one.

For ABC-owned WLS-TV, the meter was high in seven and low in eight. For CBS-owned WBBM-TV, it was high in nine and low in six. For WTTW it was high in eight and low in seven. For channel 32

Orange sour. KWIZ-AM-FM Santa Ana, Calif., has appealed to the city councils of Santa Ana, Garden Grove and Anaheim, all located in Orange county, to “take sanctions against the nation’s largest radio and television audience measurement firms.” The stations’ manager, Pat Michaels, has asked those jurisdictions to take action to correct the injustices he says are created when Orange county is lumped together with Los Angeles in ratings surveys. Among his proposals to the city councils were a study into the possibility of requiring rating services to treat Orange separately from Los Angeles; an investigation into whether the major rating services are licensed properly to operate in Orange; an ordinance requiring registration of rating-service interviewers with local police departments; a request to Congress for an investigation of rating firms, and a resolution urging all Orange county cities to adopt strict licensing of audience measurement firms.

In Brief

- **Senator William Proxmire** (D-Wis.), author of legislation to prohibit FCC intrusion in broadcast programming decisions, applauded agency’s decision not to involve itself in radio station format choices (BROADCASTING, Aug. 2). “It is entirely possible,” he said in Senate last week, “that some classical music formats may die because of this ruling. And as lamentable as that may be, **it is better that broadcasters make that decision freely** without being pressured by a government entity, building up precedent that might eventually go further toward limiting liberty than has already taken place.”
- **President Ford** got into Olympics act last week, held reception at White House Thursday for U.S. team and six members of ABC Sports—including **Jim McKay** (pictured), anchorman for network’s coverage of Montreal games. (Also see story page 46.) One of Mr. McKay’s colleagues—commentator **Howard Cosell**, who also attended reception—was witness last week before House Select Committee on Professional Sports, offered opinion that baseball should be subject to antitrust laws.
- Also concerned with Olympics: **Representative Robert Michel** (R-Ill.), who wrote in *Congressional Record* last week that: “I think the networks owe the nation a full-disclosure account of everything they are offering the Soviets in return for the TV rights [to the 1980 summer Olympics in Moscow]. My liberal colleagues who are so concerned about the machinations of ITT and Lockheed vis-a-vis foreign governments may also want to reflect on what lengths ABC, NBC and CBS might go to in return for a prize of similar value.”
- Nomination of Jefferson-Pilot Broadcasting President **Charles Crutchfield** to board of Corporation for Public Broadcasting has drawn opposition from **National Black Media Coalition**, which charged in letter to Senate Communications Subcommittee Chairman John Pastore (D-R.I.) last week that minority hiring performance of Jefferson-Pilot stations is “considerably worse than industry norm.” NBMC Chairman Pluria Marshall urged Mr. Pastore not even to hold hearings on Mr. Crutchfield, but Senator Pastore said last week he will. Mr. Marshall said in letter that Jefferson-Pilot’s WBTW-TV Charlotte, N.C., ranked 131st out of 138 top-50 network affiliates in black hiring in 1975 study by NBMC—record “so poor that had the station been before the FCC for license renewal, it could not have been found to have been operating within the traditional FCC ‘zone of reasonableness’ in EEO.” Mr. Crutchfield said, “That seems strange to me,” particularly when considering that WBTW’s license was in fact renewed in 1975. “We have a very good record,” he said.
- **FCC has decided to hold in abeyance** its investigation into need for **preferential press rates for private line services**. Commission initiated inquiry in October, now says number of intervening events have occurred that could affect press rates, and thus it would not be productive to proceed at present.
- Children’s Television Workshop has begun production on \$4.2 million TV drama series for airing on public broadcasting in fall of 1977. Nine separate hours, under tentative title **The Best of Families**, will be given over to stories set in late 19th Century New York. Underwriters: National Endowment for the Humanities, Corporation for Public Broadcasting and Mobil Oil. Executive producer: Ethel Winant, former casting vice president for CBS-TV.
- Sony Corp. of America and Paramount Pictures have formed joint venture—**Sony Paramount Home Entertainment Center**—to market number of movie maker’s box-office hits on video cassettes compatible with Sony’s Betamax recorder-player.
- **RCA Corp.** is considering advisability of issuing about **five million additional shares** of common stock late this summer, in move to increase equity base. RCA now has about 75 million shares outstanding; stock has been selling around 27-28.



- **Elmer Lower**, vice president-corporate affairs for ABC Inc., has **alternative form of political convention coverage in mind**: live highlights interspersed with simultaneous live variety entertainment show. Roper survey's finding (BROADCASTING, Aug. 2) that public wants convention coverage limited to one network "hasn't been discussed," Mr. Lower told National Academy of Television Arts and Sciences in New York last week, where he exposed novel coverage idea.
- It looks like Senator John Pastore (D-R.I.), chairman of Senate Communications Subcommittee, is preparing to **renege on conferees' agreement to accept Frey amendment to sports antiblackout legislation**. Proposal, by Louis Frey (R-Fla.), ranking minority member of House Communications Subcommittee, would—as one-year experiment—limit to 90 miles TV blackout zone around sports team's home town. Senate-House conferees originally agreed to Frey amendment May 19 (BROADCASTING, May 24), but forward motion stopped there. Last week, in further exchange of letters, Mr. Frey and House Subcommittee Chairman Lionel Van Deerlin (D-Calif.) wrote to Senator Pastore, urging action, received reply stating he was sympathetic to objections of Miami Dolphins football club, which claims Frey proposal would have devastating effect. Mr. Pastore said he conveyed his reservations to House Commerce Committee Chairman Harley Staggers (D-W.Va.) during Democratic convention in July, suggested Messrs. Van Deerlin and Frey check with him.
- **Not for Women Only**, Barbara Walters-hosted syndicated barter strip, will return this fall, with actress Polly Bergen and meteorologist Frank Field as co-hosts. Grey Advertising is expected to syndicate new versions (Syndicast Services bartered Ms. Walters) beyond NBC-owned stations.
- Broadcaster charges of **imbalance among witnesses** scheduled to testify at House Communications Subcommittee **hearings on family viewing** in Los Angeles Aug. 17-18 have resulted in reinstatement of two pro-family viewing witnesses previously rejected: Sugar Ray Robinson, boxer now youth worker, and former FCC chairman Rosel Hyde, now counsel for Bonneville International. None of networks will appear, although all were invited. CBS's Washington vice president, **Bill Leonard**, said in letter to Subcommittee Chairman Lionel Van Deerlin that CBS considers it improper to open itself on sensitive matters while family viewing suit proceeds in same town. Furthermore, he said, "I for one, as a supporter of the family viewing concept, would feel **lonesome as a live moose at a taxidermists convention**, in company with that array of talent you have lined up for the hearings." Mr. Van Deerlin said he is well aware of, even sympathetic to, arguments for family viewing, but that whole point of going to Los Angeles is to listen to grievances of Hollywood community. Among producers and writers appearing: **Grant Tinker** of MTM, **Norman Lear** of Tandem and **Larry Gelbart** of M*A*S*H*.
- Justice Department says nomination of **Margita White** to be member of FCC **does not involve conflict of interest**, or even appearance of one. Senator John O. Pastore (D-R.I.) had raised question of conflict because Mrs. White's husband, Stuart, is member of Washington law firm (Hamel, Park, McCabe & Saunders) with communications clients. Mrs. White has agreed not to participate in cases before commission involving firm's clients, and that, Justice says, satisfies conflict of interest statute. Mr. White has agreed not to share in revenues firm earns from its communications clients. That goes beyond requirement of statute, Justice said, adding that, together, those steps guard against appearance of conflict. White House counsel took same position in letter to committee. FCC, in separate letter, deferred to Justice on issue involving Mrs. White's husband.



Harter

- **Headliners**. **Robert H. Harter**, executive vice president of Palmer Broadcasting Co., Des Moines, Iowa (WHO-AM-TV and KLYF(FM) Des Moines, WOC-AM-TV and KIIK(FM) Davenport, Iowa, and WNOG(AM)-WCVU(FM) Naples, Fla. and cable TV system in Palm Desert, Calif.), named chief operating officer. **David D. Palmer** continues as president and chief executive officer. ■ **C.R. Jack Kopp**, president of Leo Burnett Co., Chicago, named chief executive officer and chairman of executive committee, assuming title relinquished by **Philip H. Schaff Jr.**, who continues as board chairman. ■ **Michael Gurse**, head of West Coast variety department of International Creative Management, joins CBS-TV in newly created post of VP-variety programs, Hollywood, responsible for development and day-to-day administration of all network variety programs, reporting to William Self, VP-programs, Hollywood.

WFLD(TV) it was high in eight, low in six and even in one, and for channel 44 WSNS(TV) it was high in seven, low in five and even in three.

The Nielsen comments stressed, however, that time periods should be examined together, rather than individually, to see if there is "a widespread pattern." Looked at in that way, Nielsen said, the results show no such pattern.

SRI's report said the tests showed "general agreement between the coincidental and meter results" as to homes-using-television levels. In looking at individual stations, however, "several seemingly large differences in station ratings and shares appear. [But] it is somewhat treacherous to look at a difference for any one station in any one time period . . . Occasional, seemingly significant differences must be expected when dealing with a large mass of data. . . .

"Whether or not such 'errors' are tolerable must be determined in the marketplace. Possible remedies include larger meter samples and/or faster turnover of existing samples. Both options could serve to reduce the short-run impact on any one station or stations that happen to be disadvantaged, or advantaged, by the single continuing panel sample."

Fuel for the fire on public broadcasting EEO

Citizens Communications Center has produced a lengthy report on public broadcasting's EEO performance and the record of government and nongovernment agencies in regulating that performance which will provide the House Communications Subcommittee with considerable material for questions at its hearing on that subject this week.

The 75-page report concludes that public broadcasting's equal-employment opportunities record is "dismaying."

According to the report, the 1976 EEO records of 145 of 185 public television stations receiving grants from the Corporation for Public Broadcasting raise questions regarding their compliance with FCC EEO rules and policies. Minority employment at 30 of the stations, for instance, was zero, the report said.

The report also examined the role of CPB and various federal agencies in enforcing public station compliance with EEO law.

CPB believes it "has no responsibility whatsoever" in that area, according to the report. And the report could find no evidence that federal agencies such as the Justice Department's Civil Rights Division or the Department of Health Education and Welfare's Office of Civil Rights were active in the area either.

Nor has the FCC been much help, said the report. Although the commission says that broadcasters are responsible for equal employment opportunities, said the report, the commission "has not officially recognized this linkage as to public broadcasting; in fact its application of its EEO rules to PTV has been the opposite."

\$81.5 million is the painless broadcast price for football '76

That's the cost for TV-radio rights for the upcoming season; it's only a slight increase over last year and it's already covered by eager sponsor firms

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With one hand, broadcasters will be picking up a tab of more than \$81.5 million for the right to broadcast the action in the football stadiums this season. With the other hand, they're happily posting sold-out signs to sponsors.

The total radio-TV football rights accruing to professional clubs and colleges will come to \$81,578,075. That's a relatively modest \$843,660 increase over the 1975 total of \$80,734,395.

A nationwide survey, conducted annually by BROADCASTING, produced this breakdown of the prospective payments to football in 1976:

- \$75,400,000 from the television and radio networks for professional and college games. This is the same as last year, since the networks are continuing multi-year contracts negotiated prior to this season.

- \$3,620,000 from local radio outlets for rights to National Football League games (exhibition and regular season), a substantial increase over last year's \$2,947,500 and partially attributable to the entry this year of the Seattle and Tampa Bay franchises into the NFL.

- \$796,000 in local TV rights to NFL games, mostly preseason, up from \$680,000 last season.

- \$1,762,075 for local radio and delayed TV rights to schools and colleges. The comparable figure in 1975 was \$1,547,035.

Here's a rundown of how and when the television and radio networks plan to use the coverage they've bought:

ABC-TV will open its National Collegiate Athletic Association schedule with UCLA at Arizona State at 8 p.m. NYT, on Thursday, Sept. 9, and will start its Saturday NCAA games two days later with four regional contests, all at 4 p.m. NYT. In all, there will be 28 regional and 13 national games this year, with each market receiving 20 games during the season.

Thanksgiving weekend will be a heavy one: No game Thursday, but on Friday (Nov. 26) two games with Oklahoma at Nebraska, starting at 2, and Penn State at Pittsburgh at 9 p.m., and on Saturday a doubleheader of Army-Navy at 12:30 p.m. and Notre Dame at Southern California at 4 p.m., NYT. Several other doubleheaders are planned but details are not firm.

Major bowl games on ABC-TV and

their per-minute rate-card prices are Liberty on Monday, Dec. 20, at 9 p.m. NYT (\$65,000, up from \$60,000 last year), Gator on Monday, Dec. 27, also at 9 p.m. (\$52,000, up from \$50,000); Sugar on Saturday, Jan. 1, at a time not yet designated (\$65,000, up from \$60,000) and Hula on Jan. 8 at 4 p.m. NYT (\$44,000, up from \$39,000).

ABC's pro schedule opened July 23 with the NFL champion Pittsburgh Steelers against the College All Stars, followed by the Detroit Lions-Denver Broncos Hall of Fame game on July 24. Three NFL preseason games are set: New York Giants at Pittsburgh on Aug. 20 at 8 p.m. NYT; Pittsburgh at Dallas on Aug. 28 at 9 p.m. NYT, and Houston at Dallas on Sept. 4, also at 9 p.m. ABC's 14-game regular-season schedule of *NFL Monday Night Football* opens Sept. 13 with Miami at Buffalo.

A commercial minute in the Monday night games goes for \$105,000, up from \$100,000 last year, while a minute in the preseason contests is pegged \$66,000, same as last year. ABC will also have the AFL-NFL pro bowl, tentatively set for Jan. 17, 1977, at Seattle, with minute rates in that one \$75,000, also unchanged from this year's.

CBS-TV starts its schedule of three preseason games Aug. 7 with Dallas at Los Angeles at 10 p.m. NYT. The second preseason contest will be Cincinnati at Minnesota on Aug. 22 (1:30 NYT), followed a week later by Oakland at San Francisco (3:30 NYT).

The 91-game schedule of regular-season games opens Sept 12 with seven regional contests. There'll be doubleheaders on eight Sundays: Sept. 19, Oct 3, 17, 24 and 31, Nov. 7 and 21 and Dec. 12. The Thanksgiving Day feature will be St. Louis at Dallas, starting at 3 p.m. NYT.

CBS-TV will also carry the NFC playoff

games on Saturday and Sunday, Dec. 18 and 19, and the NFC championship on Dec. 26, with starting times to be announced.

Minutes in the first two preseason games are pegged at \$50,000 and in the third at \$54,000, all the same as last year. During the regular season, individual game prices range from \$56,000 a minute in the first two to a high of \$120,000 on Thanksgiving—representing in most cases apparent increases from a year ago. The Dec. 18 NFC playoff game is priced at \$120,000 a minute, the next day's at \$126,000 and the NFC championship on Dec. 26 at \$150,000—up from \$90,000, \$100,000 and \$134,000, respectively.

Minutes in the second games of doubleheaders are variously priced at \$34,000, \$52,000 and \$58,000, depending on the date.

A pregame *NFL Today* show is being offered during the regular season at \$21,000 to \$27,000 a minute, depending on the date, except that on Thanksgiving the price reaches \$48,000 a minute. All those are the same as last year. For the two playoffs and NFC championship the minute prices are \$32,000, \$36,000 and \$50,000, respectively.

A postgame report is scheduled with minute prices ranging from \$36,000 to \$48,000 (\$40,000 on Thanksgiving) during the regular season but rising to \$50,000 and then \$60,000 in the playoffs and \$70,000 in the championship game. These ranges are general comparable to last year's.

NBC-TV, which claims to be the only network with pro-football ratings increases in both 1974 and 1975 (reaching an average 14.2 rating last year, up from 14.0 in 1974), opens its 1976 pro schedule on Saturday, Aug. 14, with the Pittsburgh Steelers at the Washington Redskins in the first of three preseason games, this



Super audience for Super Bowl. There were 29,440,000 homes tuned to this action last January when the Pittsburgh Steelers battled the Dallas Cowboys to victory in Super Bowl. That is the all-time high for a TV sports audience.



TAKE AWAY OUR PLANES, AND WE'D BE JUST LIKE EVERYBODY ELSE.

Take away our planes and we'd have to send your packages on the passenger airlines, and hope for the best.

Take away our planes and we couldn't deliver your packages the next day 97% of the time.

Take away our planes and our prices would have to go up, and our claim rate would probably go up with it.

Take away our planes and we'd be a freight forwarder.

And since there're already 250 air freight forwarders, the world didn't need number 251.

What the world did need when we went into business 3 years ago was a fast, low cost, dependable way to get packages delivered from one city to another overnight.

So instead of shipping packages on airlines designed for people, we created a system especially for packages.

With a route structure designed for packages, not people.

To and from big cities like New York and Los Angeles.

And smaller cities like Macon and Albuquerque, Peoria and Rochester, and 5,000 other combinations, many of them virtually impossible to connect

with on the passenger airlines.

And we fly when packages need to fly, overnight, when more than 80% of the passenger planes are "asleep" on the ground.

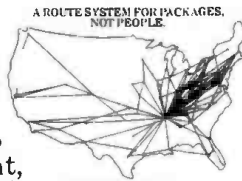
It's a totally enclosed system. The packages are picked up by our trucks, flown on our planes, and delivered on our trucks. Everybody who touches your package works for Federal Express.

Unlike the air freight forwarder/passenger airline system, *the package never leaves our hands.*

If you think about it for a minute, this is the only intelligent way to operate when you're in the business of handling valuable packages.

Our claim rate seems to bear this out. It's two hundredths of one percent. And when you compare our claims paid ratio to Emery's, you'll find it's six times better than theirs.

In a test conducted by an independent research



organization, our delivery rate was twice as good as theirs.*

And when you compare our prices, you'll find we're the same and sometimes less than they are.

If you took away our planes, none of this would be true.

We'd be just another "me too" system of sending packages.

What could we say in our advertising about our service that 250 other companies couldn't?

We'd have to come up with some jingle, or some clever line in our advertising like, "Here today, there tomorrow" or something equally vague.

The planes are the whole idea behind Federal Express.

Take them away and you might as well call somebody else.

FEDERAL EXPRESS



*Test conducted April, 1975, by Opinion Research Corporation, involving identical 9-lb. packages sent door to door. Summaries and other information available upon request from Vincent Fagan, Senior V.P., Federal Express Corporation, AMF Box 30167, Memphis, Tennessee 38130.

one starting at 9 p.m. NYT. The others: Los Angeles Rams at Oakland Raiders on Aug. 21, also at 9 NYT, and Minnesota Vikings at Denver Broncos on Sunday, Sept. 5, at 3:30 NYT.

NBC-TV's 90-game regular-season schedule starts Sunday, Sept. 12, with six regional contests. There'll be seven doubleheaders this season. It's also NBC's turn to carry the Super Bowl, to be played Sunday, Jan. 9, in the Rose Bowl at Pasadena, Calif. Before that finale, NBC will also have the AFC divisional playoffs on Saturday and Sunday, Dec. 18 and 19, and the AFC championship game on Sunday, Dec. 26.

NBC's one-minute rates range from \$50,000 in preseason games (up from \$49,000 last year), to \$60,000-\$70,000 in early regular-season contests (versus \$48,000-\$68,000 last year) and on up to a record \$250,000 in the Super Bowl (\$230,000 last year on CBS, \$214,000 the year before on NBC). The Thanksgiving Day game between the Buffalo Bills and Detroit Lions is pegged at \$100,000 a minute, up from \$84,000 last year. The divisional playoffs are priced at \$104,000 a minute and the AFC championship at \$124,000 compared with last year's \$82,000 and \$110,000 respectively.

NBC will again have *Grandstand* for 30 minutes before the games, with minutes priced at \$30,000, same as last season. Lee Leonard will be the host.

NBC will also have three collegiate bowls: The Rose Bowl on the afternoon of Jan. 1 (tentative time: 5-8 NYT), the Orange Bowl that night (tentative: 8-11 NYT) and Senior Bowl on Jan. 8 (tentative: 1-4 NYT).

Minutes in the Rose Bowl are priced at \$170,000, up \$30,000 from last January; in the Orange Bowl, \$150,000, an increase of \$46,000, and in the Senior Bowl, \$35,000, a rise of \$2,000.

The Mutual Broadcasting Broadcasting system is offering a king-sized serving of college and professional football. The 56-game slate will be a network radio record, according to MBS President C. Edward Little.

Returning will be a full schedule of Notre Dame games, plus three NCAA wildcard games, commencing Sept. 11. Army-Navy is one certainty among the extras. Also back as announcers will be Don Criqui and Al Wester, a 14-year veteran of MBS football.

Mutual's coverage of Monday night NFL has been expanded to include Sunday league games. Lindsay Nelson and Mr. Wester will do the Monday night games with Sunday's announcers to be determined.

Mr. Little noted the Sunday void in such national radio programing, especially for the radio listener on the road: "Unless you're in a specific area of a home team on a Sunday afternoon, you're out of luck."

"Our expanded approach to football is not a concern for it to be financially rewarding to us, but a matter of providing our affiliates with needed services," he added.

Mutual's line-up of postseason games includes the Liberty Bowl (Dec. 20), Gator Bowl (Dec. 27), Orange Bowl (Jan. 1), Sugar Bowl (Jan. 1), Senior Bowl (Jan. 8) and Pro Bowl (Jan. 17).

Mutual started its football season with the College All-Stars Pittsburgh Steelers game July 23.

Mr. Little also pointed out that the network's football is offered free to all radio stations on a first-come-first-served basis, but with Mutual affiliates having first right of refusal. The only cost to non-affiliated stations is the telephone connection charge to the nearest point of Mutual service.

Mizlou Productions officials say they have three college bowls set for TV coverage with lineups expected to approximate 150 stations each: Tangerine Bowl from Orlando, Fla., on Saturday, Dec. 18, at 8-11 p.m. NYT; the Blue-Gray game from Montgomery, Ala., on Friday, Dec. 24, at 2-5 p.m. NYT, and the Peach Bowl from Atlanta on Friday, Dec. 31, at 2:30-5:30 NYT.

The Freedom Football Classic, a game featuring seniors from major black colleges and scheduled for Jan. 8 in the Los Angeles Coliseum, is tentatively set for coverage by Trans World International. The game is being played for the benefit of the National Scholarship Service and Funds for Negro Students and other national and local charities (BROADCASTING, May 24).

TVS Television Network authorities say they've acquired rights to the Astro Blue Bonnet Bowl in Houston on Friday, Dec. 31, at 8 p.m. NYT. They said they have been in the process of notifying stations of its availability.

Hughes Television Network officials said they were negotiating for some bowl rights but had none firm last week. They

The football price the networks pay

	Rights	Starting Date		Rights	Starting Date
ABC-TV					
Coaches All-America Game	Undisclosed	June 19			
College All-Star Game	Undisclosed	July 23			
Hall of Fame Game	Undisclosed	July 24			
NFL Preseason games	(1)	Aug. 20			
NCAA College Games	\$16,000,000	Sept. 9			
NFL Monday Night Football	\$11,500,000	Sept. 13			
Liberty Bowl	Undisclosed	Dec. 20			
Gator Bowl	Undisclosed	Dec. 27			
Sugar Bowl	Undisclosed	Jan. 1			
Hula Bowl	Undisclosed	Jan. 8			
AFL-NFL Pro Bowl	\$1,500,000	Jan. 17 (tentative)			
CBS-TV					
NFC Preseason games	(2)	Aug. 7			
NFC games	\$22,000,000	Sept. 12			
NFC divisional playoffs	(2)	Dec. 18-19			
Fiesta Bowl	Undisclosed	Dec. 25			
NFC Championship	(2)	Dec. 26			
Cotton Bowl	Undisclosed	Jan. 1			
Sun Bowl	Undisclosed	Jan. 2			
NBC-TV					
AFC Preseason Games	(3)	Aug. 14			
AFC Games	\$16,600,000	Sept. 12			
AFC Division Playoffs	(3)	Dec. 18-19			
AFC Championship	(3)	Dec. 26			
Rose Bowl	\$1,400,000	Jan. 1			
Orange Bowl	\$800,000	Jan. 1			
Senior Bowl	\$100,000	Jan. 8			
Super Bowl	\$3,000,000	Jan. 9			
CBS Radio					
Cotton Bowl	(4)	Jan. 1			
Fiesta Bowl	(4)	Dec. 25			
NFC Championship	(4)	Dec. 26			
Sun Bowl	(4)	Jan. 2			
Mutual Radio					
College All-Star Game	Undisclosed	July 23			
NFL Football	Undisclosed	Sept. 12			
Notre Dame Football and NCAA Wildcards	Undisclosed	Sept. 11			
Orange Bowl	Undisclosed	Jan. 1			
Liberty Bowl	Undisclosed	Dec. 20			
Sugar Bowl	Undisclosed	Jan. 1			
Gator Bowl	Undisclosed	Dec. 27			
Senior Bowl	Undisclosed	Jan. 8			
Pro Bowl	Undisclosed	Jan. 17 (tentative)			
NBC Radio					
Rose Bowl	(4)	Jan. 1			
Super Bowl	(4)	Jan. 9			
All networks announced rights				\$73,100,000	
Estimated for unannounced games and series				\$2,300,000	
Grand total for networks				\$75,400,000	
(1) Rights included in NFL package.					
(2) Rights included in NFL National Football Conference package.					
(3) Rights included in AFL American Football Conference package					
(4) Radio rights included in TV contract					

said they'd be providing facilities for TV coverage of more than a dozen teams' pre-season away games and radio coverage facilities for the regular-season away games of the Detroit Lions and Tampa Bay Buccaneers.

A startling contrast to the unfortunate radio-TV experiences of the now-defunct World Football League is being provided by the new franchises in the NFL.

In Seattle, Jack Adamson, KIRO(AM) station manager, said his station experienced a million-dollar day last December when availabilities were offered and sold out within 24 hours. Robin Brummet, sales manager of KIRO-TV, the pre-season carrier of the Seahawks, said there was a built-in impetus to area sports stemming from the success of such organizations as the Seattle basketball Sonics and the Washington University football team. The latter school is said to command one of the highest broadcast rights figures in college circles.

In Tampa Bay, the Buccaneers came out with equal impact with Brooks-Galogly, holder of the radio rights, setting up a strong regional network throughout the state and reporting brisk sales. On the TV side, WTVT(TV) there said it expected nothing short of a sellout.

A breakdown of the local pre-season and regular-season radio plans of the NFL teams, along with pre-season TV arrangements for those clubs, follows.

AFC East

Baltimore Colts

For the 14th straight year WCBM(AM) Baltimore is originating radio coverage of the Colts. The six exhibition and 14 regular season games will be fed to a regional network of 28 stations in four states and the District of Columbia. This second year of a three-year contract will have Chuck Thompson and Vince Bagli back doing play-by-play and color announcing, respectively.

WCBM, again working with Metro Communications of Bethesda, Md., in marketing the Colts network, had sold out by July 12. Major ingame sponsors are: Carling/National Brewing Co. and Equitable Trust Co. (both through Doner); Baltimore Area Datsun Dealers (Parker); Royal Crown Bottling Co. (Hal Fran); Montgomery-Ward (Waltjen Associates); Household Finance Corp. (direct); Maryland State Lottery Commission (Rosenbush), and Hamburgers Department Store (Mathis, Burden & Charles).

Coach's Corner and *Colt Kickoff* make up the half-hour of pregame offerings with *News and Sports Scoreboard* and the *Locker Room Report* filling the postgame 30 minutes.

WJZ-TV Baltimore will telecast three live pre-season away games and one home game on tape later in the evening.

WJZ-TV's announcing chores are being handled by Tim Ryan with retired Colts defensive end, Art Donovan, and WJZ-TV



First day signer. The NFL pushed into the Northwest last December when KIRO(AM) Seattle did land-office business on the first day it offered availabilities. Among the contracts was one involving (l-r) Jack Adamson, KIRO station manager; Robert Pitzer, vice president-marketing, Rainier Bank, and John Thompson, general manager of the Seattle Seahawks.

sports reporter, Andrea Kirby, providing color analysis.

Sponsors so far include: Carling/National Brewing Co.; Maryland State Lottery; Baltimore Area Datsun Dealers (Parker), and Toyota (Dancer-Fitzgerald-Sample).

Buffalo Bills

WKBW(AM) Buffalo will broadcast the 14 regular season and six exhibition games of the Bills. An upstate network of 11 stations will pick up the coverage. Returning for announcing duties are Rick Azar, Eddie Rutkowski and Al Meltzer.

Approximately 80% of the schedule has been sold. Ingame sponsors are Buffalo Savings Bank (Ed Muir); Oldsmobile Dealers of Western New York (Creative Express); Squibb Vitamins (direct); Schmidt's Brewery (Rosenfeld, Sirowitz & Lawson); Tops Supermarkets (Weil, Levy & King).

The station has arranged a package of one-hour pregame and one-hour postgame shows and various football features during the week. A spokesman said about 75% of this package has been sold. He characterized business as "very good."

WKBW-TV Buffalo is providing coverage of three road exhibition games: Detroit Lions (July 31); Cincinnati Bengals (last Saturday, Aug. 7) and Los Angeles Rams (Aug. 28). Coverage will be fed to WROC-TV Rochester and WHEN-TV Syracuse, both New York. Manning the microphones again are Don Criqui and Paul Maguire. Approximately 70% of the advertising has been sold. Major sponsors are Genessee Brewing (Esty); Erie County Savings Bank (Weil, Levy & King); and Upstate Dodge Dealers (BBDO).

Miami Dolphins

For the 11th year, WIOD(AM) Miami and the Dolphins are teamed for coverage of six exhibitions and 14 regular-season

games. It's the second year of a three-year contract. Sixteen stations are on the regional radio network of the Dolphins.

Rick Weaver and Henry Barrow are again on play-by-play and color, respectively. WIOD Sports Director Allen Minter has been added for more commentary.

Joe Abernathy, general manager of the station, reported a sell-out by mid-July to various participating sponsors.

For the third year, WTVJ(TV) Miami is telecasting the Dolphins' exhibitions, starting Aug. 1 with a tape delayed broadcast of the Miami-Minnesota Vikings game. A home date with the Philadelphia Eagles (Aug. 15) will also be tape delayed. Live coverage will be given games at the Detroit Lions (Aug. 8), Tampa Bay Buccaneers, (Aug. 21), Houston Oilers (Aug. 28) and New Orleans Saints (Sept. 4).

Roger Twibell, most recently with KDFW-TV Dallas-Fort Worth and now on the WTVJ staff has taken over the play-by-play and WTVJ sportscaster Tony Segreto has returned on color. Announced last week as added color commentator, former Dolphin linebacker Nick Buoniconti.

No pregame or postgame programming is scheduled and there is no regional network.

Principal ingame sponsors include McDonald's (Stern, Walters & Simmons), Dade-Broward Ford Dealers (Mike Sloan Advertising) and Union Oil.

New England Patriots

WBZ(AM) Boston, working under a long-term pact with the New England Patriots, will broadcast all six exhibitions and 14 regular-season games. WBZ will feed the games to a nine-station network in New England. Returning announcers are Gil Santos (play-by-play) and Gino Capelletti (color). The two men are co-hosts of *The Pregame Show* and the postgame *Wrap-Up Show*, sponsors of which are still to be announced. The ingame sponsors signed so far are Getty Oil (direct) and New England Chrysler-Plymouth (Young &

Rubicam). Half of the game is still available.

WBZ-TV Boston will televise six Patriots' exhibition games. The three home games are being aired as delayed broadcasts: against the New York Giants (Aug. 2), the Green Bay Packers (Aug. 15), and the Philadelphia Eagles (Sept. 5). The three away games are live: against San Diego at Norman, Okla. (Aug. 6), at Atlanta (Aug. 21) and at Cleveland (Aug. 30). Len Berman, the sports director of WBZ-TV, is doing the play-by-play, and former Green Bay defenseman, Willie Davis, is the color man.

Miller beer (McCann-Erickson) is the one major in-game sponsor, with the rest of the time to be spotted out to various participating advertisers. A 30-minute weekly *Patriots' Preview Show*, to precede the Sunday network telecasts on WBZ-TV, will also be spotted out. Mr. Berman will be host of that interview-and-discussion show.

New York Jets

WOR(AM) New York heads into the last year of a three-year contract to cover all six Jets' exhibitions and the 14 regular-season games. Thirty stations, covering New York, New Jersey, Pennsylvania and Rhode Island, will receive WOR's feed of the games. Marty Glickman has returned as the play-by-play man, with Dave Herman continuing on color. *The Pregame Show* has been expanded to 45 minutes with the addition of coach Lou Holtz, who will join Mr. Glickman and Mr. Herman in telling listeners about what to look for in the upcoming game. As it did last year, the postgame show will feature Mr. Herman in a live telephone discussion of the game with callers. These sidebars will be spotted out to various advertisers.

Ingame sponsors so far: General Mills (Campbell-Mithun), Hess oil (J. Walter Thompson), Newark District Ford Dealers (Ketchum, MacLeod & Grove), the E.R. Squibb Co. (direct) and Manufacturers Hanover (Young & Rubicam).

WNEW-TV New York will televise all three of the Jets' away exhibition games live: at St. Louis on July 31, at Houston on Aug. 21 and at Pittsburgh on Sept. 4.

Charlie Jones (play-by-play) and Sam DeLuca (color) have returned to do the announcing. Ingame sponsors so far: Hell Oil (J. Walter Thompson), Datsun (Parker), Miller beer (McCann-Erickson) and Tom McAn shoes (Independent Media).

AFC Central

Cincinnati Bengals

For the ninth consecutive year, WLW(AM) Cincinnati is broadcasting the Bengals games—14 regular and six preseason skirmishes. A network of approximately 47 stations in Ohio, Kentucky, Indiana and West Virginia will carry the coverage. WLW is in last year of three-year pact.

Phil Samp, sports director of WLWT(TV) Cincinnati, will supply the play-by-play coverage and color commentary will be by Jim Crum of WLWC(TV) Columbus, Ohio.

A WLW spokesman said that about 98% of the coverage has been sold. Major sponsors are Chevrolet Motors (Campbell-Ewald); Marathon Oil (direct); Union Central Life Insurance (Adams, Gaffney & Associates), and Burger Brewing (Sive Associates).

WLWT is telecasting five exhibitions, two on a delayed basis. Coverage is being sent to WDTN(TV) Dayton, Ohio, and WLEX-TV Lexington, Ky. Bill Brown handles play-by-play duties and Omar Brown the color. Major sponsors signed to date are Steak 'N Shake Restaurants (Ruben, Montgomery & Associates) and Fisher Bros. (direct). Station is in second year of a three-year contract.

Cleveland Browns

WHK(AM) Cleveland is going into its ninth straight year of broadcasting the Browns games with a schedule of 14 regular and six preseason skirmishes. The station expects to have a network of 22 stations in Ohio and Pennsylvania. Gib Shanley is again the play-by-play announcer and Jim Mueller supplies the color commentary.

Approximately 75% of the football coverage has been sponsored to date. Ingame advertisers are Pabst Brewing (Ke-

nyon & Ehardt); Chrysler-Plymouth Dealers (Young & Rubicam) and Blue Cross (Carr Ligett). Half-hour pregame and postgame shows are conducted by Messrs. Shanley and Mueller and are sponsored by Datsun Dealers (Parker Advertising) plus other clients to be announced later.

WVES(TV) Cleveland is telecasting three exhibition games (all live) on Aug. 7, Aug. 23 and Sept. 3. Mr. Shanley is on play-by-play. Advertisers to date are Genessee Beer (Esty) and Toyota (Dancer-Fitzgerald-Sample).

Houston Oilers

After an 11-season affiliation with KILT(AM) Houston, the Oilers have moved to KRTH(AM) there and begin a multi-year contract by feeding gridiron action to a 10-station network in Texas and Louisiana. Play-by-play responsibilities go to Ron Franklin, with Ron Stone handling color and Jerry Trupiano doing the 20-minute pregame and post-game shows.

The club, which purchased time on KRTH, has sold out the full schedule of six exhibition and 14 regular games. Ingame sponsors are the Texas Dodge Dealers Association (BBDO), Jack In The Box Restaurants (direct), Kentucky Fried Chicken (direct), Southwestern Bell Telephone (direct), AC-Delco local dealers (direct), Chrysler-Plymouth (Young & Rubicam) and Lone Star beer (Glen, Bozell & Jacobs).

Pregame and postgame sponsors are RCA local dealers (Art Jones), Turn Key Auto Parts (Johnny Sheppard Advertising) and East End Bank (direct).

KRTH also plans its own sports package to begin well before the scheduled 1 p.m. kickoff. The station will begin broadcasting football news and features such as interviews with players, coaches and fans, at 9:15 a.m. and will continue its program for a half-hour after the postgame show.

KPRC-TV Houston returns to telecast one exhibition game which will have Bill Worrell and Mike Edmonds on play-by-play and Anita Martini on color. Sponsors are generally participating. The list includes Southwestern Bell Yellow Pages (Gardiner Advertising), Texas Commerce Bank (Ketchum, MacLeod & Grove), *The Houston Post* (Goodwin Dannenbaum), Houston Olds Dealers (Ross Hancock), Gatorade (Clinton E. Frank), Michelob (D'Arcy-MacManus & Masius) and Toyota (Dancer-Fitzgerald-Sample).

Pittsburgh Steelers

The Steelers are welded to WTAE-AM-FM Pittsburgh for the seventh year and the first of a new three-year contract. The coverage of seven preseason and 14 regular-season games started with the Steelers-College All Star contest on July 23 and is being fed by WTAE to 40 stations in five states.

Returning to describe the play-by-play

What the major schools get from radio and local TV

Conference	Teams ¹	Radio stations	TV stations	Total rights
Atlantic Coast	7	247	7	\$130,500
Big Eight	8	343	30	208,900
Big Sky	7	42	7	9,350
Big Ten	10	307	29	309,600
Ivy	8	21	4	12,350
Mid-American	9	26	5	26,250
Pacific Eight	8	127	11	227,000
Southeastern	10	619	73	323,500
Southern	9	55	5	10,425
Southwest	9	155	11	145,000
Western Athletic	8	75	6	79,500
Others and independents	32	334	44	279,700
Totals	125	2,351	232	1,762,075

¹ Does not include conference members not fielding football team

² Independent figures do not include Notre Dame

activity is Jack Fleming. WTAE Sports Director Myron Cope is doing color.

Sponsors include: Chrysler/Plymouth Dealers (Young & Rubicam); Pittsburgh National Bank (Ketchum, MacLeod & Grove); Zenith Dealers (Alex Degurian); Pabst beer (Kenyon & Ehardt); Household Finance Corp. (direct), and Sunoco (Wells, Rich, Greene).

The pregame lineup features the 10-game *Chuck Noll Show* and *Steelers Warmup* and the postgame fare is the five-minute *Pro Football Scoreboard* and the 10-minute *Locker Room Report*.

Two live and one taped preseason game are being originated by WIC-TV Pittsburgh and aired by WTAJ-TV Altoona, Pa., and WBOY-TV Clarksburg, W.Va. Play-by-play duties are being handled by Merle Harmon with color commentary provided by WIC-TV Sports Director Sam Nover.

Advertising and Promotion Director Al Gordon reported that the station was sold out by July 1 with sponsors: Chrysler/Plymouth Dealers; Pittsburgh Brewing Co.'s Iron City Beer (Ketchum, MacLeod & Grove); Mellon Bank (McCann-Erickson); United States Steel (Compton); McDonalds (Elkman), and Foodland Grocery Stores (Falgren & Associates).

AFC West

Denver Broncos

KOA(AM) Denver holds the Broncos radio rights through the 1977 season and is originating the club's schedule for the sixth year. The slate includes the regular season plus seven exhibitions that started with the Hall of Fame Game July 24 in Canton, Ohio, between Denver and the Detroit Lions.

A 40-station regional radio network has again been set up by KOA. Back for play-by-play and color are, respectively, Bob Martin and Larry Zimmer.

Pregame and postgame programming includes the *John Ralston Show*, featuring the Broncos head coach, *Scoreboard* and *NFL Today—Bronco Talk*.

Joel B. Day, sales/marketing manager, reported KOA's Broncos coverage was sold out by June 30. Principal sponsors are Public Service Co. of Colorado (direct), Sill-Tehrar Ford (Jack Campbell), Pepsi-Cola Bottling Co. (Astro Advertising), McDonald's (Bernstein/Rein & Boasberg), Frontier Airlines (Frye-Sills), Coors (Cadco Advertising), Capitol Federal Savings (Colle & McVoy), Standard Oil (Bernstein/Rein & Boasberg) and Denver Ford Dealers (J. Walter Thompson).

KBTV(TV) Denver will again do preseason games with plans for three Broncos road exhibitions. John Rayburn returns for play-by-play and is being joined on color by Floyd Little, Denver running back who retired after a long and illustrious career.

Joe Franzgrote, KBTV general sales manager said that sales were being spotted out

Major network-television football sponsors

AC-Delco (Campbell-Ewald): NBC, AFC games; CBS, NFC games, playoffs, championship.
Allstate (Leo Burnett): CBS, NFC games, playoffs and championship.
American Express (Ogilvy & Mather): NBC, AFC games.
AMF (Benton & Bowles): NBC, Super Bowl, Rose Bowl.
Anheuser-Busch (D'Arcy, MacManus & Masius): NBC, AFC games; CBS, NFC games.
Avis (Doyle Dane Bernbach): NBC, AFC games.
Burlington Industries (BBDO): CBS, NFC games, playoffs, championship.
Chevrolet (Campbell-Ewald): ABC, NCAA games and Liberty Gator and Sugar Bowl games.
Chrysler (BBDO): NBC, AFC games, Super Bowl, Rose and Senior bowls.
Coca-Cola (McCann-Erickson): NBC, Super Bowl, Orange Bowl.
Colt 45 (W.B. DONER): CBS, NFC pregames, preplayoffs, prechampionship.
Eastman Kodak (J. Walter Thompson Co.): CBS, NFC games, playoffs, championship and pregame shows.
Exxon (McCann-Erickson): CBS, NFC games, playoffs, championship.
Firemen's Fund (Cunningham & Walsh): ABC, NCAA games and halftime shows.
Firestone (Sweeney & James): NBC, AFC games.
Ford cars (J. Walter Thompson Co.): CBS, NFC games, playoffs, championship; **Ford Motor Co.** (Kenyon & Eckhardt): ABC, NFL games.
General Cigar (David Oksner & Mitchnech): CBS, NFC games, playoffs, championship.
Gillette (Moorgate): NBC, AFC games.
Goodyear (Campbell-Ewald): ABC, NFL and NCAA games; NBC, Rose and Orange Bowls.
Hertz (Ted Bates & Co.): NBC, AFC games; CBS, NFC games, playoffs, championship.

Mercury Marine (Gardner): NBC, Senior Bowl.
Midas (Wells Rich Greene): CBS, NFC games, playoffs, championship and pregames.
Miller Brewing (McCann-Erickson): ABC, NFL games; NBC, Senior Bowl; CBS, NFC games, playoffs, championship.
Mobil (Doyle Dane Bernbach): CBS, NFC games, playoffs, championship.
Mutual of New York (McCann-Erickson): ABC, NCAA pregame shows.
National Semiconductor Corp. (Chial-Day): ABC, NCAA games.
North American Phillips (McCaffrey & McCall): NBC, AFC games CBS, NFC games, playoffs, championship.
Pontiac (D'Arcy, MacManus & Masius): NBC, Orange Bowl.
Prudential Life (Ted Bates & Co.): ABC, NCAA postgame shows.
Radio Shack (Central Advertising): CBS, NFC games, playoffs, championship and pregame shows.
Ryder Trucks (Mike Sloan Inc.): CBS, NFC games and pregames, preplayoffs, prechampionship.
Schlitz (Leo Burnett): CBS, NFC games, playoffs, championship; **Schlitz** (Cunningham & Walsh): NBC, AFC games.
Sears (Foote, Cone & Belding): NBC, AFC games; CBS, NFC games, playoffs, championship.
Sony (Doyle Dane Bernbach): CBS, NFC games, playoffs, championship.
Texaco (Benton & Bowles): ABC, NCAA games; NBC, Rose Bowl, Orange Bowl.
Toyota (Dancer-Fitzgerald-Sample): ABC, NFL games.
Union Carbide (Ogilvy & Mather): NBC, AFC games.
Warner-Lambert (J. Walter Thompson): NBC, AFC games.
Xerox (Needham, Harper & Steers): NBC Super Bowl.

and he expects that, like last year, there will be a sell-out.

Kansas City Chiefs

The six preseason and 14 regular-season Chiefs games will again be carried by KCMO(AM) Kansas City, with 55 stations signed to a regional network and "aiming for 60" this year. Al Wisk is doing the play-by-play announcing; Bruce Rice returns to do the color.

Preseason TV rights to the Chiefs games change hands this year, with KMBA-TV Kansas City signed to a one-year contract. The preseason exhibition schedule amounts to only two away games, for which the announcers are not yet selected. The sponsors signed thus far are Hamm's Beer (Dancer-Fitzgerald-Sample), and Standard Oil (D'Arcy-MacManus).

Pregame and postgame sponsors were not confirmed at press time. Ingame sponsors are ISC Financial Industries (Olympic Advertising), one-fourth; Chevrolet (Campbell-Ewald), one-eighth; Hamm's beer (Dancer-Fitzgerald-Sample), one-eighth.

Oakland Raiders

KGO(AM) San Francisco begins a one-year contract to carry the Raiders games—a total of 20 including six preseason—with

an option for two additional two-year terms. The packager supplies KGO plus eight other stations in the network feed, ranging from Nevada to Hawaii. Bill King will again do play-by-play; Monty Stickles will do color.

Pregame and postgame sponsors are not all signed, but include Dodge Dealers (BBDO), Pacific Stereo (Halb Advertising), Smith's menswear stores (Wenger-Michael) and Hayward Dodge (H.T. Advertising).

KGO-TV San Francisco will carry four preseason games, under a one-time-only contract. Each will be rebroadcast Sunday afternoon (in one case Saturday afternoon) following the night games. Don Klein and Al LoCasale return to do play-by-play and color, respectively. Sponsors so far are Miller Brewing (McCann-Erickson), one-fourth, and Toyota (Dancer-Fitzgerald-Sample), one-fourth.

San Diego Chargers

KSDO(AM) San Diego will carry the Chargers games for the third year, feeding the coverage to KTUC(AM) Tucson, Ariz., KOWN(AM) Escondido and KROP(AM) Brawley, both California. Announcers for the games are not yet confirmed.

Regular sponsors are Carte Blanche (DellaFemina, Travisano & Partners), Two Guys (direct), Jack In The Box (Doyle, Dane, Bernbach), Chevrolet

Mutual,
America's No. 1
Radio Sports
Network Offers
Your Station

**Alabama
Southern Cal
Pittsburgh**

**VS
Notre Dame
FOOTBALL
FREE!**

The entire Notre Dame schedule
plus 3 NCAA Wildcard Games

Proven to be one of Radio's
greatest "money-making" sports
opportunities . . . now available to
your station without charge.

This exceptional money making
offer is available on a "first come-
first served" basis, with Mutual
affiliates always having the right of
first refusal.

The only cost to non-affiliate
stations is their telephone connec-
tion charge to the nearest point of
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(Campbell-Ewald), and Wresco (direct).
KCST-TV San Diego is telecasting the six
preseason games, three live and three
delayed. (One game, versus the St. Louis
Cardinals, will be played Aug. 16 in Tokyo
and KCST-TV will carry highlights only).
For the first time, the station will use
satellite transmission for one
game (against the San Francisco 49ers in
Hawaii). Mike Smith returns to do play-by-
play; Phil Stone will do color. San Diego
Ford Dealers Association (through Daly &
Associates) is one-eighth sponsor; others
are participating in spot buys.

Tampa Bay Buccaneers

The Buccaneers are coming aboard the
NFL with WFLA(AM) Tampa as the key to
its radio coverage. Radio rights are held
under a three-year contract by Brooks-
Galogly, production firm that specializes in
sports coverage and represents major
sports organizations.

WFLA will feed the entire exhibition and
regular-season schedule to a regional radio
network that now numbers 34 affiliates
and is expected to grow to 40 by Septem-
ber.

Veteran sportscaster Ray Scott will do
regular-season play-by-play with Dick
Crippin, sports director of WLCY-TV
Tampa-St. Petersburg, Fla., on color. The
six preseason games will be called by Tom
Hamlin, Dayton sportscaster who has
been doing Ohio State University football.

Two 15-minute pregame shows are on
tap, the first by Tom McEwen, of the *Tam-
pa Tribune*, and the second by Mr. Scott
from the press box. A postgame *Locker
Room* will be conducted by Jack Harris of
WFLA.

Principal pregame and postgame spon-
sor is Dodge (BBDO). Ingame buyers are
Chevrolet (Campbell-Ewald), Burger
King (BBDO) and Hav-A-Tampa (Luis
Benito).

Preseason television has been con-
tracted to WTVT(TV) Tampa-St. Petersburg
for the six exhibitions that began
July 31 with the Buccaneers-Rams game
in Los Angeles. Subsequent Saturday road
games with the Packers at Green Bay, Wis.,
and the Atlanta Falcons in Jacksonville,
Fla., will also be live. The following three
Saturday night exhibitions at home are to
be on delayed tape. However, the Aug. 21
encounter with the cross-state rival, the
Miami Dolphins, expected to be a sellout
and opened for live coverage.

Preseason games will be fed to WESH-TV
Orlando-Daytona Beach, Fla., which will
be carrying regular-season coverage of the
AFC where the Buccaneers are part of its
Western Division.

Mr. Scott is doing preseason TV play-by-
play with Andy Hardy, WTVT sports direc-
tor on color. As part of the TV package,
WTVT July 26 began a weekly program with
Tampa Bay's head coach, John McKay,
which will run as a lead-in to WTVT's pro
football throughout the season. The
coach's show has been sold to Sears
(Ensslin), McDonald's (McDonald-Lit-

tle), Exchange Bank Corp. (Village
Adsmith) and Toyota (Dancer-Fitzgerald-
Sample).

Ingame sponsorship was 50% sold by
June 30, according to Larry Whitney,
WTVT general sales manager.

NFC East

Dallas Cowboys

KRLD(AM) Dallas is back for the fifth year
as the key station for the Cowboys and will
feed six preseason and 14 regular-season
games to a regional network of some 160
stations in five states.

Handling play-by-play is Verne
Lundquist and Frank Glierber. Color
responsibilities have not yet been
assigned.

In-game sponsors include Chevrolet
(Campbell-Ewald), Chevrolet local
dealers (direct), Jack-in-the-Box (JB Mar-
keting-Communications), AC-Delco
(direct), Lone Star beer (Glenn, Bozell &
Jacobs), Champion spark plugs (J. Walter
Thompson), Sanger-Harris (direct),
Southwestern Bell (direct), and Dr. Pepper
(Eagle).

Aside from the *Pregame Show* and the
Postgame Show, sponsored by Nautilus
Fitness Centers (Strayhorn) and House-
hold Finance Co. KRLD's Cowboys pro-
gramming will include the *Tom Landry
Show* and the *Locker Room Show*, spon-
sored by Amalie Oil (Bloom) and Toyota
of Dallas (Brockway & Associates); the
Bob Lilly Show, sponsored by United
Fidelity Insurance (direct) and Scaggs-
Albertson (direct) and the *Pro Report*,
sponsored by the Toyota Dealers Associa-
tion. During home-game days, the shows
will begin two hours prior to kickoff.

Five of the Cowboys exhibition games
(two live road games and three home
delayed one day) will be telecast by KXAS-
TV Fort Worth. Rights are held by Eddie
Barker & Associates.

Play-by-play on TV is also handled by
Frank Glierber. Dave Manders provides
color.

KXAS-TV is selling commercial time on a
spot basis, with sponsors including Phillips
Petroleum (Tracy-Locke), Weirs Furniture
(direct), Gibson Department Stores
(direct), Stokely Van Camp for Gatorade
(Clinton E. Frank), Southwestern Bell
long distance (D'Arcy-MacManus &
Masius) and various automotive dealers
and dealer associations.

New York Giants

WNEW(AM) New York, in the third year
of a three-year contract, is doing all six ex-
hibition games and all 14 regular-season
games of the Giants. The station doesn't
feed the games to any kind of a network
because, according to Varner Paulsen,
WNEW vice president and general manager,
"with our 50 kw signal we already reach
most of the areas of New York, New

Jersey and Southern Connecticut".

The announcers (again) are Marv Albert (play-by-play) and former Giants defensive back Dick Lynch (color). The pregame *Pro Football Preview* is conducted by WNEW's sports director, Chip Cipolla, and the postgame show, presided over by Mr. Lynch, is called *The Locker Room Report*. Sponsors for these two sidebars are The Bregen Record (direct), Shop-Rite stores (Keyes-Martin & Co.), Carte Blanche (Della Femina, Travisano & Partners) and Schaefer beer (Summit Advertising).

Ingame sponsors signed so far are Manufacturers Hanover (Young & Rubicam), Channel Home Centers for lumber, wall covering, paint, etc. (direct), Getty Oil (DKG Inc.), Toyota (Dancer-Fitzgerald-Sample) and Shaefer beer.

WPIX(TV) New York is again telecasting the Giants's exhibition games, five this year compared to last year's six. Every one of this year's five exhibitions will be repeated the next day.

As in previous years, Don Criqui is doing the play-by-play and Tucker Frederickson the color. The participating sponsors are Miller beer (McCann-Erickson), Toyota, Lufthansa airlines (McCann-Erickson) and Aamco auto transmission (Albert J. Rosenthal Co.).

Philadelphia Eagles

WIP(AM) Philadelphia is covering the Eagles games in the second year of a three-year pact. Either 11 or 12 stations in Pennsylvania, Delaware and New York will pick up WIP's coverage of six preseason and 14 regular-season games. Charlie Swift is play-by-play announcer and Al Pollard supplies the color. Mr. Pollard handles a postgame show.

Major in-game sponsors are Philadelphia Buick Dealers Association (John Newton Advertising), Pabst (Kenyon & Eckhardt) and Frito-Lay (Firestone).

WCAU-TV Philadelphia will be carrying the Eagles games for the 16th year and has arranged a schedule of six preseason contests, two on a delayed basis. Play-by-play announcer for two games will be Pat Summerall, with Ted Leitner handling the remainder. Color commentary for all dates will be supplied by Tom Brookshier, WCAU-TV sports director. Principal sponsors are Miller beer (McCann-Erickson), Chrysler-Plymouth Dealers Association (Young & Rubicam), Coca-Cola Bottlers of Philadelphia (Clyde Advertising), Bell Telephone (Lewis & Gilman) and McDonald's (Elkman).

St. Louis Cardinals

KMOX(AM) St. Louis is in its 17th year of covering the Cardinals exhibitions and regular season. Avid sports fans and insomniacs will be treated to a 4 a.m. live broadcast of the Aug. 16 preseason game between the Cardinals and the San Diego

Chargers. Game site will be Korakuen stadium in Tokyo.

Principal sponsors of the Cardinals this year are Busch beer (Gardner), St. Louis Chevrolet Dealers (Weintraub & Associates), Jack-in-the-Box restaurants (Doyle Dane Bernbach), Hill-Behn Lumber Co. (P&B Advertising), and Missouri Savings and Loan (Donnelly Advertising).

The Cardinals' preseason TV continues for the third year at KSD-TV St. Louis which is covering all six exhibitions. The slate includes a tape delayed broadcast Aug. 21 of the Aug. 16 Cardinals-San Diego Chargers game in Tokyo. Similar delayed tapes are being used for three home dates (New York Jets, Aug. 1; Denver Broncos, Aug. 29, and Kansas City Chiefs, Sept. 5). Live coverage will be afforded games with the Oakland Raiders in Tempe, Ariz., Aug. 7, and with the Chicago Bears in Chicago Aug. 21.

KSD-TV sports director, Jay Randolph, and station sportscaster, Ron Jacober, have again teamed for play-by-play and color.

Tony Belo, KSD-TV general sales manager, said that principal sponsors are Miller Brewing (McCann-Erickson) and C.J. Heck, maker of Lawnboy lawn equipment (Christal Advertising). Major spot participants are Credit Systems' Master Charge card (Berman-Dewey); Dr. Pepper Bottling (Stolz); St. Louis Ford Dealers (J. Walter Thompson-St. Louis) and McDonald's (Stolz).

Washington Redskins

The Redskins' penchant for veterans carries over to its broadcasting. WMAL(AM) is back for its 13th straight season with six exhibitions and the regular-season schedule of the club. A regional network of 40 affiliates is signed and the number may grow to 60 by September.

Len Hathaway and Sam Huff have returned for play-by-play and color, respectively.

WMAL sold out its Redskins coverage by June. Ingame sponsors, each taking one-fifth, are Chevrolet (Campbell-Ewald), Tastykake (Lewis & Gilman), Aamco automotive (Brand, Edmonds & Bilio), Hardee's restaurants (Benton & Bowles) and Pabst (Kenyon & Eckhardt).

At least one hour of pregame programming is set. Midas mufflers (Wells, Rich, Greene) is sponsoring one segment; Koons Ford (Weitzman) has bought a second portion, Chris Hanburger's *Locker Room Report*, and negotiations are underway for a stadium show with Messrs. Hathaway and Huff. Home games will also include helicopter traffic reports in the stadium area.

WMAL's other Redskin shows include Messrs. Hathaway and Huff on the Monday night *Hathaway's Huddle*, and the Redskins coach each Monday night on *George Allen's Game*, sponsored by Giant Food Stores.

WMAL attributed much of its 1976 selling success to a special film presentation to sponsors. In it, shots of the team in action

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were subordinated to vignettes of people, places and such things that reflected the local area's Redskins fever.

WMAL-TV is back for the seventh year of preseason Redskins coverage, starting with a live pick-up from Atlanta Aug. 31. Three other August road games will be carried live. A home game Sept. 3 with the Chicago Bears will be offered on tape the next day, as will the home game with the Pittsburgh Steelers Aug. 21 (carried nationally on NBC-TV).

Jim Thacker is back on play-by-play and Irv Cross has returned on color. WMAL-TV Sports Director Steve Bassett is offering sideline commentary.

The preseason games are being fed to 11 other area stations.

No pregame or postgame programming is planned. WMAL-TV said ingame spots had been sold to a list of diversified sponsors.

The radio and TV contracts are new this year and run through the 1978 season.

NFC Central

Chicago Bears

WGN(AM) Chicago will carry 14 regular-season and three exhibition games of the Bears. The familiar team of Jack Brickhouse (play-by-play) and Irv Kupcinet (color) is on hand again.

Approximately three-fourths of the schedule has been sold, with one-fourth still available. Major sponsors are Heileman Brewing Co. (Campbell-Mithun), Household Finance (Needham, Harper & Steers) and Chicagoland Oldsmobile Dealers (Benton & Bowles).

The Half Time Show has been bought by Painter Council Union (Compad); the postgame *Scoreboard* show by Office Equipment Co. (Compad); news program following *Scoreboard* by Shanghai Lil Restaurant (Rockland Irving & Associates), *Warm-Up Show* by Consumers Tire Co. (Compad) and *Mike Pyle Show* by Edward Hines Lumber Co. (Marsteller).

Six preseason contests are being telecast by WBBM-TV Chicago. Brent Mussberger handles play-by-play chores and John Morris the color. Three-quarters of the football schedule has been sold, with one-quarter sponsorship each to Tru-Value Hardware (Home Products Marketing) and Chicago-land Ford Dealers (J. Walter Thompson) and the remainder to participating sponsors. The station expects that the one-quarter sponsorship remaining will be sold before the season opener.

Detroit Lions

WJR(AM) Detroit has signed another one-year contract with the Lions to serve as the originating station for their games. This year's network includes 50 stations throughout Michigan, an increase of 15 over last year. Because of a conflict with WJR's coverage of the Detroit Tigers' baseball games, the station will originate only four of the Lions' seven exhibition games

and 10 of its 14 regular-season games. WCAR(AM) there will transmit the seven games WJR is unable to carry. Bob Reynolds starts his 24th year as the Lions' play-by-play man, and former Lions' linebacker Mike Lucci is the new color man.

As of now, ingame sponsors are Ford cars (J. Walter Thompson), Pabst beer (Kenyon & Eckhardt), Sears' winter products (Werner Advertising, Detroit), Midas mufflers (Wells, Rich, Greene), and a local restaurant chain called Elias Brothers (Simons, Michaelson of Detroit). Two-fifths are still available. WJR is planning a full hour's of pregame programs and another hour's worth of postgame shows, both under the umbrella title of *Pro Football '76*. There will be a total of 15 commercial minutes within each hour, which will be spotted out to a number of participating advertisers. By mid-July, WJR sources said that half of these pregame and postgame minutes had already been sold.

The Lions have a new television station this year, WWJ-TV Detroit, which outbid last year's WJBK-TV Detroit. WWJ-TV is telecasting six exhibition games, three at home (against Buffalo July 31, Miami on Aug. 8 and against Baltimore on Sept. 2) and three away (at Cincinnati on Aug. 14, at Memphis with Dallas on Aug. 21 and at Kansas City on Aug. 27). The away games will be presented on delayed tape the following nights. All games will be in prime time. Duane Dowd is the new play-by-play man and ex-players Ron Kramer and Dave Kocourek do the color.

WWJ-TV sources say the station will probably spot out the games rather than go for sponsorships because it's a sellers' market presently. "With all the national-spot and local-spot money available right now," one source said, "the prognosis for a sellout of the games is very good."

Green Bay Packers

WTMJ(AM) Milwaukee has signed another one-year contract with the Packers to carry all six of their exhibition games and the 14-game regular-season schedule. WTMJ will serve a 60-plus station line-up blanketing Wisconsin, Minnesota and Michigan. Jim Irwin, last year's color man, is doing the play-by-play. The new color man is Lionel Aldridge, former defensive end of the Packers.

Ingame sponsors so far: Pabst beer (Kenyon & Eckhardt), Midland Co-op for products like tires, grease, Tru-Value Hardware stores (direct), Independent Insurance Agents of Wisconsin and Independent Insurance Agents of Milwaukee (both Lance Hanish, Milwaukee), the Ford dealers of Wisconsin and upper Michigan (J. Walter Thompson), John Deere lawn cutters and snowmobiles (Ayer), Household Finance Co. (Needham, Harper & Steers), Graffs beverages (Kloppenber, Switzer and Tiech, Milwaukee) and the M&I Bank (direct). Household Finance, in addition,

has bought half-sponsorship in both the pregame show (taped interviews with players in that day's game) and the postgame show (snap-up and scores of other games). The other half still hasn't been sold.

WLUK-TV Green Bay will again carry one intrasquad Packers' game and all six of the team's exhibition games. The televised home games are with Cincinnati Bengals (July 31), Tampa Bay Buccaneers (Aug. 7), the New York Giants (Aug. 28) and Atlanta Falcons (Sept. 3). The two away games are the ones at the New England Patriots (Aug. 15) and at the Buffalo Bills (Aug. 20).

WLUK-TV is feeding the games to WITI-TV Milwaukee and WSAU-TV Wausau, Wis. Pabst beer (Kenyon & Eckhardt) is the only ingame sponsor signed so far, and sources at WLUK-TV say the station may end up spotting out the rest of the commercial time to various participating advertisers. "We can make more money that way," according to this source.

Bob Schulze, the sports director of WLUK-TV, will do the play-by-play and Chuckie Lane will do the color. No pregame or postgame shows are on tap, but for 20 weeks, throughout the entire season, *The Bart Starr Show's* weekly half hour will be devoted to ongoing analysis and comment. Two thirds of this series will be sponsored by Coca-Cola (McCann-Erickson) and Pabst beer; the other third is still available.

Minnesota Vikings

Twin City Federal Savings and Loan Association, holder of broadcast rights to Vikings' games, has switched to WCCO(AM) Minneapolis-St. Paul. Six exhibitions and the 14-game regular season are being covered by WCCO which is feeding a regional network of 25 outlets.

Joe McConnell, the Vikings' radio play-by-play announcer, continues in that capacity. Grady Alderman, who retired as a Vikings player in 1975, has taken over color commentary.

WCCO is continuing in the tradition of heavy programming on game days by having two hours of related shows prior to home contests and one hour of football programs before road games.

Twin City Federal (Colle McVoy) is sponsoring half of each game. Pabst Brewing (Kenyon & Eckhardt) and John Deere Co. each sponsor one quarter.

Principal advertisers in related shows are United Hardware's Handy Hank Stores on *Viking Close Up*, a five-minute pregame program; J.H. Dockendorf, Admiral-Norge distributor, on *Halftime Huddle*, and Kentucky Fried Chicken on the postgame *Viking Replay*.

Twin City Federal also shifted its preseason Vikings TV to WTCN-TV Minneapolis-St. Paul, which is telecasting three away and one home exhibitions that started July 31 from Miami.

The games are being relayed to KROC-TV Rochester, KEYC-TV Mankato and KCMT-TV

Alexandria, all Minnesota.

WTCN-TV's assistant sports director, Roger Buxton, is handling play-by-play. John Sauer, who had done five years of Vikings preseason TV, is back on color.

Twin City Federal is one-third sponsors of the telecasts. Other major sponsors include Pabst beer, Skil Tools and Lindahl Olds.

NFC West

Atlanta Falcons

The Falcons, which had been with WQXI(AM) Atlanta since its entry into the NFL in 1966, has moved to WGST(AM) there for its radio origination.

A Falcons regional network was being set up to cover the team's six exhibitions and 14 regular-season games.

Sponsorships and other details have not been announced yet.

WXIA-TV Atlanta has moved into the last year of a three-year contract with the Falcons for preseason TV. Six games are involved with the away games live and the home games, starting with the July 31 game with the Washington Redskins, being offered on a one-day delayed basis.

Dave Diles, on play-by-play, and Steve Sommers, on color, are the new team in the TV booth.

Los Angeles Rams

For the 30th year, KMPC(AM) Los Angeles will carry the full season and preseason schedule of Rams games, feeding 20 regional affiliates in California, Arizona and Nevada. Dick Enberg and Don Drysdale return to do play-by-play and color announcing, respectively. Exact length of the station's "long-term contract" is undisclosed.

Ingame sponsors are Sparkletts Drinking Water (Bozell & Jacobs), Pacific Telephone (BBDO), Day and Night air conditioning (Ayer/Jorgensen/MacDonald) and Mayflower Warehouse Div. (Caldwell-Van Riper). Pregame and postgame sponsors are again Sears (Star) and Kentucky Fried Chicken (Henry Kauffman).

KNXT(TV) Los Angeles is handling four preseason telecasts of Rams games for the first time and the Chuck Knox coach's show during the regular season. Play-by-play announcer is Stu Nathan; Jim Hill is on the color. Sponsors are participating. As in previous years, Saturday night games will be carried at 11:30 p.m. (delayed a few hours) and repeated Sunday afternoon.

New Orleans Saints

The Saints have marched over to WGSO(AM) New Orleans under a new year-to-year contract. WWL(AM) there had been the radio originator.

WGSO is feeding a regional network of

approximately 30 stations.

WGSO is feeding the slate of preseason and regular-season games to a regional network of approximately 40 stations. The new team behind the mike is Wayne Mack, WGSO's sports director, on play-by-play, and Dick Butkus, former Chicago Bears all-Pro, on color.

Principal ingame sponsors are Coca-Cola (McCann-Erickson), Delta Airlines (Burke Dowling, Adams), Burger King (BBDO), Chevrolet dealers (Campbell-Ewald), Pabst (Kenyon & Eckhardt) and Life General Securities.

WWL-TV New Orleans has stayed on to

carry the preseason Saints. Sponsorships and other details have not been announced yet.

San Francisco 49ers

For the 20th year, KSFO(AM) San Francisco will carry the 20 regular and preseason 49ers games and the station is currently renegotiating for next year's contract. KSFO will feed to 13 regional affiliates. Lon Simmons and Gordy Soltsu return to do play-by-play and color, respectively.

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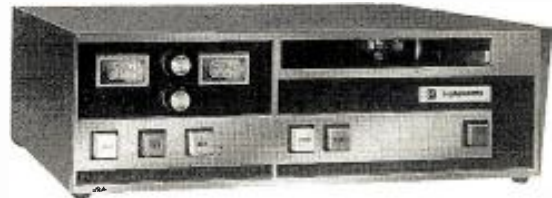
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as they were last year: Chevrolet (Campbell-Ewald), Standard Oil of California (BBDO), Western Airlines (BBDO), Roos/Atkins clothing (Argonaut), and Bank of America (Grey).

Alternating as pregame and postgame sponsors are American Bakeries (direct) and Alco Hi-Fi (Ad Centre).

KBHK-TV San Francisco again will carry three 49ers preseason games. Participating sponsors and announcers are not yet confirmed.

Seattle Seahawks

Though the Seahawks officially soared into Seattle Aug. 1, the impact of the new NFL franchise was loud and clear in local broadcast circles last December.

KIRO(AM) Seattle, which is originating the six preseason and 14 regular-season games of the fledgling club, said its in-game sponsorship was sold out within 24 hours of its availability eight months ago.

"Amazing," declared KIRO Station Manager Jack Adamson. "The business community jumped at the opportunity to be part of our broadcast efforts."

Seahawks play-by-play is being handled by Pete Gross, who has been doing U. of Washington sports as well as stints for the Seattle Supersonics basketball team. Wayne Cody, local talk personality, is doing color and interviews from the field with additional color commentary from Don Heinrich, former NFL star and coach.

A five-state regional radio network had been assembled by early July with KIRO expecting it to grow from its original 32 stations to 40 outlets.

KIRO's major in-game sponsors include Olympia Beer (Ayer-Baker), Nalley's Fine Food (Della Femina, Trivisano & Partners), The Southland Corp.'s 7-11 Stores, Datsun (Parker), Standard Oil of California (BBDO), Rainier Bank and Alaska Airlines.

KIRO-TV Seattle, did a delayed tape of the Seahawks debut against the San Francisco 49ers in the local Kingdome opener Aug. 1. Similar delayed coverage is set for the Aug. 14 (Los Angeles Rams) and Aug. 29 (San Diego Chargers) games in Seattle. Live telecasts were set for the Aug. 7 Chicago Bears game in Spokane, Wash., the Aug. 21 Broncos exhibition in Denver and the Sept. 4 preseason wind-up with the Chargers in Oakland.

KIRO-TV's sports director, Gary Justice, is doing play-by-play.

As part of its arrangement with the Seahawks, KIRO-TV has slotted a 21-week show with the team's head coach, Jack Patera, to run in access time to coverage of the games. As a CBS-TV affiliate, the station will also be carrying the network's NFC action.

KIRO-TV was working on a regional network for the preseason games including delayed pickups in Alaska.

The sponsor list is headed by Puget Sound Datsun Dealers (Parker), Nalley's Fine Foods and a number of spot clients.

Media

More changes on the way for NAB staff

Summers selection as number two but first of many; executive VP titles for others to be dropped; Hulbert in line for station services, Gray for top TV post

The appointment of John Summers to be chief administrator and number-two man of the National Association of Broadcasters has drawn general approval within the association. But not unanimous approval.

Among the few early dissents to the selection—made by President Vincent Wasilewski with the blessing of the NAB executive committee and task force—was at least one raised within the executive committee and task force at its two-day deliberation in Washington two weeks ago. There, Andrew Ockershausen, of Washington Star Stations, immediate past NAB board chairman, objected to the naming of another lawyer to work immediately under Mr. Wasilewski, himself a lawyer, at the broadcast association.

The same objection came from George Brooks of KCUE-AM-FM Red Wing, Minn., a radio board member whose strongly worded concerns about the internal structure of NAB as early as last January helped goad the board in June into approving reforms that led to Mr. Summers's appointment (BROADCASTING, June 21). Both Mr. Brooks and Mr. Ockershausen had nothing but praise for Mr. Summers's character and competence. But Mr. Brooks repeated his call for a broadcast manager to fill the number-two slot. "I hope it's a temporary appointment," he said last week concerning the naming of Mr. Summers.

Mr. Brooks's comment contrasted with that of Joint Board Chairman Wilson Wearn, who said last week, "I think we made the right choice. I have nothing against lawyers... John is a very smart guy and he knows our industry through and through. He has managed a substantial department up there for a number of years [Mr. Summers has been general counsel at NAB since 1971] and done it well."

The selection of Mr. Summers surprised many inside and outside the association two weeks ago, including him. There was, however, a reason for the haste: "We didn't want to flounder around for weeks and even months," according to Don Thurston of WMNB-AM-FM North Adams, Mass., radio board chairman. "We felt speed and specific definition of the second in command... was of paramount importance." That the selection surprised so many was itself a surprise. Mr. Summers had been mentioned for the post a year ago ("Closed

Circuit," June 9, 1975.)

But the Summers appointment is only the tip of the iceberg. Other internal reforms will rearrange and reorient at least two departments at the association and will move some key people, bring in one or two new ones. Mr. Thurston heads a subcommittee of the task force that is redrawing the NAB organization chart and redefining eight to 10 top jobs.

Mr. Thurston, Mr. Wearn and others caution that nothing has yet been decided, but discussion is heading in this direction:

■ Where there are now four executive vice presidents within the association, there would only be one in the future—Mr. Summers. The other department heads would be called senior vice presidents. Those for public relations, station services and government relations would report to Mr. Summers.

■ The public relations department, headed now by executive vice president James Hulbert, would be "reoriented" from a primarily inward-pointed disseminator of information and promotion to an outwardly directed one. A common complaint is that the public does not have a high enough regard for the service broadcasting provides. "Our effort toward the general public at large ought to be strengthened," said one task force member. Presumably, a professional public relations person would be hired, and Mr. Hulbert would move to head another department...

■ ... most likely, to lead station services, now called station relations. The department, currently headed by executive vice president Burns Nugent, is now the chief sales arm of the association, which concentrates much of its efforts on membership. All of the direct services provided stations by the association, including some now in public relations, would come under this department. The job of vice president for radio, held by Charles Jones, would go there, as would that of a new vice president for television. Leading candidate for the latter is George Gray, currently the NAB's hundred-plus market TV specialist in the government relations department. Before joining NAB April 1, Mr. Gray was vice president for Washington affairs for the Avco Broadcasting Corp.

■ A new general counsel to replace Mr. Summers will be chosen from outside NAB. That has yet to happen; he or she will report to both Mr. Summers and Mr. Wasilewski. The secretary-treasurer, John Kinzer, the only other officer of the association corporation, besides Mr. Wasilewski, will continue to report to the president.

■ The government relations department would not change much, except that it might be renamed "congressional relations" to reflect what is in fact its focus. Contacts with the FCC and Federal Trade Commission are generally handled by the general counsel's office.

All of this has been contemplated but none of it decided, nor will it be until Mr. Thurston's subcommittee further refines the NAB organization table and writes its



Summers

job descriptions. The subcommittee, made up of Mr. Thurston, Charles Batson, a TV board member of Cosmos Broadcasting, Columbia, S.C., Mr. Ockershausen and William Leonard, executive committee member and Washington vice president for CBS Inc., meets in Washington Wednesday (Aug. 11). Mr. Thurston said he hopes the committee's product will be finished and approved by the task force and executive committee at their meeting Aug. 31. New appointments or moves, he said, will wait until then.

Meantime, another subcommittee under radio board vice chairman Donald Jones of PSB Radio Group, Fond du Lac, Wis., which comprises all the other task force members, is at work on a "methodology for annual goal-setting." It is also considering as a long-term project giving further autonomy to the respective radio and TV industries at NAB.

Amidst all this, John Summers, the 45-year-old former FCC lawyer who has been with NAB almost 10 years, returned from a vacation in Germany to Washington last week and tried to get accustomed to the idea of being second in command. He found a lot of support from the other staffers in Washington, where praise of him was unanimous.

There were the inevitable comparisons to Grover Cobb, the NAB senior executive vice president who died in March 1975, even from Mr. Summers. He said he thought he would be doing much the same work Mr. Cobb did, "keeping my finger on everything the association is doing and getting the best performance for the dollar we can get," but with one immediately noticeable difference. Mr. Cobb started in the government relations department and kept his hand in there until his death. His involvement in legal affairs was minimal. With Mr. Summers, the reverse of that is likely to be true.

Mr. Summers said he had had too little time to have worked out a program for

himself, but he thought it of premier importance to "beef up the field staff." NAB has five representatives in the field now, he said, and he would increase that so there could be more direct contact between the association and individual stations—members as well as nonmembers.

The appointment of Mr. Summers and the coming changes at the association are seen differently. One insider said last week, "it's a Band-Aid." Another said, "I would call it a major realignment that should lead to very excellent results." Says NAB's new second in command: "I wouldn't call it a shake-up—just an effort for better coordination between the various units and to increase the productivity of the association."

NAB's committee line-ups for 1976

The National Association of Broadcasters announced its committee assignments for 1976-77 last week. They are as follows, beginning with the association's executive committee and task force, the latter being the group set up to implement reforms the NAB approved at its board meeting in June. All except the executive committee members were appointed by NAB Chairman Wilson Wearn of Multimedia Broadcasting Co., Greenville, S.C., and NAB President Vincent Wasilewski. The membership of the executive committee is defined by the association's by-laws.

Executive committee—Mc Wearn, chairman; Television Board Chairman Robert D. Gordon, WCOP-TV Cincinnati, Ohio; Television Board Vice Chairman Kathryn F. Broman, Springfield Television Broadcasting Corp., Springfield Mass.; Radio Board Chairman Donald A. Thurston, WMNB-AM-FM North Adams, Mass.; Radio Board Vice Chairman Donald G. Jones, PSB Radio Group, Fond du Lac, Wis.; William Leonard, CBS, Washington; Mr. Wasilewski and immediate past Joint Board Chairman Andrew M. Ockershausen, Washington Star Station Group, Washington.

Task Force—(in addition to the executive committee members) Forest W. Amsden, KGW-TV Portland, Ore.; Charles A. Batson, Cosmos Broadcasting Corp., Columbia, S.C.; Frank W. McLaurin, KSRO(AM) Santa Rosa, Calif., and Carl V. Venters Jr., WPTF(AM)-WODR(FM) Raleigh, N.C.

By-laws—Mike Shapiro, WFAA-TV Dallas, Tex., chairman; Mr. Batson and Ben A. Laird, WDUZ-AM-FM Green Bay, Wis.

Membership—Jack S. Younts, WEEB(AM) Southern Pines, N.C., and Eugene B. Dodson, Gaylord Broadcasting, Tampa, Fla., co-chairman; Dick Painter, KYSM-AM-FM Mankato, Minn.; Leonard A. Swanson, WICC-TV Pittsburgh, Pa.; Jack G. Thayer, NBC, New York; Virginia Pale Welter, WASA(AM)-WHDG(FM) Havre de Grace, Md., and Jack Willis, KHEP-AM-FM Phoenix, Ariz.

Board meeting site—Paul E. Reid, WBHB(AM) Fitzgerald, Ga., chairman; Eugene D. Jackson, National Black Network, New York, and C. Edward Little, Mutual Broadcasting, Arlington, Va.

First Amendment—David G. Scribner, Doubleday Broadcasting, Dallas, chairman; Herberl W. Hobler, Nassau Broadcasting, Princeton, N.J., and Mr. Leonard.

Engineering advisory—Robert W. Flanders, McGraw-Hill Broadcasting, Indianapolis, Ind., chairman; Charles F. Abel, KFMB-AM-FM San Diego; Ernest L. Adams, Cox Broadcasting, Atlanta; Ralph F. Ball, WGN Continental Broadcasting, Chicago; A. James Ebel, KOLN-TV Lincoln, KGIN-TV Grand Island, both Nebraska; Albin R. Hillstrom, KOOL-AM-FM-TV Phoenix; Leslie S. Learned, Mutual, Centerport, N.Y.; Martin Meaney, NBC, New York; James D. Parker, CBS-TV, New York; R. LaVerne Pointer, ABC, New York, and Benjamin Wolfe, Post-Newsweek Stations, Washington.

Convention—Mrs. Broman and Mr. Jones, co-chairmen; John R. Anderson, WCCW-AM-FM Traverse City, Mich.; Mr. Amsden; Mr. Ebel; Mr. Laird; Mr. McLaurin; Mr. Venters; Robert B. McConnell, WISH-TV Indianapolis; Daniel T. Pecaro, WGN Continental Broadcasting, Chicago, and Mrs. Welter.

Children's television—Mrs. Broman, chairman; Robert M. Bennett, WCVB-TV Needham, Mass.; William Dilday Jr., WLBT-TV Jackson, Miss.; George Heinemann, NBC, New York; Mr. Gordon, and Ray Hubbard, WTOP-TV Washington.

Radio Information Office—Len Hensel, WSM-AM-FM Nashville, chairman; Wayne C. Cornils, KFSD-AM-FM Nampa, Idaho; Victor C. Diehm, WAZL(AM)-WVCD(FM) Hazleton, Pa.; Jerry Fitch, KDGO(AM) Durango, Colo.; Elliott E. Franks III, WOIC(AM) Columbia, S.C.; Bruce Johnson, Starr Broadcasting Group, Kenner, La.; William F. O'Shaughnessy, WVOX-AM-FM New Rochelle, N.Y.; Sherril Taylor, CBS Radio, New York, and Stan Wilson, KFJZ(AM)-KWXI(FM) Fort Worth.

Radio Re-regulation—Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., chairman; John Alexander, WFLA-AM-FM Tampa, Fla.; Edward D. Allen Jr., WDR-AM-FM Sturgeon Bay, Wis.; Martin F. Beck, WGLI(AM) Babylon, N.Y.; George L. Brooks, KCUE-AM-FM Red Wing, Minn.; Walter E. May, WPKE(AM)-WDRH(FM) Pikeville, Ky.; Stan McKenzie, KWED-AM-FM Seguin, Tex.; Dick Painter, KYSM-AM-FM Mankato, Minn.; David G. Scribner, Doubleday Broadcasting, Dallas, and Joe Tennessen, KFAK-KFKZ(FM) Greeley, Colo.

Small market radio—William R. Rollins, WSVM(AM) Valdesa, N.C., chairman; David Brown, WTVL-AM-FM Waterville, Maine; Glodean Kenl Gates, KKZZ(AM)-KOTE(FM) Lancaster, Calif.; Robert M. McKune, KTTR(AM)-KZNN(FM) Rolla, Mo.; Pat Murphy, KCRC-AM-FM End, Okla.; Sherwood R. Parks, KINA(AM) Salina, Kan.; Ernest Sparkman, WKIC(AM)-KSGS(FM) Hazard, Ky., and Robert W. Tobey, KOTS(AM) Deming, N.M.

Cable radio—William R. Sims, KOJO(AM)-KIOZ(FM) Laramie Wyo., chairman; Mr. Taylor; Mr. Hobler; Richard Janssen, Nationwide Communications, Columbus, Ohio, and William Ryan, WNOG(AM)-WCVV(FM) Naples, Fla.

Hundred-plus market—Bill Bengtson, KOAM-TV Pittsburgh, Kan., chairman; Ray Johnson, KMED-TV Medford, Ore.; Mark Smith, KLAS-TV Las Vegas, Nev.; John M. Rivers Jr., WCSC-TV Charleston, S.C.; Samuel S. Carey, WBOC-TV Salisbury, Md.; Jay E. Gardner, KRDO-TV Colorado Springs, Colo.; Howard L. Green, WENY-TV Elmira, N.Y.; Richard E. Reed, Gilmore Broadcasting, Kalamazoo, Mich., and Jerry Holley, WIDW-TV Topeka, Kan.

Television Information Office—Peter Storer, Storer Broadcasting, Miami Beach, chairman; Mrs. Broman; Thomas E. Bolgel, WMTV(TV) Madison, Wis.; Mr. Gordon; John Cowden, CBS-TV, New York; Robert Kasrnie, NBC, New York; Ellis Moore, ABC, New York; Leslie Aries, WBEN-TV Buffalo, N.Y., and Philip J. Lombardo, Corinthian Broadcasting, New York.

Research—Daniel W. Kops, Kops-Monahan Communications, New Haven, Conn., chairman; Harold L. Neal Jr., ABC Radio, New York; Leonard A. Swanson, WIIC-TV Pittsburgh; Thomas Coffin, NBC, New York; Richard Dudley, Forward Communications, Wausau, Wis.; Jay Eliasberg, CBS, New York, and Paul Sonkin, ABC, New York.

Special committee on pay TV—Mr. Ockershausen, chairman; Eugene S. Cowen, ABC, Washington; William A. Leonard, CBS Inc., Washington; Daniel Calibraro, WGN Continental Broadcasting, Chicago, and Allan Land, WHIZ-TV Zanesville, Ohio

Justice may take FCC to court on co-located crossownerships

FCC's renewal in Topeka, which Justice petitioned to deny, is marked as possible test case

The FCC and the Department of Justice may be heading for a showdown in court in their dispute over the policy the commission should follow in cases involving what the department considers concentrations of media control.

The department has filed a notice of appeal from the commission's decision to renew the licenses of Stauffer Publications Inc.'s WIBW-AM-FM-TV Topeka, Kan., over the department's objections (BROADCASTING, May 24).

However, the notice, which was filed in the U.S. Court of Appeals in Washington and which refers to the "United States of America v. Federal Communications Commission," was described by a Justice official as "protective" in nature. Jonathan Rose, deputy assistant attorney general for antitrust, said the department had not yet decided whether to challenge the commission in court. The notice preserves the department's options, and Mr. Rose said a

decision was likely in a "few weeks."

If pursued, the appeal would have meaning not only for Stauffer but for seven other licensees. Like Stauffer, their renewal applications were opposed by Justice in petitions that alleged concentration of media control.

Indeed, the implications could be even wider. The value of the commission's new crossownership policy in protecting multimedia owners against such petitions could be at stake.

Justice had contended in its opposition to Stauffer's renewal that Stauffer, owner of the only newspaper in Topeka as well as the broadcasting properties, possessed a monopoly of local advertising and news dissemination in its area that was "repugnant to antitrust principles" and "inimical to the public interest." The arguments are similar in Justice's other petitions to deny.

The commission, however, said that it would be governed by the policy that it laid down in its media crossownership rules in January 1975 (BROADCASTING, Feb. 3, 1975). Those rules bar the creation of new daily newspaper and broadcast crossownerships in the same community but require divestiture only in cases of what the commission styled "egregious" monopoly—where the only station and the only newspaper in a community are under common ownership.

As for petitions to deny renewal applications of stations under common ownership with a local newspaper, the commission said it would not order a hearing on a

concentration-of-control-of-media issue unless a showing is made "of economic monopolization that might warrant actions under the Sherman Act."

And its analysis of the Topeka market, the commission said, indicated Stauffer is not in violation of that act.

Citizen groups keep format-change ball rolling

The FCC did not have to wait long for a challenge to its policy statement that format-change decisions must be left to the broadcaster discretion and that court opinions forcing the commission to intervene in such matters are inconsistent with the Communications Act and violate the First Amendment (BROADCASTING, Aug. 2). The WNCN Listeners Guild, of New York, and the Citizens Communications Center, of Washington, have petitioned the U.S. Court of Appeals in Washington to review the order. The Listeners Guild was one of two citizen groups whose opposition to Starr Broadcasting's efforts to abandon WNCN's classical music format for rock led to Starr's decision to sell the New York station to GAF Corp., which promised to retain the classical music format. Citizens, one of the leading public interest law firms in communications, participated in the WNCN case. The commission, which had stayed the effect of its order for 60 days to give opponents an opportunity to appeal, expects the case to be decided ultimately by the Supreme Court.

Changing Hands

Announced

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

■ WETE(AM) Knoxville, Tenn.: Sold by Knoxville Broadcasting to Basic Media Ltd. for \$800,000. Seller is subsidiary of Hall Communications, owned by Robert M. Hall and Donald Laufer, who also own WICH-AM-FM Norwich, Conn.; WNBH(AM)-WMYS(FM) New Bedford, Mass.; WUSJ(AM) Lockport, N.Y.; WBVP(AM)-WWKS(FM) Beaver Falls, Pa., and have purchased, subject to FCC approval, WGAL-AM-FM Lancaster, Pa. (BROADCASTING, March 29). Principal in buyer is N. Eric Jorgensen who also owns WISE(AM) Asheville, N.C. WETE is on 620 khz with 5 kw full time. Broker: Cecil L. Richards Inc.

■ WISZ-FM Glen Burnie, Md.: Sold by Wisz Inc. to Baltimore Radio Show Inc. for \$690,000. Principals in seller are Samuel J. Cole (25%), L.W. Gregory (20%), Harold H. Hersch (26%) and Harry G. Salls (28%) who also own WISZ(AM) Glen Burnie and WPRW(AM) Manassas, Va. Buyer owns WFRB(AM) Baltimore and is principally owned by Biemiller family voting trust voted by Robert S. Maslin Jr., Hope N. Barroll III and Robert M. Barroll. WISZ-FM is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Cecil L. Richards Inc.

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■ **KYOR-AM-FM** Blythe, Calif.: Sold by KYOR Inc. to Blythe Radio Inc. for \$335,000. Seller is owned by Robert B. Roddy who also owns KPAG(AM) Pagosa Springs, Colo. Buyer is owned by Robert R. Hull, former Los Angeles regional membership executive of Associated Press, who has no other broadcast interests. KYOR(AM) is on 1450 khz with 1 kw day, 250 w night. KYOR-FM is on 100.3 mhz with 35.1 kw and antenna 278 feet above average terrain. Broker: Blackburn & Co.

■ **WSML(AM)** Graham, N.C.: Sold by Smiles of Graham Inc. to Acme Communications for \$325,000. Principals in seller are Norman J. Suttles, Young A. Pully, Derwood H. Goodwin, and John T. Minges (who have no other broadcast interests) and James C. Davis and Norman Young. Mr. Davis is principal in WRNC(AM) Raleigh, N.C., and WLPM(AM)-WFOG(FM) Suffolk, Va. Mr. Young is principal in buyer. Others in buyer are Aubrey W. Aycock and W. Glenn Thompson. Mr. Aycock is present WSML general manager, Mr. Young is station manager and Mr. Thompson is air personality and account executive there. WSML is 500 w daytimer on 1190 khz.

■ **WCVR(AM)** Randolph, Vt.: Sold by Scornix Group Broadcasting to Vermont Media Group for \$325,000. Principals in seller are Scott R. McQueen, Theodore E. Nixon, Randall R. Odeneal and Alfred W. Hill, who also own WLNH-AM-FM Laconia, N.H., and WCFR-AM-FM Springfield, Vt. Buyer is owned by John Shaefer and Daniel Bradley. Mr. Shaefer is operations manager of WWSR-AM-FM St. Albans, Vt., and has an interest in WCAT(AM) Orange, Mass. Mr. Bradley was formerly sales manager at WQCR(FM) and WEZF(FM) both Burlington, Vt. WCVR is 1 kw daytimer on 1320 khz. Broker: Keith W. Horton Co.

■ **WIDD-AM-FM** Elizabethton, Tenn.: Sold by Walter A. Curtis, trustee, to Metro Broadcasting Corp. for \$250,000. Seller is trustee for former owners, J.H. Lewis and C.M. Taylor, who declared bankruptcy last December. Buyer is owned by Haynes E. Elliott (40%), Fred P. Davis (40%) and Orville F. Surber (20%). Mr. Elliott has real estate and farming interests in Elizabethton. Mr. Davis owns jewelry store there and local real estate. Mr. Surber sold 50% of WDEB-AM-FM Jamestown, Tenn., for \$10,000 plus buyer's assumption of liabilities (BROADCASTING, Feb. 16). WIDD(AM) is on 1520 khz with 1 kw day, 500 w during critical hours. WIDD-FM is on 99.3 mhz with 3 kw and antenna 79 feet below average terrain.

■ **KHBM-AM-FM** Monticello, Ark.: Sold by Baker Broadcasting Co. to Andres Broadcasting Co. for \$240,000. Seller is owned by Edward K. Baker who has no other broadcast interests. Buyer is owned by Charles H. Andres who is national sales manager for KTVT(TV) Fort Worth. KHBM(AM) is 1 kw daytimer on 1430 khz. KHBM-FM is on 93.5 mhz with 3 kw and

antenna 205 feet above average terrain.

■ Other sales reported at the FCC last week include: WAYT(AM) Wabash, Ind.; WJOR(AM) South Haven, Mich.; KFLB(AM) Lubbock, Tex. (see page 52).

Approved

The following transfer of station ownership was approved last week by the FCC:

■ **WBKO(TV)** Bowling Green, Ky.: Sold by Professional Telecasting Systems to Bluegrass Media for \$1.75 million. Prin-

cipals in seller are D.C. Combs and John M. Berry who have no other broadcast interests. Buyer is owned by Clyde Payne, present WBKO general manager, and eight business and professional men from Bowling Green, none of whom has any broadcast interests. WBKO is ABC affiliate on channel 13 with 316 kw visual, 30.2 kw aural and antenna 740 feet above average terrain.

■ Other sales approved by the FCC last week include: KDDR(AM) Oakes, N.D. and KGUL(AM) Port Lavaca, Tex. (see page 52).

Aspen meeting features Wiley, Houser, Geller

Six-day session will begin probing how communication policy is formed

The Aspen Institute's Program on Communications and Society has gathered 18 authorities on government communications policy-making—most of them policy-makers themselves—for a six-day conference on the mysteries of policy formulation, starting tomorrow in that Colorado resort.

FCC Chairman Richard E. Wiley, Office of Telecommunications Policy Director Thomas J. Houser and John Richardson, director of the Commerce Department's Office of Telecommunications, are among the participants. So are some of their top staff members. So, too, are critics of their

policies, such as Henry Geller, former FCC general counsel and now an Aspen communications fellow, and Frank Lloyd, director of the Citizens Communications Center, currently in Aspen on a special two-week fellowship.

The conference is part of a project to examine communications policy and the policy-making process for which former FCC Commissioner Glen O. Robinson will serve as chairman while teaching law at the University of Virginia. Roland Homet, formerly with OTP and now with the Aspen Institute for Humanistic Affairs, is director of the project. Both will participate in the conference this week.

Forrest Chisman, associate director of the Aspen Institute, said last week that the

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institute is using the summer at Aspen to consult with a wide range of authorities on "the fruitful directions" the project might take and "the types of research" that might be undertaken. The merits of the various issues will not be discussed, he said.

Last month, a group of academicians conferred in Aspen on the subject. And Mr. Chisman said another session might be held in Washington in the fall.

NAB gears up for copyright battle in full committee

House Judiciary unit gets bill from Kastenmeier and letter from Wasilewski detailing association's objections to it

Terming the House's new version of the copyright revision bill "one-sided" in favor of the cable television, the National Association of Broadcasters began a lobbying campaign last week seeking changes in the bill when it goes before the House Judiciary Committee.

After months of hearings and debates, the bill cleared the Judiciary's Subcommittee on Courts, Civil Liberties and the Administration of Justice under Representative Robert Kastenmeier (D-Wis.) last Tuesday.

An aide to the subcommittee said at midweek the bill had been tentatively scheduled for mark-up by the full committee this Tuesday (Aug. 10). The same aide said it is unlikely the full committee will change anything the subcommittee has done, which in many instances is significantly different from what the Senate did with its copyright bill, passed in February (see BROADCASTING, Aug. 2, for comparison). He said the broadcasters want the copyright bill to set communications policy. But, he said, "this is a copyright bill, not a broadcast policy bill."

Nonetheless, NAB President Vincent Wasilewski sent a letter to Judiciary Committee Chairman Peter Rodino (D-N.J.) last Tuesday, explaining the association's objections to the subcommittee draft and urging three changes. At the same time, the association began casting about for a sponsor or sponsors for its proposed amendments.

The NAB amendments would: put the small cable system exemption from full royalty rates out of reach of all cable systems that are part of multiple systems. The current draft extends the small system exemption to any system not part of the top-25 multiple systems and with revenues up to \$320,000 annually. The NAB would require cable systems to pay full marketplace copyright prices for any additional signals the FCC might grant in the future. The bill before the full committee merely requires the proposed copyright royalty commission to meet in the event of such an FCC action to consider new royalty rates. The bill creates a compulsory

license for cablecasters, enabling them to pay semiannual fees to a copyright pool rather than negotiating with each copyright owner for copyrighted material on broadcast signals. And the NAB would require full copyright liability for all distant broadcast signals carried by a cable system also transmitting pay programming if the commission weakened its present antisiphoning rules.

Another change the broadcasters would like, although are not pushing, is in the decision by the Kastenmeier subcommittee two weeks ago to extend the cable compulsory license to signals imported from Canada and Mexico. In the case of Mexican signals, a cable system would have to be located within the original signal's broadcast range to be able to carry that signal under the compulsory license. But up north, a cable system must only be located within 150 miles of Canada or above the 42d parallel to be able to carry Canadian signals under the compulsory license.

Broadcasters within that range (42d parallel is the southern border of Oregon and Idaho in the West, of Massachusetts and New York in the East) are not sure what impact that provision would have on competition in their markets. There is unease about the amendment's potential effect but so far there has been no clamor for change from stations in the north, NAB said.

Staggers sends second renewal bill to House

This one proposes five-year term for radio, four years for TV; earlier version would give both four

House Commerce Committee Chairman Harley Staggers (D-W.Va.) introduced a new license renewal revision bill last week that would give radio a longer license renewal term than TV: five years compared to four.

This is the second renewal bill Mr. Staggers has introduced in two months. His first, H.R. 14382, proposes a four-year license term for both radio and TV (BROADCASTING, June 28).

There are several other differences between the chairman's first and second offerings. Unlike the first, Mr. Staggers' new bill, H.R. 15035, contains no prohibition on FCC consideration of media cross ownership or integration of ownership and management. Nor does it say anything about station ascertainment of community needs. It would leave to the FCC decisions on how to handle those two points at renewal time.

Under the Staggers bill, the commission would be required to renew a station's license if it meets two criteria: (1) if it is "responsive" in its program service to the problems, needs and interests of its service areas, and (2) if it conducted its operation in accordance with all commis-

sion rules and regulations.

That provision is consistent with broadcaster pleas for more licensee stability, a spokesman for the National Association of Broadcasters said last week.

As would the first bill, the second Staggers bill would insure that stations do not have to resubmit any papers already submitted to the FCC and would permit court appeal of FCC license decisions in the station's own district.

Fairness issue in KBAY case draws criticism

NAB says First Amendment prohibits FCC from ordering station to prove it carried reasonable amount of controversy

The FCC review board's decision to add a fairness doctrine issue—one involving the little-noted affirmative-obligation aspect, at that—against United Broadcasting Co. in a comparative/renewal proceeding in which it is involved (BROADCASTING, July 19) is generating a controversy in the industry.

Not only has United urged the commission to review the board's action in adding that issue and several others, the National Association of Broadcasters has entered the case to urge deletion of the issue. The commission's Broadcast Bureau also says the board erred.

At stake in the case is United's license to operate KBAY (FM) San Jose, Calif. The renewal is being challenged by a group called Public Communicators Inc., which includes Philip Jacklin, who is a professor at San Jose State University, head of the local Committee for Open Media and originator of the concept of free-speech messages, for which an increasing number of stations around the country have been providing time.

It was in response to a PCI petition that the board added seven issues against United, including one to determine whether KBAY "has devoted a reasonable amount of its broadcast time to the presentation of conflicting viewpoints on controversial issues of public importance" during its 1971-74 license term.

The so-called affirmative-obligation aspect of the fairness doctrine had been largely overlooked until the commission, in June, in response to a complaint from Representative Patsy Mink (D-Hawaii), held that WHAR (AM) Clarksburg, W.Va., violated that aspect of the doctrine in failing to provide programming dealing with strip-mining (BROADCASTING, June 14). The review board cited that case in adding the fairness doctrine issue.

But United, the NAB and the Broadcast Bureau contend that inclusion of the issue is inconsistent with commission policy—although the three are not in complete agreement on the point.

United and NAB argue that the com-

mission has considered and explicitly rejected a proposal that it consider fairness doctrine complaints only on an over-all basis at renewal time, rather than as they are filed during a license period. Furthermore, United said, neither PCI nor any of its members filed a single fairness complaint against KBAY, either for failing to present contrasting views after airing a discussion of a controversial issue or for failing to present such issues in the first place.

The Broadcast Bureau does not agree that the commission is foreclosed from considering "a pattern" of fairness doctrine violations at renewal time. However, the bureau says that PCI failed to comply "with the specificity and support requirements" provided for in the rules. "There is no indication of any kind as to what local issues PCI considers to be of public importance or identification of any local issues which were inadequately covered," the bureau said.

The review board imposed the burden of proof on the issue on United. The NAB sees that as placing the commission in the role of ultimate editor and as raising a serious First Amendment issue, for United would be required to submit its complete record of controversial issue programming, and disagreements between the licensee and PCI would be bound to develop as to why some issues were covered and others not, and even as to whether some issues were controversial, the NAB said. This, the NAB added, would require the commission to arbitrate not one issue but "a large proportion of the issues covered by the licensee during its license term." That approach, the NAB said, is not one of limited government. Rather, it is "an approach utterly abhorrent to the First Amendment."

Besides the seven issues added, including two dealing with an alleged lack of public affairs programming, United has objected to the help the bureau afforded PCI by "interpreting" its petition to enlarge issues. The board said the help was needed because PCI lacked legal counsel.

But United, which noted it and the Broadcast Bureau had had difficulty comprehending the petition, said that there is no precedent for the board to bestow that "benefit on a competing applicant for a licensed facility who has chosen not to be represented by counsel..." Favoring "one party (university professors, students, etc.) with exceptional and extraordinary help and consideration as against the other (an existing broadcaster)," United said, "reduces the hearing to an empty thing."

The Broadcast Bureau, however, disagreed. It said nothing in the rules requires the board to add issues "in the precise language in which they were requested." Furthermore, it said, PCI did not request the issues that were added, "although in general terms." The bureau opposed the addition of three of the issues—one dealing with an equal employment opportunity complaint, another with a comparison of the applicants' proposed programming and the third, the fairness question.

The KBAY case is not the only one in

which the affirmative-obligation aspect of the fairness doctrine has become a factor. A license-renewal proceeding involving KJAZ(AM) Alameda, Calif., is another.

The San Francisco chapter of the Committee for Open Media last week petitioned the commission to reconsider its rejection of the committee's petition to deny the station's renewal application. And one of five arguments it made was that the 10 minutes of public affairs programming listed in the station's composite week and its zero minutes of news were evidence of a failure to cover controversial issues of public importance.

FCC extends rule on personal attacks

It says they're subject to reply whether made during or after aired discussion of controversy

Broadcasters have been put on notice by the FCC that personal attacks that are subject to its rules for reply can occur "in relation to" as well as during a discussion of a controversial issue of public importance.

The commission provided that "clarification" in concluding the proceeding that had been generated by a complaint filed by Representative Benjamin S. Rosenthal (D-N.Y.) against WMCA(AM) New York.

The congressman had complained after a talk-show host on the station on March 8, 1973, referred to him as a "coward." Although the comment was made some two hours after a discussion on a meat boycott then in progress, the commission originally ruled that the comment was made in relation to that discussion and that the personal-attack rule applied. The commission said that the station should have notified the congressman and offered time for a reply.

The U.S. Court of Appeals, however, overruled the commission. Among other things, it said the commission had significantly extended the personal attack rule to cover instances "where an alleged attack is separated by a substantial time lapse from the issue discussion" to which it is said to relate.

But it also said that although the commission could not apply that interpretation in the WMCA case—the station could not have been expected to predict the new interpretation—the commission could extend the rule in the future.

And that is what the commission is doing. It said that, in light of the court's opinion, action on the Rosenthal complaint would not be appropriate. But it said that in the future, the personal attack rule will apply in circumstances where it is apparent that attacks are made either during a continuing discussion of or in relation to a discussion of a controversial issue of public importance. In the latter case, the commission said, the attack must occur within "a reasonable period of time following the discussion."

Two rejected in FCC's KORK-TV decision ask for reconsideration

Western keeps trying on angle of news leak; Valley says its the best and only alternative

Western Communications Inc., licensee of KORK-TV Las Vegas which was denied renewal by the FCC, and its competing applicant, Las Vegas Valley Broadcasting, also denied, have both asked the FCC to reconsider (BROADCASTING, July 5).

Western, denied renewal because of fraudulent billing, had said the commission committed a legal error when it allegedly leaked news of the tentative decision in the case to BROADCASTING ("Closed Circuit," June 14). Western now wants a rehearing and reconsideration of the decision on the grounds that the resulting investigation into the leak was inadequate.

"A full evidentiary hearing" is the only way to get the necessary facts to determine "whether the leaks have prejudiced Western or its rights" since, it said, the government security officer's investigation was not complete. He didn't interview, Western said, "a number of restricted decision-making personnel who might have been in a position to leak informa-

**This
is a
flag
waving,
soul
stirring,**



tion" and the commissioners were not interviewed in person, but were just given a questionnaire.

In addition, Western said, a hearing is needed because the investigator could not get information from members of the trade press who would not reveal their sources. "This lack of cooperation," said Western, "reconfirms the need for an evidentiary hearing where the testimony of the trade press representatives might be compelled."

Western also objected to an element of the commission's decision that said that if Valley could clear up the financial problem that caused its rejection by the FCC, it could refile.

This matter of being financially qualified was the subject of Valley's petition for reconsideration. It took exception to the commission's decision and said that "there is no evidence in the record to support a conclusion that Valley will not have this collateral." Since Western is hopelessly disqualified, it said Valley's application should "be reasonably assessed in light of the fact that Valley is the only alternative to substantial disruption in service to the public on channel three."

Blacks to wage ongoing fight for bigger piece of FCC action

Rulemaking rejected, they demand agency set policy expanding access to station ownership, employment

The National Black Media Coalition does not intend to drop the goals of its petition for rulemaking that the FCC rejected after considering it for two and a half years (BROADCASTING, July 26). The coalition's chairman, Pluria Marshall, in a "Dear Dick" letter to FCC Chairman Richard E. Wiley, said the coalition will ask the commission to establish a task force or an FCC-citizen commission to seek "alternative" ways of gaining access to the media for blacks. He announced, too, that the coalition's attorneys have been authorized to seek court reversal of the commission's rejection of the rulemaking.

Mr. Marshall said the petition had been designed as a formal request for rules that would open doors to blacks in broadcast ownership and employment. The commission rejected the various proposals for rulemaking either on the ground that they were being considered in other proceedings, had already been adopted, or were without merit. But Mr. Marshall said the commission's action replaced "a policy of benign neglect with one of purposeful, intentional and affirmative refusal to grant any means of media access to black Americans."

He said the commission had refused to increase its staff to investigate local complaints of discrimination in program policy and will not "free up clear channels or

open up VHF drop-ins, either." (Actually, the commission has yet to rule on proposals to break down the clear channels or add short-spaced VHF drop-ins to the table of allocations.)

"What," Mr. Marshall asked, "must we do now—challenge every license renewal in the land to force you to come to grips with our communications needs? Is that a cost-effective way to proceed?"

Mr. Marshall suggested an alternative: The commission could initiate a policy analysis designed "to select which routes for black media access are the most cost-effective and the most potentially productive." It could then, he said, set an over-all policy that would override individual rulemaking precedents.

Mr. Marshall asked the commission to schedule a three-hour meeting to hear the coalition on its proposal for the establishment of a task force or a joint FCC-Citizens Commission on Black Media Access. Such a body, he said, should have a policy-oriented staff consisting of a director, attorney, economist, statistician and support personnel. He also said it should be provided with "at least a travel and honoraria budget for its nongovernment members."

Chairman Wiley's office last week had not yet prepared a response. Donald Wear, the chairman's special assistant, indicated considerable care would go into it. "We want to make a point-by-point response," he said. As for the three-hour meeting, Mr. Wear did not know whether that could be granted. He said some time would be set aside in one of the en banc meetings the commission holds each month. However, he noted that those meetings are held for any members of the public who want to participate, and generally the sessions do not run more than three hours.

Media Briefs

Issue remains. FCC commissioners, in three-to-three vote, denied Gross Telecasting Inc. and National Labor Relations Board reconsideration of FCC action adding issue of antilabor practices to Gross's applications for renewal of licenses for WJIM-AM-FM-TV Lansing, Mich. FCC added issue on complaint of Lansing branch of American Civil Liberties Union last September; petition for reconsideration was denied for lack of majority vote, with Commissioners Lee, Hooks and Robinson favoring denial of petition and Chairman Wiley and Commissioners Quello and Washburn favoring grant.

OK for Doubleday. FCC administrative law judge renewed license of KWK(AM) St. Louis and granted assignment of license from Curtis L. Mann, trustee in bankruptcy, to Doubleday Broadcasting for \$630,000 (BROADCASTING, April 29, 1974). Doubleday came to agreement with Norman Broadcasting which had asked FCC to move its WGNU(AM) Granite City, Ill., from 920 khz to 1380 khz, frequency of KWK which had since gone off air.

House, Senate agree on CPB appropriations

Conferees go for higher level for first year, lower levels for second, third years; it's all probably going to be vetoed

A House-Senate conference committee cemented appropriations for the next three years for the Corporation for Public Broadcasting last week, resolving differing spending levels in House and Senate bills by taking the Senate's higher appropriation for the first year, the House's lower levels for the second and third.

Under a matching system requiring CPB to raise \$2.50 privately for every \$1 of government money, the corporation would have available to it: \$103 million in 1977, \$107.15 for 1978, \$120.2 million for 1979.

An aide to the Senate Appropriations Committee said the Senate conferees settled for the House's lower spending ceilings for public broadcasting the second and third years in order to gain the higher level the first year. Their thinking was, he said, that if CPB qualifies for all the available funds the first year, an attempt can be made later to supplement the second and third years' ceilings.

Appropriations committees in both houses expect President Ford to veto the appropriations package that contains the public broadcasting money. The bill encompasses all programs in the labor, health, education and welfare fields.

Last big windfalls from Ford Foundation

Five grants to public television just about use up earmarked funds

The Ford Foundation has made another \$5,505,000 in grants to noncommercial television, nearly exhausting its last big allocation to the service.

In five grants, the first three to the Public Broadcasting Service, the foundation awarded:

- \$1 million for public affairs programming (BROADCASTING, June 28).

- \$405,000 to the Station Independence Program, a PBS effort to help member stations increase and diversify financial and viewer support.

- \$2.5 million to the Station Program Cooperative, the PBS system whereby stations select national programming.

- \$1.1 million to WNET-TV New York for national programming.

- \$500,000 to WETA-TV Washington for management reorganization and national programming.

A \$40-million allocation was authorized to go to public television in 1974 and is to be completed in 1977. Thus far, \$38.9 million has been granted from this fund. Over-all, since 1951, the foundation has contributed \$289 million to noncommercial television.

Best Foods will shun TV violence

Television advertiser issues guidelines on time purchases

Best Foods Division of CPC International, a \$24-million-a-year television advertiser, has issued guidelines for itself, its advertising agencies and timebuying services that forbid the purchase of commercial time in or adjacent to programming that "might cause a destructive influence because of a pervasive portrayal of violence."

The prohibition is contained in a company publication, "Policy Statements on Affairs of Consumer Interest." The policies are binding on the firm and its agencies, Dancer-Fitzgerald-Sample and McCann-Erickson, and on its spot-TV buying service, Time Buying Services of RDR Associates. Best Foods products include Hellman's mayonnaise, Nucoa margarine, Skippy peanut butter, Nusoft fabric softener and Niagara starch.

The statements also forbid the depiction of violence in Best Foods commercials and also say, "Communications addressed specifically to children will contain nothing that seeks to exploit their immaturity or that might result in harm."

Dennis Beaumont, director of communications and advertising services for the division, which is located in Englewood Cliffs, N.J., said there were several reasons for issuance of the guidelines at this time. One, he said, was the "growing number of letters from viewers who have criticized our commercials for being on programs they consider violent." He said that Best Foods and its agencies, as a matter of practice, have shunned TV programs they felt to be violent. But he said that the scatter-buying technique prevalent in TV "sometimes results in a spot appearing on an episode that turned out to have some violent scenes."

Another reason for Best Foods' concern, Mr. Beaumont said, is that the company will be allocating a larger portion of its TV advertising budget this fall to prime-time sponsorship and reducing somewhat its commitment to daytime.

The Best Foods policy statement also stipulates that "credibility will be maintained in all communications to consumers," and that broadcast commercials, print advertisements and other literature "will observe what we believe to be high standards of good taste and contemporary values" and all of its factual claims will be substantiated in writing.

OK on Communist spots

As far as their rights of access to the nation's broadcast facilities are concerned, the Communist party's candidates for

President and Vice President are like their opposite number in the Republican and Democratic parties. The chief of the FCC's Complaints and Compliance Division offered that bit of reassurance to Ken Bauder, of WLUC-TV Marquette, Mich. Mr. Bauder had asked the commission about broadcasters' obligations to sell time to Communist Party candidates in view of the Smith Act provision making it a crime to aid anyone who teaches the overthrow of the government by force or violence.

Mr. Ray noted, first, that Section 312 of the Communications Act requires broadcasters to afford reasonable access to their facilities to legally qualified candidates for federal office. Furthermore, he said, the commission has interpreted Section 315 of the act, which requires broadcasters to afford equal time to candidates, as insulating broadcasters from liability for any slanderous or libelous statements made by a candidate.

In any event, he said, the Supreme Court has held that the Smith Act does not refer specifically to the Communist party.

Agencies on the rise

Advertising agencies are beginning to report striking gains in their financial statements for the first half of 1976. The Interpublic Group of Cos., New York, and Ogilvy & Mather International, New York, are examples.

Interpublic reported record net income for the first half of the year of \$5,041,000 (\$2.13 per share), up 25.6% over the \$4,012,000 (\$1.75 per share) in the like period of 1975. Gross income rose to \$93,239,000 from \$83,802,000 in the second half of 1975.

Ogilvy & Mather's net income for the first six months jumped by 29.8% to \$2,920,797 (\$1.58 per share) from \$2,250,651 (\$1.24 per share) in the corresponding period of 1975. Revenues for the first six months of 1976 were \$51,974,479, as against \$45,670,484 last year.

Advertising Briefs

Avery-Knodel expands. In expansion of its sales operations, Avery-Knodel Television has formed two teams in New York and has opened its ninth regional office, in Minneapolis area. Alpha team will be headed by Stuart M. Krane, who has been New York sales manager; Kappa team will be led by Arthur Berla who becomes manager from assistant New York sales manager of A-K. New Minneapolis office address: *One Appletree Square, Bloomington, Minn. (612) 854-0007.*

Baby food to Weightman. Baker/Beech-Nut Corp., Ft. Washington, Pa.-baby food manufacturer, has selected Weightman Inc., Philadelphia, to handle its national advertising. Baker/Beech-Nut ranks second in U.S. baby food sales.

Ad Council spots provoke counterclaim

Critic of U.S. system asks NBC to carry his spot and speech

NBC-TV last week was asked to carry 30-second messages critical of the American economic system to counter messages the network has agreed to carry for the Advertising Council. As the only television network to clear the Ad Council spots, it was the first to hear from Jeremy Rifkin, head of the People's Business Commission, successor to the People's Bicentennial Commission which staged an ill attended counterdemonstration in Washington on July 4.

The Ad Council messages invite requests for a booklet explaining the virtues of American business. Mr. Rifkin's spot solicits requests for antibusiness information. Mr. Rifkin also asked NBC-TV to sell him a half-hour of prime time in the week of Oct. 11 for a speech he wants to make.

Herminio Traviesas, NBC-TV vice president for standards and practices, said the Ad Council messages were not considered controversial and were therefore outside the fairness doctrine. Mr. Rifkin's spots would be judged on their own merits, Mr. Traviesas said.

Star-Spangled, Historic TV first.



The Broadcasting Playlist™ Aug 9

Contemporary

Over-all-rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
4	1	1	Don't Go Breaking My Heart (4:23) Elton John & Kiki Dee—Rocket/MCA	1	1	1	1
1	2	2	Afternoon Delight (3:10) Starland Vocal Band—Windsong	1	2	1	2
2	3	3	You'll Never Find Another Love... (3:36) Lou Rawls—Phila. Int'l.	3	3	3	3
5	4	4	Kiss and Say Goodbye (2:24) Manhattans—Columbia	4	5	4	5
6	5	5	Let 'Em In (5:08) Paul McCartney & Wings—Capitol	5	4	6	4
7	6	6	You Should Be Dancing (3:23) Bee Gees—RSO/Polydor	6	9	5	6
9	7	7	Heaven Must Be Missing an Angel (3:28) Tavares—Capitol	8	8	7	9
3	8	8	Rock N' Roll Music (2:26) Beach Boys—Reprise	7	6	9	7
10	9	9	More, More, More (3:02) Andrea True Connection—Buddah	12	7	10	8
8	10	10	Got to Get You into My Life (2:27) Beatles—Capitol	14	13	8	10
18	11	11	This Masquerade (3:17) George Benson—Warner Bros.	9	14	11	14
21	12	12	I'd Really Love to See You... (2:36) England Dan & John Ford Coley—Big Tree	13	10	12	11
12	13	13	Love Is Alive (3:24) Gary Wright—Warner Bros.	11	11	14	12
11	14	14	Turn the Beat Around (3:21) Vicki Sue Robinson—RCA	10	16	13	15
19	15	15	Get Closer (3:45) Seals & Crofts—Warner Bros.	16	12	16	13
13	16	16	I'm Easy (2:59) Keith Carradine—ABC	15	15	15	16
15	17	17	Moonlight Feels Right (3:38) Starbuck—Private Stock	17	17	18	18
25	18	18	Play That Funky Music (3:12) Wild Cherry—Epic	18	18	17	21
26	19	19	Baby, I Love Your Way (3:28) Peter Frampton—A&M	19	22	19	28
31	20	20	A Fifth of Beethoven (3:02) Walter Murphy—Private Stock	20	24	20	26
32	21	21	Shake Your Booty (3:06) K.C. & Sunshine Band—T.K. Records	24	25	21	17
16	22	22	I'll Be Good to You (3:30) Bros. Johnson—A&M	23	19	25	24
17	23	23	Let Her In (3:03) John Travolta—Midland Int'l.	22	21	26	25
14	24	24	You're My Best Friend (2:49) Queen—Elektra	25	20	27	20
23	25	25	Tear the Roof off the Sucker (3:39) Parliament—Casablanca	21	27	24	30
—	26	26	With Your Love (3:33) Jefferson Starship—Grunt	26	28	23	19
20	27	27	Silly Love Songs (3:28) Paul McCartney & Wings—Capitol	27	23	28	22
30	28	28	Say You Love Me (3:58) Fleetwood Mac—Reprise	29	26	29	23
—	29	29	Summer (3:59) War—United Artists	34	32	22	27
29	30	30	Young Hearts Run Free (3:51) Candi Staton—Warner Bros.	28	29	30	31
36	31	31	A Little Bit More (2:56) Dr. Hook—Capitol	33	31	31	32
27	32	32	Shop Around (3:23) Captain & Tennille—A&M	32	30	33	34
33	33	33	If You Know What I Mean (3:43) Neil Diamond—Columbia	30	34	32	35
24	34	34	Crazy on You (4:06) Heart—Mushroom	37	33	37	29
22	35	35	The Boys Are Back in Town (3:26) Thin Lizzy—Mercury	31	38	35	33
—	36	36	Lowdown (3:15) Boz Scaggs—Columbia	35	39	34	37
39	37	37	Devil Woman (3:21) Cliff Richard—Rocket	36	37	36	39
35	38	38	Sara Smile (3:07) Hall & Oates—RCA	38	40	38	*
38	39	39	Misty Blue (3:38) Dorothy Moore—Malaco	*	35	*	36
40	40	40	I Can't Hear You No More (2:49) Helen Reddy—Capitol	40	*	40	40

Playback

Shooting starship. Fastest bolt strikes *With Your Love* (Grunt) by Jefferson Starship. Single follows a long list of record successes by a group that established its name more than a decade ago as Jefferson Airplane. Marty Balin supplies vocals. WABC(AM) New York and WJET(AM) Erie, Pa., named it as an add while WLS(AM) Chicago and WRKO(AM) Boston list it as an established number on their charts. **Fulfillment.** Superstar Elton John, accompanied by Kiki Dee, take the last leap to the top this week with *Don't Go Breaking My Heart* (Rocket/MCA). This rhythmic love song promised to go all the way when it entered "Playlist" with a bolt six weeks ago. Reflecting that chart position, the duet is the number one request at WXLO(AM) New York, KDWB(AM) Minneapolis-St. Paul and KLIF(AM) Dallas. **Boltsville.** Another veteran group, War, scores a bolt with *Summer* (United Artists). Appropriately released June 21, this mellow rock record is called the "hottest add" by Jimmy Fulmer of WCOG(AM) Greensboro, N.C., who predicts "it will go top 10." Also debuting with a bolt is *Lowdown* (Columbia) by Boz Scaggs. Getting airplay as an LP cut long before its release as a single, this tune was written by Mr. Scaggs with his keyboard player and arranger David Patch.

Country

Over-all-rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	Golden Ring (3:01) George Jones & Tammy Wynette—Epic	1	1	1	1
2	2	2	Say It Again (2:56) Don Williams—ABC/Dot	2	4	2	8
5	3	3	Rocky Mountain Music (3:32) Eddie Rabbitt—Elektra	3	5	3	3
6	4	4	All These Things (3:07) Joe Stampley—ABC/Dot	4	3	10	6
15	5	5	Bring It on Home to Me (2:20) Mickey Gilley—Playboy	5	2	8	2
4	6	6	Stranger (3:10) Johnny Duncan—Columbia	6	7	5	5
—	7	7	You Rubbed It In All Wrong (2:32) Billy "Crash" Craddock—ABC/Dot	9	6	13	7
11	8	8	The Door Is Always Open (2:42) Dave & Sugar—RCA	7	8	7	16
9	9	9	One of These Days (3:03) Emmylou Harris—Reprise	8	13	4	10
3	10	10	Teddy Bear (5:03) Red Sovine—Starday	16	10	14	4
8	11	11	Solitary Man (2:39) T.G. Sheppard—Hitsville	13	9	9	13
19	12	12	Is Forever Longer Than Always (2:30) Porter Wagoner & Dolly Parton—RCA	11	15	6	18
12	13	13	Save Your Kisses for Me (3:04) Margo Smith—Warner Bros.	12	16	12	15
10	14	14	The Letter (2:53) Conway Twitty & Loretta Lynn—MCA	14	17	11	17
7	15	15	Love Revival (2:58) Mel Tillis—MCA	10	19	15	11
—	16	16	(I'm a) Stand by Your Woman Man (2:57) Ronnie Milsap—RCA	15	12	16	9
16	17	17	Butterfly for Bucky (3:42) Bobby Goldsboro—United Artists	19	11	17	14
—	18	18	I Met a Friend of Yours (3:09) Mel Street—GRT	18	18	19	21
—	19	19	Misty Blue (2:36) Billie Jo Spears—United Artists	22	14	20	12
25	20	20	In Some Room Above the Street (3:10) Gary Stewart—RCA	23	20	18	20
—	21	21	When Something Is Wrong... (2:59) Sonny James—Columbia	17	21	*	22
22	22	22	Vaya Con Dios (2:28) Freddie Fender—ABC/Dot	21	23	21	23
24	23	23	Afternoon Delight (2:56) Johnny Carver—ABC/Dot	*	22	*	19
13	24	24	Cowboy (3:10) Eddy Arnold—RCA	24	25	23	24
—	25	25	Here Comes That Girl Again (2:54) Tommy Overstreet—ABC/Dot	*	24	24	25

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighed" 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.

Manufacturers see rush for radio facilities as filing flood, business trickle

There'd be huge hardware market if FCC could process all that paper, but it can't beat present productivity

On paper, the 572 AM and FM applications filed at the FCC in June would seem to forecast a boon for broadcast equipment manufacturers. As applicants rushed to beat a six-month freeze on requests for new radio stations and major facilities changes (BROADCASTING, July 5), the number of filings increased 1,000%—from the previous monthly average of about 50.

Estimated construction costs for new stations—as reported in "For the Record," BROADCASTING, July 12, 19, 26 and Aug. 2—total some \$8.38 million. The figure grows considerably when the costs of leasing equipment and improving existing facilities are counted.

But the major equipment manufacturers foresee no flood of business now.

"All these applications don't mean a nickel to us," says Dan Roberts, headquarters sales manager of Harris Corp.'s Broadcast Products Division, unless the FCC processes them speedily. Mr. Roberts anticipates that the number of grants will be slowed down "just by the sheer weight of paper" and by "the FCC moving with its typical glacial speed."

Mr. Roberts fears that some applicants might be discouraged by a long wait for approval and invest their money elsewhere. Other applicants, he says might face a different financial situation by the time their applications are processed.

But his main concern, which is shared by other manufacturers, is that the "closed season" will be extended past January for lack of FCC manpower to catch up with the backlog. (In announcing the freeze [BROADCASTING, May 3], the commission said it would give its staff an opportunity to catch up with the backlog. At that time, there were some 800 applications on file.)

If the FCC doesn't start processing the applications immediately, "then we'll all be in trouble," says Wally Warren, FM marketing analyst, RCA Commercial Communications Systems Division.

Jack Lawson, senior VP of Sparta/Division of Cetec Corp., says "maybe it's too early" to judge how fast the FCC will react, but warns that if the freeze continues into next year, "we're going to have to rely on replacement" orders. He thinks that six months isn't enough time for the FCC to deal with its present backlog.

Al Senter, marketing manager for Collins Radio Group/Rockwell International,

doesn't expect to be "particularly hurt" by the FCC actions but claims "we're all being exercised in a paper mill."

A positive note, however, comes from Jason Fox, president of CCA Electronics. Mr. Fox says that he expects "a major breakthrough" and that "given the expected spurt" his firm has been building up its inventory over the past few months.

At the FCC, David Landis, assistant chief of the broadcast facilities division, says of the freeze: "We'd have been better off without it." He said that the commission would have received fewer applications over the six-month "closed season" than it did during June.

Mr. Landis, however, believes that it is the sentiment of the commission not to extend the freeze as a "matter of credibility." He said that the FCC extensions of past freezes probably led many to apply before the deadline.

Mr. Landis is quick to explain the problem of understaffing in his division. He mentioned that requests for additional workers in his division had been scratched from the 1977 fiscal year budget by the Office of Management and Budget.

The possibility of transferring engineers from other commission divisions is under consideration, he said. But he explained that a three-to-six-month training program would be necessary before transferees could adequately process applications. And even if more personnel could be obtained, he said, the division would then face a shortage of work space.

One remedy that most likely will be employed, although there probably will not be an official pronouncement, he said, would be to take a get-tough approach in dealing with both AM and FM applications ("Closed Circuit," July 19). With the exception of mutually exclusive applications, defective applications would be returned, to be resubmitted following the freeze. Refiling is currently required of FM applications whereas AM applications can be corrected, with processing continuing. Refiling after the freeze shouldn't cause much delay for applicants, he said, because most June applications presumably will not be processed until after Jan. 1.

Mr. Landis says that the staff currently has been able to process an average of 25 new radio station and major change applications per month.

No hike, immediately at least, for AT&T part-time TV rates

AT&T has filed a revised tariff for providing part-time television service. It does not call for an increase in rates, which came as a pleasant surprise to broadcasters. However, the company said further revisions could be expected.

The tariff, filed with the FCC to become effective Oct. 1, would continue in effect the present nonrecurring service at the current interexchange channel rate of 75 cents per mile per hour. But, because of a

lack of demand, the tariff would eliminate a part-time recurring service at the same hour—or for 10 consecutive hours—of each day.

The present rates were established in 1973 for a trial period that was to run for two years but was extended a year at the company's request. AT&T had indicated it would be obliged to raise the part-time rate to \$1, but last week it defended as reasonable the continuance of the 75-cent charge.

The further revisions for television service the company mentioned would become effective no later than Feb. 1, 1972. Since tariffs must remain on file 60 days before becoming effective, AT&T can be expected to file them by Dec. 1.

One factor in the company's decision to retain the present rates for part-time television service, a company official said, is the knowledge that the commission is scheduled to issue a decision Oct. 1 in a major proceeding involving private line service.

FCC judge finds Bell rates acceptable

An FCC administrative law judge has held that, over-all, the interstate revenue levels earned by AT&T's Bell System operating companies are reasonable in relation to the revenue requirements and are "capable of

Featuring
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Graham,
Janet
Lynn
and...



providing rates of return at the reasonable levels"—9.5%—set by the commission.

Judge David I. Kraushaar also warned against the commission trial staff's proposal to split off from AT&T Western Electric and its subsidiary, Bell Telephone Laboratories. He said the record establishes that the integration of those elements in the Bell system "has provided, and continues to provide, definitive useful public benefits in the form of system-wide expertise and innovations that have, in turn, led to monumental technological advances."

Judge Kraushaar's findings have only an indirect impact on broadcast transmission rates: The fate of those rates is bound up in the private line case, a 15-year-old proceeding in which the commission will fashion policy regarding the basis on which AT&T should price its mixture of monopoly and competitive services. The commission is under court order to conclude the case by Oct. 1.

Lee again decries UHF diversion to other uses

In dissent to offshore grant he sees erosion of TV spectrum but puts some hope in new study

The FCC, says Commissioner Robert E. Lee, needs a "new script" for dealing with requests it receives from nonbroadcasters who want to share UHF frequencies. "The handkerchief which the commission has been using for entrepreneurs' sob stories simply won't work as a bandage to hold the UHF television band together. Other entrepreneurs are waiting in the wings with additional UHF-sharing ideas."

The passage captures the dismay that permeates the dissenting opinion Commissioner Lee issued in the commission's decision to create a new common-carrier radio service—Offshore Radio Telecom-

munications Service—primarily for use by companies engaged in offshore oil and natural-gas exploration and drilling. The commission will permit the use of television channel 17 on a shared basis in the Gulf of Mexico (BROADCASTING, Aug. 2).

The commission said that there was a need for the service, which had been requested by Offshore Telephone Co., and that there was no demand for television use of the channel in the area. However, it also said it was concerned about the potentially adverse impact of such sharing in the future.

Accordingly, the commission has initiated a formal staff investigation of the future spectrum requirements of UHF television. And it will not consider additional sharing of UHF channels for offshore telecommunications pending conclusion of the investigation.

To Commissioner Lee, the investigation offers the hope of "a UHF master plan we can all applaud." He expressed concern, as he has in the past, about the growing requests for UHF frequency space—taken together, he said, they "virtually exceed the available UHF television spectrum space"—and warned that UHF, not VHF, holds the key to expansion.

"It's time," he said, "to admit 'steal the spectrum' is a flop. If the commission replaces this overused rerun with a strong UHF television policy as it has promised so often, I can stop rerunning my dissent."

Commissioner Lee was not alone in dissent. Commissioner James H. Quello said he was concerned that the majority might be "acting precipitously to satisfy an immediate need that might well be better satisfied by other means"—that is, the use of frequencies in the 900 mhz band.

Furthermore, he said he is unwilling to continue the sharing of television channels on an ad hoc basis. Like Commissioner Lee, he applauded the commission's decision to develop a plan covering the possible future needs of UHF television. But until those needs are known, he said, "I question whether further sharing of UHF channels is in the public interest."

IATSE wins KTTV minicam jurisdiction

Labor board rules members' skills in film journalism qualify them over NABET's electronic cameramen

The National Labor Relations Board last week favored the International Alliance of Theatrical Stage Employees in a jurisdictional dispute with the National Association of Broadcast Employees and Technicians over the operation of minicams for news gathering at KTTV(TV) Los Angeles.

The NLRB noted that there is no industry trend of assigning minicam work to either union and ruled: "Where IATSE members have traditionally performed the function of news gathering; where skills, economy and efficiency favor an assignment of the work to IATSE members, and where the employer is satisfied with and continues to prefer the assignment, we

must conclude that an assignment of the work to IATSE is warranted."

The IATSE local contended its members, who had been handling film cameras for news gathering, sometimes without the assistance of a reporter, were more journalistically competent to handle a minicam in the field. NABET argued that its members handled studio electronic cameras and their technical skills were necessary to the operation of a portable electronic camera.

The NLRB agreed that IATSE members were skilled as photojournalists and that "it takes little time to acquire and master those operational skills" required to run a minicam. The board concluded that the dispute concerned "the function of news gathering rather than the operation of a particular type of equipment."

Women's league offers forum for 315-proof 'great debates'

But invitations to candidates await selection of Republican

The League of Women Voters is ready. A recent decision by the FCC has cleared the way. Only two major obstacles remain to the first presidential-candidate debates since 1960: the Democratic candidate and the Republican candidate.

Admitting they have no commitments from Democratic nominee Jimmy Carter or Republican contenders President Ford and Ronald Reagan members of a league steering committee formed to fund and produce such debates said last week they are optimistic about their chances. They are waiting for the Republican convention and have "not sought an answer yet" from Mr. Carter.

"The whole inhibition against debates since 1960 has been the equal-time law," said Newton Minow, former FCC chairman and one of three co-chairman selected to head the steering committee. But the recent FCC decision defining debates as bona-fide demands under Section 315 of the Communications Act removes that problem, he said.

Mr. Minow made the remarks at a news conference in Washington introducing the co-chairmen. Also appointed were Charles E. Walker, president of Charles E. Walker Associates, a consulting firm, and deputy secretary of the treasury during the first Nixon administration, and Rita E. Hauser, a partner in the New York law firm of Stroock & Stroock & Lavan.

Mr. Minow emphasized that broadcasters could not legally participate in setting up ground rules for the debates since the media could only cover news events, not create them.

So far, only ABC and NBC have expressed willingness to cover the debates, said James Karayn, project director ("Closed Circuit," Aug. 2).

Preliminary plans schedule the debates for the weeks of Sept. 25, Oct. 11, Oct. 18 and Oct. 25. The Oct. 18 debate would be between vice-presidential candidates. The cost of the debates approximately \$200,000, which would be raised by the league, according to Ruth Clusen, league president.

Fill-ins for Furness

Three NBC News correspondents and the anchorwoman at NBC's WMAQ-TV Chicago substituted for Betty Furness in two-day spells on NBC's *Today* program between July 28 and August 6. During that time, Miss Furness was in Kansas City, Mo., preparing features for broadcast dur-

ing the Republican national convention, there.

Catherine Mackin, congressional correspondent for NBC News and a floor reporter for the conventions, appeared on July 28 and 29; Jane Pauley, co-anchor at WMAQ-TV Chicago since September 1975, on July 30 and Aug. 2; Betty Rollin, NBC News correspondent in the Northeast bureau, based in New York, appeared Aug. 3 and 4; and Linda Ellerbee, who joined NBC News in December 1975 from WCBS-TV New York as Washington correspondent (assigned to political campaigns since the primaries this year), appeared Aug. 5 and 6.

Dems get help in appeal for equal-time rule review

The Democratic National Committee is evidently hoping for a Supreme Court decision on the FCC's press-conference ruling in time to help its cause in the November election. Its petition requesting review of the decision that was upheld by the U.S. Court of Appeals in Washington asks the high court to hear and decide the case "expeditiously."

The commission's ruling, reversing precedents of more than 10 years' duration, held that live, on-the-spot coverage of candidates' press conferences and political debates is exempt from the equal-time rule (BROADCASTING, Sept. 29, 1975).

The DNC has opposed the ruling on the ground that the news conference aspect particularly favors the incumbent President.

'Malice' standard applied to corporations in Martin Marietta dismissal

A federal district judge in Washington has held that corporations no more than individuals can win a libel suit against a mass media publication unless it can prove convincingly "actual malice." Judge Thomas A. Flannery issued the ruling in dismissing a \$15-million libel suit the Martin Marietta Corp. filed against the *Washington Star*. The suit was triggered by a story published last fall that dealt with allegations that Pentagon officials had been entertained by prostitutes at a Maryland hunting lodge leased by Martin Marietta, a defense contractor. Judge Flannery said that dismissing a case on the ground of lack of malice rather than permitting it to go to trial screens out all but the strongest libel cases and thus "advances the First Amendment policy shielding the press from harassment." He said the issue of defense contractors' entertainment of Pentagon officials was a matter of legitimate news interest and added that there was no evidence of malice. He also held that Martin Marietta was a "public figure" as defined by libel laws. Judge Flannery's ruling is believed to be the first in which the "malice" standard has been applied to a corporation rather than to an individual.

Cablecasting®

Few minorities and women found in better jobs of cable business

Hooks releases figures that led to FCC's new EEO rulemaking

For the past several years, FCC officials have criticized the cable television industry's performance in hiring and promoting minorities and women. Last week, some of the industry figures on which that criticism was based were disclosed.

Cable Television Bureau statistics from 1973 and 1974 indicate that of 20,000 employees in the industry, there were only 16 black women in higher paying jobs, while black males constituted only .07% of officials and managers, .06% of the professionals, .6% of the technicians and .2% of the sales force.

Spanish-surnamed Americans, Orientals and American Indians were also said to be poorly represented, as were women generally, especially in the top jobs. Women accounted for only 2% of the officials and managers, .4% of the professionals, .2% of the technicians and .9% of the sales workers.

"In essence," said Commissioner Benjamin L. Hooks, who included the figures in a statement accompanying the commission's proposal to amend its equal employment opportunity rules for cable television (BROADCASTING, Aug. 2), "minorities and women were all but invisible in this new industry which held such promise" for them.

The commission noted in its notice of rulemaking that it had adopted EEO rules for cable television operators and licensees of cable television relay stations in 1972 and had required those systems and CARS operations with more than five employees to file annual employment reports. But, it added, the rules apparently have not produced a positive impact on the employment of minorities and women in the industry.

The commission said its proposed rules were designed to emphasize its view that equal employment opportunity is an important aspect of the commission's regulatory scheme, to clarify its position that EEO programs must be active, not passive, and to make enforcement more effective.

The commission's proposals would require cable operators and CARS licensees with five or more—or, an alternative offered for comment, 10 or more—full-time employees to file an affirmative action program and to update it every third or fifth year, including availability surveys. The FCC also proposed a sample EEO program as an aid to cable television operators in developing their own plans.

Commissioner Hooks was the only one

of six voting commissioners to express dissatisfaction with the rulemaking. He concurred in it to the extent it emphasized the commission's position that EEO is "an important aspect of assuring equitable participation" in the communications industry.

But he dissented to the portions of the notice seeking comments both on exempting cable systems with fewer than 10 full-time employees from filing the proposed updated EEO program and on the commission's statutory authority to enforce EEO rules on cable operators.

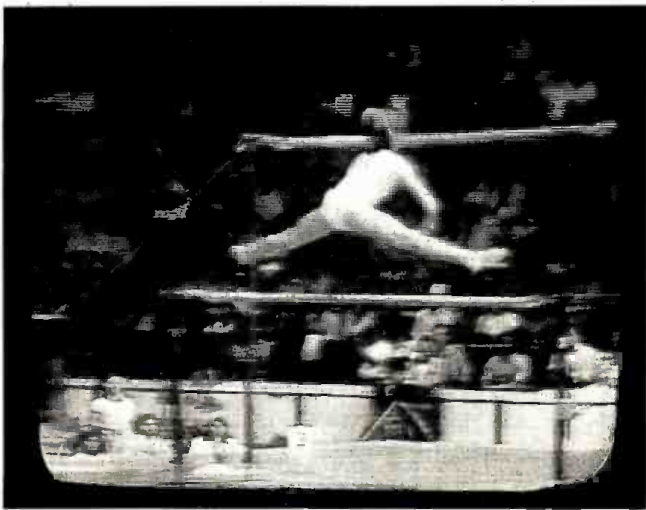
As for his first complaint, the commissioner noted that exempting systems with fewer than five employees—as is now the case—would require such programs from only 33% of the industry, while raising the threshold to fewer than 10 would reduce the coverage to about 18%. "Given the relatively poor performance of the industry in the past in the employment of women and minorities," he said, "this exemption, if adopted, would be unacceptable." He urged members of the public, EEO enforcement agencies and industry representatives to oppose the higher threshold.

As for the FCC's power to issue EEO rules, Mr. Hooks said it was clearly established. "I see no need to seek comments as to our statutory authority in this regard," he said.

Comments in the rulemaking are due on Nov. 10, replies on Dec. 10.

**Pat
Boone,
Tom
Landry,
Charles
Colson
with...**





In front of the cameras ...

Programing

ABC comes away from Montreal richer in ratings than in revenues

Performance over 17 days pushed network into first place for season-to-date; treasury kept only about a million of \$40 million it took in; backstage, the show belonged to Arledge and Barnathan

ABC-TV wrapped up its 17-day coverage of the summer Olympics last week with a two-hour summary that hit the high spots and brought the total to some 75 hours of airtime—an impressive figure, but no more so than the number of manhours that went into it.

With 500 ABC people on the Montreal scene, many if not most working 12-, 15- or even 18-hour days, these easily came to 75,000 hours and more likely ran over 100,000, according to the best estimates.

Even the lower figure would represent a

ratio of more than 1,000 manhours for every hour of airtime, and some estimates at the other extreme would take it closer to 1,500 to one.

In dollars, ABC's estimated profit on all that work seemed less impressive—about a million and maybe less, ABC sources estimated. At \$72,000 a spot, it took in an estimated \$40 million, but costs were said to be only slightly less than that.

But it struck a gold mine in ratings (following story) that carried ABC into first place in the three-network season-to-date race and in the process virtually guaranteed higher revenues—and presumably more profits—in the future. And although the commercial positions were all sold out, the network eased quite a few promos for its new fall season into the coverage breaks, which should do no harm to ABC's new-program sampling in September.

Any profit at all on this year's games would be better than results of the 1972 games in Munich. On that one, totaling 63 hours in airtime, ABC lost an estimated \$1 million.

Coverage in Montreal represented a logistical ordeal that by all accounts ran smoothly. At times as many as six events were in progress simultaneously, and track and field alone sometimes had five or six

going at once. The events were spread out, often many miles apart—gymnastics, for instance, at the Forum, rowing on the St. Lawrence, soccer in the main stadium, swimming and diving in one place, archery, field hockey, basketball, wrestling in other locations. And they started at 9 a.m. and ran, on occasion, to almost midnight.

In charge of overcoming the logistical problems, sorting through the multitude of conflicting events and getting a coherent presentation on the air were Roone Arledge, president of ABC Sports and executive producer of the coverage, who commanded the selections for air from an array of 32 monitors in master control, and, on the technical side, Julius Barnathan, ABC vice president in charge of operations and engineering.

Basic, straightaway coverage was by ORTO, the Olympic Radio TV Organization, set up by the CBC. ORTO provided what amounted to pool coverage, supplying "neutral" feeds of the events that ABC-TV and the other foreign TV organizations could use—and supplement—as they wished.

ABC had 25 cameras of its own, all electronic, and 25 tape machines on hand to augment ORTO's basic coverage with pickups concentrating on U.S. and other athletes in key situations, corollary devel-

... and behind them



Mr. Arledge



Mr. Barnathan (at right)

opments, sidebars, features and interviews. To run them and the associated electronic gear, it had 166 technicians on the scene.

The ABC staff also included about 185 people in production and support services and management who were moved in from New York, plus 150 Montreal people hired for secretarial, messenger, security and similar assignments.

Production costs were estimated by ABC officials last week at about \$15 million—or close to a million dollars a day. These were on top of ABC's \$25 million payment for TV rights—on which it expects a rebate of about \$2 million because it supplied its own production center instead of having it provided by the Canadians.

(Actually, ABC designed and built the center in components—described by Mr. Barnathan as “a very large Erector set”—for use first at the Olympics at Innsbruck last winter. After Innsbruck, ABC moved the prefabricated units into space the Canadians supplied in Montreal. Among other things were included two control rooms, a studio, two film chains, two slow-motion units, two character generators, two frame-storage units, two routing switchers, three synchronizers and small tape machines. The manhours that went into designing, moving and installing the center—and into general planning for the Montreal coverage, which started three years ago—cannot be computed.)

The Montreal coverage has its little snafus, as when commentator Howard Cosell's earpiece went dead during a fight and a replacement had to be scrounged up in a hurry. Or when the swim hall went dark except for emergency lighting shortly before a race and the guilty plug had to be traced down in minutes.

But Mr. Barnathan—for whom the Olympic games were just the latest in a series of major events at which he has been responsible for the technical end of ABC's coverage this year, starting with the winter Olympics and including the Democratic and upcoming Republican conventions—said there were only two “real problems.”

The first occurred early on, in the loss of the Toronto-to-Buffalo, N.Y., leg of the line to New York for about nine minutes. But six minutes were filled from New York with commercials—all of which originated in New York throughout the games—and feature material that had been prepared against such a mishap. So actual loss of airtime was kept to about three minutes.

The other problem occurred during the closing ceremonies when ORTO officials objected to the position of one of ABC's cameras—although use of that location had been clearly authorized, Mr. Barnathan said. When ABC refused to budge, ORTO cut the feed from that location until police moved the camera out. The police action was shown in ABC's coverage.

“Actually, very little went wrong,” Mr. Barnathan said last week as he oversaw removal of the tons of equipment. About half was en route to Kansas City for the GOP convention there next week. The rest

was “being discombobulated and sent to [ABC centers in] New York, Washington and Hollywood,” except for ENG cameras, which were being returned to the ABC News units and ABC-owned stations from which they had been borrowed.

While the technicians were getting shipshape after the games were over, the thoughts of other ABC executives—and executives of CBS and NBC as well—were already beginning to turn to the 1980 summer Olympics, to be held in Moscow. Reports persist that the Russians are seeking \$100 million for the rights: four times what ABC paid this year. The networks expect to submit their bids in early to mid-autumn and expect the Russians to name the winner soon after that.

ABC scores own victory with ratings for the Olympics

ABC-TV's second week of Olympics coverage continued ABC's Nielsen dominance to such an extent that, like the previous week, the top seven shows consisted of the seven nights of the Olympics.

In terms of demolishing the competition, the 1976 Summer Olympics, with a two-week 48.2-share average, did even better than the 1972 games at Munich, which averaged a 46.7 share. The over-all Nielsen rating of the 1972 games was higher (26.1 rating) than the 1976 games (24.8 rating) because the 1972 games were telecast in late August and early September, when sets-in-use figures are typically higher than they are in July.

The two Olympics' weeks allowed ABC to widen its season-to-date lead over CBS. In the 47 weeks since the season started last Sept. 8 ABC has an 18.2 rating, CBS a 17.8 and NBC a 16.5.

The honors for the highest-rated Olympics night of all this year go to Tuesday, Sept. 27 (7:30-11 p.m., NYT), which hit a 28.5 rating and 52 share. During the second week of the Olympics, only the final night (Sunday, Aug. 1, with its closing ceremonies) fell below a 50 share.

Programing Briefs

View from Italy. Ben Barry & Associates, New York, has sold two-hour documentary *The Two Kennedys . . . A View from Europe* for November airing to WOR-TV New York, KHJ-TV Los Angeles, WNAC-TV Boston and WHBQ-TV Memphis. Documentary, which links assassinations to Mafia, was made by Italy's Rizzoli Co. three years ago.

Still running. Ralph Andrews Productions has bought daytime game show, *Celebrity Sweepstakes* from Burt Sugarman Inc. NBC-TV series airs daily and one night each week.

Making deals. Hatos-Hall Productions and Worldvision have concluded arrangements with Las Vegas Hilton hotel for taping 32 half-hour segments of *Let's Make a Deal*, starring Monty Hall, in hotel's main showroom. Syndicated by Worldvision for

prime-time access, programs will start in September. *Break the Bank*, Jack Barry and Dick Enright celebrity panel show, with Jack Barry as host, has been sold in 46 markets. Syndicated by Dick Colbert Co., series is also scheduled for prime-time September start.

Reconsideration rejected. FCC rejected petition filed by minority public interest groups to reconsider decision concerning National Collegiate Athletic Association (NCAA), ABC and six ABC affiliate TV stations. FCC had decided NCAA and stations did not discriminate against black colleges in selection of collegiate football games for televising. In original petition, community groups, including East Felician Black Action Organization and Concerned Citizens of Baton Rouge, complained of discrimination in sports coverage and employment practices. FCC found no evidence black schools were treated differently than other schools in same division and saw no specific, material evidence of employment discrimination. In reconsideration decision, commission said petition was filed after 30-day deadline established by Communications Act, and still did not establish discrimination.

From print to broadcast. According to Hoyle, humorous newspaper column dating back to 1930, is now available for radio in five-minute format. Distributor is BFKlein Radiowest, Palm Desert, Calif.

Host
Pat
Robertson
and many
other
special
guests



Media

Robert L. Gilbertson, VP/general manager, Boston Lobsters World Team Tennis franchise, and formerly VP/general manager, WRGB(TV)-WGY(AM)-WGFM(FM) Schenectady, N.Y., appointed development VP, Guy Gannett Broadcasting Services, Portland, Me. Guy Gannett stations include WGAN-AM-FM-TV Portland, Me.; WHYN-AM-FM-TV Springfield, Mass., and WINZ(AM) Miami-WINZ-FM Miami Beach, Fla.



Gilbertson



Lynch

John J. Lynch, financial VP/director and head of broadcast operations for Adams-Russell, Waltham, Mass., appointed president of Adams-Russell Telecommunications, new division consolidating WTYV(TV) Youngstown, Ohio, and CATV holdings including systems in Arkansas, Maine, Massachusetts, Missouri and New York.

John T. Lawrence Jr., special projects director, Taft Broadcasting, Cincinnati, elected VP, administration. **John D. Chapman**, sales/marketing director, Amusement Park Group, advanced to corporate marketing VP. **Arthur L. Haack**, corporate controller, named VP.

William T. Abbott, attorney, law department, NBC, New York, named senior attorney. **David Bellin**, advertising/promotion VP, and **Ken Horton**, broadcast advertising administrator, NBC-TV, New York, transferred to Burbank, Calif., office.

Caroline Hoff Harmon, manager, Equal Opportunity Programs, ABC Inc., named director, that department, succeeded by **Marilyn Maleska**, senior personnel representative, ABC Inc., both in New York.

William C. Lacey, manager, broadcast administration, WCBS-TV New York, promoted to broadcast administration director.

Gary L. Ballard, founder, Gary Ballard Productions, concert promotion, Flint, Mich., joins WBUK(AM) Portage, Mich., as general manager.

James R. Bowers, sales manager, KGRL(AM)-KXIQ(FM) Bend, Ore., appointed general manager, KTIX(AM) Pendleton, Ore.

Michael Cantoni, general/commercial manager, KAPX(AM) San Clemente, Calif., rejoins

WHLW(AM) Lakewood, N.J., as executive VP/station manager.

Gary L. Kneisley, station manager/operations director, WPVL(AM) Painesville, Ohio, appointed general manager.

Prudy Taylor, reporter, WBBH-TV Fort Myers, Fla., named public affairs director.

Ruby Savage, traffic manager, WXVI(AM) Montgomery Ala., assumes additional duties as operations manager.

Lynne Grasz, promotion/public relations director, KOLN-TV Lincoln and co-owned KGIN-TV Grand Island, both Nebraska, joins KMOX-TV St. Louis as director of information services. Miss Grasz was recently elected president, Broadcasters Promotion Association (BROADCASTING, June 28).

Ron Fagan, administrator, advertising/promotion, KNBC-TV Los Angeles, named director of advertising/promotion, KTLA(TV) there.

Dennis Neary, assistant promotion manager, WISH-TV Indianapolis, appointed advertising/promotion director, WTHR(TV) there.

Janice Gray, promotion supervisor, KIRO-TV Seattle, appointed director of promotion.

Charles M. Lichenstein, VP, national affairs, Public Broadcasting Service, Washington, assumes additional responsibility for PBS's public information services. **Norman Sinel**, VP/general counsel, assumes responsibility for all PBS corporate management activities. **Daniel Wells**, engineering VP, takes charge of PBS technical functions and becomes principal liaison for satellite technology.

Wanda Henegar, assistant traffic director, WATE-TV Knoxville, Tenn., named promotion director.

Lee Polk, VP for television/motion pictures, King Features, New York, elected president, New York chapter, National Academy of Television Arts and Sciences, succeeding **Jules Power**, who resigned to take post as senior VP of academy. **Dick Schneider**, producer/director of such projects as Macy's Thanksgiving Day parade and Tournament of Roses parade, replaces Mr. Polk as chapter's first VP.

Wes Bowen, moderator, *Public Pulse*, public opinion program, KSL Inc., Salt Lake City, elected VP, public affairs. KSL is licensee of KSL-AM-FM-TV there.

Newly elected officers, Colorado Broadcasters Association: **Carl Q. Anderson**, KREX-AM-FM-TV Grand Junction, president; **Jack Miller**, KCOL-AM-FM Fort Collins, president-elect, and **Steve Heater**, KSPN(FM) Aspen, secretary/treasurer.

Dale Eichor, music director/air personality, KWMT(AM) Fort Dodge, Iowa, assumes additional responsibility as operations manager.

Barry Goldfarb, special projects coordinator,

noncommercial WXXI-FM-TV Rochester, N.Y., appointed acting manager, administration and personnel, in departmental reorganization. **John Bell**, engineering director, named manager, broadcast operations. **David Dial**, radio services director, named radio manager. **Charles McConnell**, production manager, appointed television manager.

Phyllis T. Shelton, education associate, Baltimore City Public Schools, joins WJZ-TV there as public affairs director.

Susan D. Coes, writer/researcher/PR associate, Connecticut state government, Hartford, joins Connecticut Public Television there as development associate for special events.

Broadcast Advertising

Montgomery N. McKinney, executive VP/client services director, Chiat/Day, Los Angeles, elected chairman of board. **Hal Hayes**, VP/account supervisor, promoted to VP/general manager. **Hy Yablonka**, founding partner of agency, succeeds Mr. McKinney as executive VP/client services director. **Mark Doyle**, copy chief, promoted to VP/creative director. **Roger Livingston** and **Chuck Phillips**, VP's/general managers of Seattle and San Francisco offices, respectively, named executive VP's/directors.

Thomas K. Myers, president of Norman, Craig & Kummel—New York, named chairman, replacing **Norman B. Norman**, who continues as president of The NCK Organization Ltd., New York, parent company. **John C. Savage**, marketing VP, Whitehall Division of American Home Products Corp., there, named president of Norman, Craig & Kummel, succeeding Mr. Myers.

Jeffrey I. Fine and **Stephen D. Clow**, VP's and management supervisors, Doyle Dane Bernbach, New York, named senior VP's.

William H. Lynn, VP, TV/radio programming, Ketchum, MacLeod & Grove, New York, appointed senior VP, television/radio.

John A. Bluth, VP/manager of Chevrolet sales promotion, Campbell-Ewald, Detroit, joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., as senior account executive. **Denise L. Dase**, media analyst, Leo Burnett, Chicago, and **David J. Irvine**, media analyst, Campbell-Ewald, Detroit, join DM&M as media planners.

Lee Hanes, VP/associate creative director, Kenyon & Eckhardt, Boston, appointed associate creative director, BBDO, San Francisco.

Frank J. Kopek, associate media director, Benton & Bowles, Chicago, named VP.

Stuart Agres, manager of research development, Leo Burnett, Chicago, **Art Jordan**, account supervisor, and **Donald Spires**, creative director, named VP's.

James Pockmire, advertising planning director, Wyse Advertising, Cleveland, appointed media director. **Holly Fazio**, broadcast buyer, named planner/buyer for print and broadcast. **Leslie Smith**, media assistant, promoted to assistant buyer. **Diane Niederman**, broadcast planner/buyer, assumes responsibility as buyer/planner for national accounts.

Hilary Hinchman, associate media director, Warren, Muller, Dolobowsky, New York, named VP.

Warren Winstanley, account executive, Campbell-Ewald, Detroit, joins Kenyon & Eckhardt there in same capacity.

Michael Barry, VP/associate research director, J. Walter Thompson, Chicago, appointed account supervisor. **Margaret Redhead Keogh**, copywriter, promoted to creative group head.

Kris Augusta, account executive/senior salesperson, RKO General's WROR(FM) Boston, promoted to national sales representative, RKO Radio Representatives, New York.

Ellen Heller, manager, wage/salary planning, Abraham and Straus, New York, and **Robert L. Sarra**, Midwest advertising manager, American Banker Inc., New York, join CBS Radio Spot Sales as sales development managers, New York and Chicago, respectively. **Kathleen Kinsella**, manager, advertising/sales promotion, school department of Holt, Rinehart and Winston publishers, New York, joins CBS Radio Spot Sales there as information services director.

Jeffrey A. Lovins, president, Syracuse University chapter, Alpha Epsilon Rho, national honorary broadcasting society, named assistant media planner, Grey Advertising, New York.

Jack West, sales manager, KBHK-TV San Francisco, appointed general sales manager.

Steve Goldman, Chicago sales team manager, Petry Television Sales, joins TeleRep there as manager of its "Lions" group sales team, succeeding **Mike Velazquez**, named Chicago "Tigers" group manager.

Dick Gold, national sales manager, WNBC-TV New York, named retail sales manager, co-owned KNBC-TV Los Angeles. Managers of other newly-established retail sales units at NBC owned-and-operated stations are: **Diran Demirjian**, WNBC-TV; **Al Jerome**, WMAQ-TV Chicago; **Cliff Ford**, WKYC-TV Cleveland and **Jim Martz**, WRC-TV Washington.

Lois Weiss, account executive, KABC(AM) Los Angeles, promoted to retail sales manager.

Ron Watkins, local sales manager, WATE-TV Knoxville, Tenn., named general sales manager. **Jim Mikels**, account executive, promoted to assistant sales manager.

Manny Brooks, general sales manager, KBHK-TV San Francisco, joins KPLR-TV St. Louis as sales director.

Suzanne Burns, account executive, WYEN(FM) Des Plaines, Ill., named sales research manager, WBBM-TV Chicago.

Frank S. DeTillio, general sales manager/assistant general manager, WEHT(TV) Evansville, Ind., appointed local sales manager, WGR-TV Buffalo, N.Y.

Bruce Lewis, account executive, KMEG(TV) Sioux City, Iowa, appointed local sales manager.

Michael Brock, account executive, WAVI(AM)

Dayton, Ohio, named sales supervisor.

Judy Strumor, account executive/co-op specialist, WHDH(AM) Boston, joins WPLG-TV Miami as co-op specialist, market development.

Donna R. Munde, account executive, WPST(FM) Trenton, N.J., named local sales manager.

Sharon Disador, editorial coordinator, ABC, New York, promoted to manager of commercial operations in broadcast operations and engineering division.

Programing

Dennis E. Doty, VP, prime-time program development, East Coast, ABC Entertainment, New York, elected VP, prime-time variety programs, Los Angeles, succeeding **Frank Brill**, who resigned to become executive VP of Jerry Weintraub's Management III Productions in Los Angeles. **Linda Finson**, manager of late-night programs, East Coast, ABC Entertainment, named director of special programs, East Coast.

Ken Page, VP, European operations, Columbia Pictures Television, London, promoted to domestic syndication VP/general manager, and will relocate to Los Angeles office in September.

Allan B. Schwartz, director of special programming, Twentieth Century-Fox Television, Los Angeles, appointed VP, specials and movies for television. **Nancy Malone**, development director, promoted to VP, comedy development. **Princess Grace of Monaco** has been elected to board of directors.

Neal Pilson, director of business affairs, William Morris Agency, New York, appointed director of business affairs, sports, CBS-TV there.

Heather Beach Regan, operations/sales manager of Program Syndication Services, subsidiary of Dancer-Fitzgerald-Sample, New York, named VP.

Howard G. Goldfarb, director, nontheatrical distribution, C.I.C., London, joins National Telefilm Associates as director of international sales, based in London.

Bill Stevens, program director, WKBZ(AM) Muskegon, Mich., named to same post, WQWQ-FM there.

Arthur E. Pattison, producer/director, KOMO-TV Seattle, promoted to assistant production manager.

Linda Moulton, producer, WCVB-TV Boston, joins KMGH-TV Denver as special project coordinator, responsible for producing health-related segments for news program, as well as news and documentary specials.

Al Wisk, assistant sports director/play-by-play commentator for Dallas Cowboys football games, KRLL(AM) Dallas, named sports director, KCMO(AM) Kansas City, Mo.

Bob Bruce, with KDFW-TV Dallas, named sports director, WOWT(TV) Omaha.

Al Hrabosky, pitcher, St. Louis baseball Cardinals, joins KPLR-TV there as sportscaster.

Tom Sutton, sportscaster, WAVE-AM-TV Louisville, Ky., appointed sports director/

anchor, co-owned WFRV-TV Green Bay, Wis.

David Kanzeg, executive producer/operations manager, noncommercial WCMU-FM Mount Pleasant, Mich., named program manager, non-commercial WLRH(FM) Huntsville, Ala.

Broadcast Journalism

Joseph T. Dembo, executive producer of *CBS Morning News with Hughes Rudd and Bruce Morton*, will become CBS News correspondent at his request, to begin when his successor is named. In addition to correspondent duties, he will anchor three weekday *News on the Hour* broadcasts on CBS Radio Network. Prior to his present post, Mr. Dembo had been manager of CBS News Rome bureau, VP of CBS Radio, general manager, WCBS(AM) New York, and director of CBS Radio news.

Roann Kim Levinsohn, assistant producer, Instructional Television Centre, Tel Aviv, named manager of editorial services, ABC Inc., New York.

Tenold R. Sunde, editorials director, WCBS(AM) New York, promoted to assistant director of news operations and programs.

Tom Dolan, chief assignment editor, ABC-owned KGO-TV San Francisco, appointed assignment manager, co-owned WABC-TV New York.

Lee Elsesser, special projects director, KXAS-TV Fort Worth, promoted to news director.

Travis Linn, assistant to chancellor, Dallas County Community College District, in charge of program development/production, noncommercial KERA-TV Dallas, joins CBS News as manager of new Southwest bureau, based in Dallas.

Kathi Schroeder, reporter/photographer, KOAT-TV Albuquerque, N.M., named assignment editor.

John S. Wilson, news editor/correspondent, WRKL(AM) New City, N.Y., joins WNLK-AM-FM Norwalk, Conn., as news director.

Philip Archer, reporter/photographer, Houston News Service, joins KPRC-TV there in same capacity. **Gerry Oher**, graduate, University of Missouri, Columbia, joins KPRC-TV as news editor/producer. **Nancy Holland**, reporter/anchor, WBRZ(TV) Lafayette, La., named to same post at KPRC-TV.

Cary Carlton, formerly news writer, WFBR(AM) Baltimore, named weekend assignment editor, WMAR-TV there. **Artie Williams**, photographer/editor, WTRV(TV) Richmond, Va., joins WMAR-TV in same capacity.

Dennis Fech, news/program director, non-commercial WFAM(FM) Jacksonville, Fla., named reporter, WJKS-TV there. **Mike Lyons**, producer, noncommercial WFSU-FM Tallahassee, Fla., also joins WJKS-TV as reporter.

Marty Glazek, anchorwoman, WUHQ-TV Battle Creek, Mich., joins WNEM-TV Bay City, Mich., in same post.

Nancy Risner, reporter, KTOK(AM) Oklahoma City, joins KWT(TV) there in same capacity.

Joe Giardina, minicam reporter, KATC(TV) Lafayette, La., named reporter, WALA-TV Mobile, Ala. **Molly Broderick**, graduate, Spring Hill College there, joins WALA-TV as reporter/cameraperson.

Cable

Graham S. Stubbs, engineering director, Jerrold Electronics, Horsham, Pa., joins Oak Industries, Crystal Lake, Ill., as VP, engineering, CATV division.



Stubbs



Abbate

Paul Abbate, program executive, ABC-TV, New York, named director of program development for Showtime, pay cable subsidiary of Viacom International there.

Herman Bruning Jr., VP, financial operations, Unifax, multiproduct manufacturer/distributor, Jacksonville, Fla., joins Jerrold Electronics, Horsham, Pa., as controller.

Richard L. Behr, contract administrator, turnkey projects, Magnavox CATV, Manlius, N.Y., appointed manager, systems design and field engineering.

Thomas J. Zimmerman, founder/VP/general manager, Daconics Corp., manufacturer/distributor of computer-based word processing systems, Sunnyvale, Calif., joins Channel 100.

Optical Systems Corp., Burlingame, Calif., as operations VP.

Cecile Slagle, accounting manager, TeleCable, Norfolk, Va., named controller.

Equipment & Engineering

Everett B. Halbreich, general manager, Video Camera Services Ltd., New York, appointed director of sales, Vidtronics, Hollywood.

John G. Campbell, manager, video systems division, Hoffman Electronic Corp., Los Angeles, named VP, marketing, Convergence Corp., Irvine, Calif.

Robert M. Dahl, manager of production services/associate director, of operations, Children's Television Workshop, New York, joins Imero Fiorentino Associates there as director of production services. Imero specializes in lighting design and production systems for TV and entertainment industry.

Allied Fields

John N. Baker, VP, Transportation Displays, San Francisco, joins Compu/Net division of Arbitron, Los Angeles, as marketing director.

Gary (Drake) Thornton, reporter/anchor, KFDM-TV Beaumont, Tex., joins Division of Broadcasting, Abilene (Tex.) Christian University, as instructor and manager of university's radio station.

Lynne S. Gross, telecommunications professor, Long Beach City College, Los

Angeles, joins faculty of Communication Arts department, Loyola-Marymount University there.

Jay W. Bradbury, news director, KBON(AM) San Bernardino, Calif., named media representative for California Medical Association, San Francisco.

Deaths

William Burkhardt, 77, former chairman of board, Lever Brothers, New York, died July 31 at Phelps Memorial hospital, North Tarrytown, N.Y. He joined firm in 1938, was named VP in 1950, president in 1955, and later chairman. He retired in 1974. Survivors include his wife, Frantzes, and daughter, Diane.

Lord Thomson of Fleet, 82, head of one of world's biggest media chains, died in London Aug. 4. Within 42-year span, he built empire which now consists of 180 newspapers, 105 magazines and radio and TV stations in Great Britain, Ireland, Canada, Africa, Asia and West Indies. He is survived by his son, Kenneth, who inherits title, and daughter, Phyllis.

Ben Bonnell, 72, former arranger for symphonic and popular music orchestras for NBC Radio Network, died of emphysema July 29 at Sibley Memorial hospital, Washington. He is survived by his sister, Dorothy.

John Gentri, 48, air personality, WGCH(AM) Greenwich, Conn., died after heart attack July 21 at his home there. He joined station two years ago as host of *The Gentri Connection*, call-in talk show. He is survived by his wife, Joan, and seven children.

For the Record

As compiled by BROADCASTING for the period July 26 through July 30 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—

construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV application

■ **Kansas City, Mo.**—Kansas City Youth for Christ seeks ch. 50 (686-692 mhz); ERP 652 kw vis., 65.2 kw aur., HAAT 1159 ft.; ant. height above ground 1,190 ft. P.O. address: c/o David Lewis, 4715 Rainbow Blvd., Shawnee Mission, Kan. 66205. Estimated construction cost \$1,350,000; first-year operating cost \$1,550,000; revenue \$100,000. Legal counsel Fisher, Wayland, Southmayd and Cooper, Washington; consulting engineer Edward F. Lorentz and Associates. Principals: Applicant is nonprofit nonstock corporation which proposes to operate suggested station. Ann. July 15.

TV actions

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: WTVY Dothan, Ala., to Jan. 26, 1977 (BMPCT-7636); WSFA-TV Montgomery, Ala., to Jan. 26 (BMPCT-7633); KLOC-TV Modesto, Calif., to Jan. 26 (BMPCT-7645); KTSF San Francisco, to Jan. 26 (BMPCT-7624); *WHMM Washington, to Jan. 26 (BMPET-865); WECA-TV Tallahassee, Fla., to Jan. 26 (BMPCT-7632); WLS-TV Chicago, to Jan. 26 (BMPCT-7625); *WCTE Cookeville, Tenn., to Jan. 26 (BMPET-858). Action July 26.

TV start

■ **KEVN-TV Rapid City, S.D.**—Authorized program operation on VHF ch. 5 (76-82 mhz); ERP 95.5 kw vis., 9.55 kw aur., HAAT 1,900 ft. Action July 9.

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AM applications

- Bremerton, Wash.—Ki-Pen-Bro Corp. seeks 1330 khz, 5 kw-D. P.O. address: Suite 409, 245 Fourth St. Bldg., Bremerton 98310. Estimated construction cost \$80,443; first-year operating cost \$153,840; revenue \$168,000. Format: Variety. Principals: Six stockholders, none with broadcast interests. All but two are involved in Washington state and city politics. Ann. July 7.
- Sequim, Wash.—Olympic Broadcasting Co. seeks 1110 khz, 5 kw-D. P.O. address: 1110 Harmony Dr., Sequim 98382. Estimated construction cost \$25,828; first-year operating cost \$31,400; revenue \$31,954. Format: MOR block programing. Principals: Robert Wheeler and Robert Warnes (50% each). Mr. Wheeler is jewelry salesman and has had positions with radio stations in past. Mr. Warnes is announcer at KBRD-FM Tacoma, Wash. Ann. July 7.

AM licenses

Broadcast Bureau granted following licenses covering new stations:

- WGUF Gulfport, Miss. (BL-13961): KEYH Houston (BL-13834, 13850).

FM applications

- Chandler, Ariz.—Wycom Corp. seeks 107.9 mhz, 25 kw, HAAT 85 ft. P.O. address: Box 818, Laramie, Wyo. 82070. Estimated construction cost \$50,000; first-year operating cost \$85,000; revenue: none given. Format: MOR. Principal: Wycom is licensee of KOJO(AM)-KIOZ(FM) Laramie and KWYO(AM) Sheridan, all Wyoming. It is also permittee of KUGR(AM) Green River, Wyo. Ann. July 7.
- *Fontana, Calif.—Fontana Unified School District seeks 88.5 mhz, 10 w. P.O. address: 9680 Cities Ave., Fontana 92335. Estimated construction cost \$22,000; first-year operating cost \$21,000. Format: Variety. Principal: Applicant is nonprofit educational institution. Ann. July 7.
- Red Bluff, Calif.—John and Diane Bryngelson seek 102.3 mhz, 2.8 kw, HAAT 46 ft. P.O. address: 211 Sherman Dr. Red Bluff 96080. Estimated construction cost \$11,076; first-year operating cost \$70,941; revenue \$96,000. Format: MOR. Principals: Jon and Dian Bryngelson. Mr. Bryngelson is meat broker. Ms. Bryngelson is manager of KBLF(AM) Red Bluff, Ann. July 7.
- Orlando, Fla.—Florida Technological University seeks 89.9 mhz, 10 w. P.O. address: Box 25000, Orlando 32816. Estimated construction cost \$13,524; first-year operating cost \$3,500. Format: Variety. Principal: Applicant is public educational institution. Ann. July 7.
- *Marietta, Ga.—Southern Technical Institute seeks 91.7 mhz, 10 w, HAAT 62 ft. P.O. address: 534 Clay St., Marietta 30060. Estimated construction cost \$3,150; first-year operating cost \$6,170. Format: Variety. Principal: Applicant is unit of Georgia university system. Ann. July 7.
- *Angola, Ind.—Tri-State College seeks 88.3 mhz, 200 w, HAAT 151 ft. P.O. address: Stewart Hall, Park St., Angola 46703. Estimated construction cost \$5,037; first-year operating cost \$3,000. Format: Variety. Principal: Applicant is private educational institution. Ann. July 7.
- *Rensselaer, Ind.—St. Joseph's College seeks 90.5 mhz, 10 w, HAAT 140 ft. P.O. address: Box 51, Rensselaer 47978. Estimated construction cost \$3,490; first-year operating cost \$2,000. Format: Variety. Principal: Applicant is nonprofit private educational institution. Ann. July 7.
- Winchendon, Mass.—Northbanke Corporation seeks 97.5 mhz, 3 kw, HAAT 300 ft. P.O. address: 15 Thatcher St., Brookline, Mass. 01475. Estimated construction cost \$57,633; first-year operating cost \$41,200; revenue \$75,000. Format: Variety. Principal: Edward Paul Mattar III owns management and marketing consulting firm and has interest in FM application in Gloucester, Mass. Ann. July 7.
- Charlevoix, Mich.—NEW Broadcasting Corp. seeks 105.9 mhz, 100 kw, HAAT 534 ft. P.O. address: 211 Bridge St., Charlevoix 48620. Estimated construction cost \$105,792; first-year operating cost \$41,900; revenue \$60,000. Format: Contemporary. Principals: Terry Edger, N. Elmo Franklin Jr. and Timothy R. Ives (1/3 each). NEW Broadcasting owns WVOY(AM) Charlevoix. Mr. Ives, has interests in WGBF(AM) Evansville, Ind. and WROK-AM-FM Rockford, Ill. Ann. July 9.

- *Mt. Pleasant, Mich.—Central Michigan University seeks 91.7 mhz, 100 kw, HAAT 1,171 ft. P.O. address: Anspach Hall, Mt. Pleasant, Mich. 48859. Estimated construction cost \$123,904; first-year operating cost \$6,000. Format: Variety. Principal: Applicant is higher educational institution. Ann. July 7.
- *St. Louis Park, Minn.—Independent School District No. 283 seeks 91.7 mhz, 10 w. P.O. address: St. Louis Park 55426. Estimated construction cost \$4,025; first-year operating cost \$400. Format: Variety. Principal: Applicant is school district. Ann. July 7.
- *Winona, Minn.—Saint Mary's College seeks 90.9 mhz, 10 w. P.O. address: Winona, Minn. 55987. Estimated construction cost \$8,000; first-year operating cost \$2,350. Format: Light entertainment. Principal: Applicant is private, Roman Catholic liberal arts college. Ann. July 7.
- *University City, Mo.—Counterpoint Broadcasting Association seeks 91.1 mhz, 10 w. P.O. address: 6605 Kingsbury Blvd., St. Louis 63130. Estimated construction cost \$320; first-year operating cost \$900. Format: Variety. Principal: Applicant is nonprofit corporation formed to operate educational broadcasting station. Ann. July 7.
- Glasgow, Mont.—Otto Zerbe seeks 93.5 mhz, 3 kw, HAAT 300 ft. P.O. address: Lustre, Mont. 59225. Estimated construction cost \$10,000; first-year operating cost \$30,000; revenue: none given. Format: MOR. Principal: Otto Zerbe is farmer. Ann. July 7.
- Aurora, Neb.—KAFKA/KAFKA seeks 103.1 mhz, 3 kw, HAAT 128 ft. P.O. address: 6713 Y St., Lincoln, Neb. 68505. Estimated construction cost \$34,707; first-year operating cost \$33,000; revenue \$40,000. Format: Contemporary rock. Principals: Stephen (75%) and Lester (25%) Kafka. Father (Lester) is film technician; son Stephen works for state's labor department. Ann. July 7.
- Henderson, Nev.—KTOO Broadcasting Co. and KVOV Inc. seeks 100.5 mhz, 100 kw, HAAT —119 ft. P.O. address: Box 400, Henderson 89015. Estimated construction cost \$49,700; first-year operating cost \$30,000; revenue \$108,000. Format: Rhythm and blues. Principals: Cy (60%) and Evelyn (40%) Newman (KTOO Broadcasting) and Joseph F. Newman and Louis Randle Jr. (50% each) (KVOV Inc.). Two companies will share application equally. Newmans own KVOV(AM) Henderson and 50% of KWRL(AM) Sparks, Nev. Joe Newman owns ad agency; Lewis Randle has distributing interests. Ann. July 9.
- *Brooklyn, N.Y.—Kingsborough Community College seeks 90.9 mhz, 10 w. P.O. address: 2001 Oriental Blvd., Brooklyn 11235. Estimated construction cost \$4,325; first-year operating cost \$7,500. Format: Variety. Principal: Applicant is public educational institution and member of City University of New York. Ann. July 7.
- Hampton Bays, N.Y.—EFEM Inc. seeks 107.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Cobb Isle, Water Mill, N.Y. 11976. Estimated construction cost \$100,650; first-year operating cost \$92,221; revenue: none given. Format: Progs, MOR, pop. Principals: Lloyd A. Werner, Richard Brown and Robert Schneider (1/3 each). Mr. Brown is sales manager of television representatives; Mr. Schneider has majority interests in art sales business and Mr. Werner was until recently involved in broadcast time selling and buying. Ann. July 7.
- Key, Ohio—Jacobsburg Bible Church seeks 105.5 mhz, 1.5 kw, HAAT 423 ft. P.O. address: Rt. 2, Bellaire, Ohio 43906. Estimated construction cost \$45,494; first-year operating cost \$12,800; revenue \$38,000. Format: Country Gospel. Principal: Applicant is nonprofit religious corporation. Ann. July 7.
- *Mount Vernon, Ohio—Knox County Community Educational Broadcasters seeks 89.3 mhz, 10.56 kw, HAAT 96 ft. P.O. address: 707 W. Gambier St., Mt. Vernon 43050. Estimated construction cost \$6,700; first-year operating cost \$2,400. Format: Religious, variety. Principal: Applicant is nonprofit corporation formed to operate proposed station. Ann. July 7.
- *Goodwell, Okla.—Panhandle State University seeks 91.7 mhz, 376 w, HAAT 121 ft. P.O. address: Faculty Advisor, Panhandle State University, Goodwell 73939. Estimated construction cost \$1,175; first-year operating cost \$2,500. Format: Variety. Principal: Applicant is four year public educational institution. Ann. July 7.

- Ashland, Ore.—Kilibro Broadcasting Corp. seeks 101.7 mhz, 3 kw, HAAT —310 ft. P.O. address: 2437 East Orangeburg Ave., Modesto, Calif. 95355. Estimated construction cost \$52,890; first-year operating cost \$42,000; revenue \$60,000. Format: Standard pops. Principals: John D. Feldmann and Arthur B. Hogan (31% each) and Kilibro Broadcasting Corp. (33%). Messrs. Hogan and Feldmann are media brokers and owners of KOWN-AM-FM Escondido, Calif. and are seeking to buy KCMX(AM) Ashland. Kilibro Broadcasting, 51% owned by F. Robert Fenton, is licensee of KFLV(AM) Modesto, Calif. and 51% owner of KTOM(AM) Salinas; 80% of KITA(FM) Modesto and 33% of KCMX(AM) Ashland, Ore. Ann. July 7.

- Hermiston, Ore.—Interfaith Christian Center seeks 99.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 457, Umatilla, Ore. 97882. Estimated construction cost \$34,150; first-year operating cost: none given; revenue: none given. Format: Religious. Principal: Applicant is nonprofit corporation. Ann. July 7.

- North Bend, Ore.—Larson-Wynn seeks 100.9 mhz, 800 w, HAAT 598 ft. P.O. address: 816 C 12th Ave., South Nampa, Idaho 83651. Estimated construction cost \$28,863; first-year operating cost \$31,170; revenue \$72,000. Format: Standard pop. Principals: Brent Larson (51%) and Elwyn T. Wynn (49%). Mr. Larson is licensee of KAIN(AM) Nampa and has CP for FM there; he also owns 50% of KXA(AM) Seattle and 51% of KODL(AM) Dalles, Ore. Mr. Wynn owns remaining 49% of KODL. Ann. July 7.

- *Anasco, P.R.—Centro Colegial Cristiano seeks 90.5 mhz, 14.7 kw, HAAT 125 ft. P.O. address: 16 Rafail Hernandez-Ramirez de Arellano, Mayaguez, P.R. 00708. Estimated construction cost \$35,773; first-year operating cost \$26,384. Format: Religious. Principal: Applicant is nonprofit educational organization. Ann. July 7.

- *Richardson, Tex.—St. Luke's Educational Foundation seeks 88.1 mhz, 10 w, HAAT 65 ft. P.O. address: 1210 W. Belt Line Rd., Richardson 75080. Estimated construction cost \$1,611; first-year operating cost \$16,000. Format: Religious. Principal: Applicant is private educational institution. Ann. July 7.

- *Salt Lake City, Utah—Listeners Community Radio of Utah seeks 90.9 mhz, 19 kw, HAAT 3,595 ft. P.O. address: 1840 S. 1300 E., Salt Lake City 84105. Estimated construction cost \$26,250; first-year operating cost \$35,000. Format: Variety. Principal: Applicant is nonprofit corporation formed to operate station. Ann. July 7.

- Charlottesville, Va.—Charlottesville Broadcasting Associates seeks 92.7 mhz, 412 w, HAAT 805 ft. P.O. address: Box 6776, Charlottesville 22906. Estimated construction cost \$27,913; first-year operating cost \$52,615; revenue \$100,000. Format: Music variety. Principals: David Corl, Heywood Greenberg, Michael Starling and S.V. Wilkins Jr. (19% each), three others. Mr. Corl is program director at WKYY(AM) Amherst, Va., where Mr. Starling is general manager and part owner as is Mr. Wilkins. Other stockholders also work at WKYY. Ann. July 7.

- Moundsville, W.Va.—Hank Grewe Broadcasting seeks 105.5 mhz, 2.55 kw, HAAT 321 ft. P.O. address: 317 7th St., Moundsville 26041. Estimated construction cost \$44,076; first-year operating cost \$26,600; revenue \$60,000. Format: MOR. Principal: Henry Grewe (99%) is licensee of WEIF(AM) Moundsville. Ann. July 7.

FM actions

- Prescott, Ariz.—Broadcast Bureau dismissed application by Southwest Broadcasting Co. for new FM at 98.3 mhz (BPH-9362). Ann. July 22.
- Key West, Fla.—Broadcast Bureau dismissed application by John Spottswood for new FM at 107.1 mhz. Application dismissed at applicant's request (BPH-8920). Ann. July 22.
- Bayou Vista, La.—Teche Broadcasting Corp. Broadcast Bureau granted 95.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 847, Morgan City, La. 70380. Estimated construction cost \$40,766; first-year operating cost \$1,000; revenue \$30,000. Format: MOR. Principal: Teche Broadcasting is current applicant for AM in Bayou Vista. Paul J. Cook is owner (BPH-9685). Action July 22.

■ Leesville, La.—Stannard Broadcasting Co. Broadcast Bureau granted 105.5 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 1573, Leesville 71446. Estimated construction cost \$47,053; Format: Beautiful music. Principals: John S. and Eileen H. Stannard (50% each) have no other broadcast interests (BPH-9699). Action July 22.

■ Superior, Neb.—Valley Broadcasting Co. Broadcast Bureau granted 103.9 mhz, 500 w, HAAT 59 ft. P.O. address: W. 8th St., Box 100, Superior, Neb. 68978. Estimated construction cost \$20,828; first-year operating cost \$1,000; revenue \$90,000. Format: contemporary. Principal: Applicant is licensee of KRFS(AM) Superior (BPH-9788). Action July 22.

■ Center, Tex.—Center Broadcasting Co. Broadcast Bureau granted 102.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 307 San Augustine St., Center 75935. Estimated construction cost \$52,531; first-year operating cost \$20,800; revenue \$30,000. Format: Standard pop C&W. Principal: Center Broadcasting owns two CATV systems, Center and San Augustine, and owns KDET(AM) Center, Tolbert Foster (85%) is part owner of KDOX(AM) Marshall, KNET(AM) Palestine, and KVUE-TV Austin, all Tex. (BPH-9679). Action July 22.

■ Marlin, Tex.—Midwestern Broadcasting Corp. Broadcast Bureau granted 96.7 mhz, 1.25 kw., HAAT 200 ft. P.O. address: 8906 D Trone Circle, Austin, Tex. 78758. Estimated construction cost \$51,739; first-year operating cost \$29,424; revenue \$36,000. Format: C&W, contemporary. Principals: Janelle Eastham (49.4%), Vicki Briant (48%), et al. Ms. Eastham is employe of Southwestern Bell. Ms. Briant is preparer of tax returns (BPH-9658). Action July 22.

■ Sheridan, Wyo.—Sheridan Communications Co. Broadcast Bureau granted 94.9 mhz, 25 kw., HAAT 44 ft. P.O. address: Box 3048, Sheridan 82801. Estimated construction cost \$41,404; first-year operating cost \$16,300; revenue \$30,000. Format: Easy listening, MOR. Principals: William K. Love, E.E. Lonabaugh (each 33 1/3%), et al., own KROE(AM) Sheridan (BPH-9576). Action July 22.

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

■ WPIX-FM New York, to Dec. 3 (BMPH-14839).

Ownership changes

Applications

■ WSNT-AM-FM Sandersville: WJAT-AM-FM Swainsboro; and WBRO(AM) Waynesboro, all Ga.—Seeks transfer of control of respective licensees from Webb Pierce (100% before; none after) to Cleatus O. and Frances Brazzell (none before; 100% after). Consideration: \$1,290,000. Principals: Mr. Pierce is county music singer who owns no other stations. Buyers also own WELP-AM-FM Easley, S.C., Mrs. Brazzell holding 72% and Mr. Brazzell 28%. Ann. July 22.

■ WAYT(AM) Wabash, Ind. (1510 khz, 250 w-D)—Seeks assignment of license from Porter County Broadcasting Corp. to Conaway Communications Corp. for \$152,500. Seller: Assignor is licensee of WAKE(AM)-WLJE(FM) Valparaiso, Ind. Buyers are Daniel and Sandra Schram (50% each). Mr. Schram has farming and retail interests. Ann. July 26.

■ WJOR(AM) South Haven, Mich. (940 khz, 1 kw-D)—Seeks assignment of license from Van Buren County Broadcasting to Iroquois County Broadcasting Co. for \$200,000. Sellers: Assignors have interest in WCOE(FM)-WLOI(AM) La Porte, Ind., WWCA(MM) Gary, Ind. and in application for FM in South Haven. Buyers are Samuel (42.9%) and Richard (14.3%) Martin, Donald Ruth (28.6%) and Robert Bivans (14.3%). Iroquois is licensee of WGFA-AM-FM Waukegan, Ill. and WTKM-AM-FM Hartford, Wis. Ann. July 22.

■ WSUM(AM) Parma, Ohio (1000 khz, 500 w-D)—Seeks assignment of license from North East Communications Corp. to Christian Broadcasting Association for \$260,000 plus covenant not to compete for \$140,000. Sellers: J.P. Moore (31.03%) and Charles Rich (24.54%) who have no other broadcast interests. Buyer is owned by the Rev. Jack M. Mortenson (42.5%) and four other members of Mortenson family. Buyer also owns WTOF(FM) Canton, Ohio; WEMM(FM) Huntington, W.Va.; WHKK(FM) Erlanger, Ky., and WJMM(FM) Versailles, Ky. Ann. July 22.

■ KLF(AM) Lubbock, Tex. (AM: 1420 khz, 500 w-D)—Seeks transfer of control of La Fiesta Broadcasting Co. from John A. Flache (100% before; none after) to Drew Ballard and Marcelo H. Tafoya (none before; 100% after). Consideration: \$185,000. Principals: Seller is John Flache. Buyers: Marcelo H. Tafoya (60%) is salesman-announcer at KLF. Mr. Ballard (40%) owns KVMC(AM) Colorado City, Tex. Ann. July 30.

■ WAPL-AM-FM Appleton, Wis. (AM: 1570 khz, 1 kw-D; FM: 105.7 mhz, 50 kw)—Seeks assignment of license from Dixon Inc. to Badger Cities Broadcasting for \$400,000 plus \$62,000 noncompetition covenant. Seller: John J. Dixon who has no other broadcast interests. Buyer is owned by Carl A. Cook (50%), Thomas P. Moore (25%) and Orville Sather (25%). Messrs. Moore and Sather own 50% each of WBCO-AM-FM Bucyrus, Ohio, and 22% each of WWOM(FM) Albany, N.Y. Mr. Cook is general manager of WMGS(AM) Bowling Green, Ohio, sold subject to FCC approval to Jimmy Swaggart Evangelistic Association (BROADCASTING, July 12). Ann. July 22.

Actions

■ KDDR(AM) Oakes, N.D. (1220 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Berry-Iverson Co. of N.D. to Frontier Broadcasting for \$100,000. Sellers: Ronn Iverson and Alfred G. Berry are also selling KSDR(AM) Watertown, S.D. Buyer is owned by Timothy Branson and Robert Norlund who own ambulance services in Wadena and Alexandria, Minn. (BAL-8711). Action July 23.

■ WPBS(FM) Philadelphia (98.9 mhz, 14 kw)—Broadcast Bureau granted assignment of license from Bulletin Co. to WFIL Inc. for \$1,441,000. Seller: Bulletin Company is owner of Philadelphia Bulletin newspaper and licensee of KTMS-AM-FM Santa Barbara, Calif. Buyer is LIN Broadcasting, publicly held corporation. LIN is licensee of WIL-AM-FM St. Louis, KILT-AM-FM Houston, WBFB(FM)-WBFB(FM) Rochester, N.Y., WAND(TV) Decatur, Ill., WAVY-TV Portsmouth, Va. and WFIL(AM) Philadelphia (BALH-2263, BASCA-735). Action July 14.

■ WKDA-AM-FM Nashville (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 103.3 mhz, 100 kw)—Broadcast Bureau granted assignment of license from WKDA Broadcasting and Hickory Broadcasting to Dick Broadcasting Co. for \$1.2 million. Seller: Principals are Stuart Hepburn and James Ragan. Licensees are subsidiary of Chatham Corp., licensee of KNOX-AM-FM Ft. Worth, Tex. Buyers are Jeannette Dick Hundley, James Jr., Emily and C. Arthur Dick (25% each), all siblings. All are college students and/or employes of WIVK-AM-FM Knoxville, Tenn., owned by parents (BAL-8662, BALH-2274). Action July 14.

■ KGUL(AM) Port Lavaca, Tex. (1560 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Lewis O. Seibert to Daniel L. Andrus for \$100,000. Seller: Louis O. Seibert who has no other broadcast interests. Buyer is general manager of KVPI-AM-FM Ville Platte, La., and has no other broadcast interests (BAL-8692, BALRE-3021). Action July 23.

Facilities changes

TV application

■ WKEF Dayton, Ohio—Seeks CP to change ERP to 2337 kw vis., 233.7 kw aur.; change type trans. and ant.; make changes in ant. structure; and HAAT 1,152 ft. Ann. July 26.

TV actions

■ *KUAC-TV Fairbanks, Alaska—Broadcast Bureau granted modifications of license to change vis. ERP to 46.8 kw (BMLET-135). Action July 26.

■ *WCVE-TV Richmond, Va.—Broadcast Bureau granted modifications of CP to change ERP to 1230 kw vis., 186 kw aur.; change type trans. (BMPET-867). Action July 23.

AM start

■ Following station was authorized program operating authority for changed facilities on date shown: KRAM Las Vegas (BP-19658), July 19.

FM applications

■ *KZSC Santa Cruz, Calif.—Seeks CP to install new trans. and ant.; change TPO, ERP 1.25 kw and HAAT 457 ft. Ann. July 7.

■ *WETN Wheaton, Ill.—Seeks CP to change trans. and studio location to Irving and Kenilworth Sts., Wheaton; install new trans. and ant.; change TPO, ERP 250 w and HAAT 139 ft. Ann. July 7.

■ *WAUS Berrien Springs, Mich.—Seeks CP to change frequency to 90.7 mhz; install new trans. and ant.; change TPO, ERP 47.6 kw and HAAT 318 ft. Ann. July 7.

■ WKND-FM Camden, N.J.—Seeks CP to install new trans. and ant.; change TPO, ERP 38 kw and HAAT 546 ft. Ann. July 7.

■ *WBAU Garden City, N.Y.—Seeks CP to change ant.-trans. site; install new ant.; change TPO, ERP 1.26 kw and HAAT 194.5 ft. Ann. July 7.

■ *WGMC Greece, N.Y.—Seeks CP to install new trans. and ant.; change TPO, ERP 2.05 kw and HAAT 46 ft. Ann. July 7.

■ WTFM Lake Success, N.Y.—Seeks CP to change trans. location; install new trans. and ant.; change TPO, ERP 5.6 kw(H), 5.2 kw(V); HAAT 1,407. Ann. July 7.

■ WWIL Wilmington, N.C.—Seeks CP to change trans. and studio location; install new trans. and ant.; change TPO, ERP 100 kw. Ann. July 7.

■ *WCMC Paris, Ohio—Seeks modification of CP to change station location to New Philadelphia, Ohio; install new ant.; change TPO, ERP 40.04 kw and HAAT 413.4 ft. Ann. July 7.

■ *WYSO Yellow Springs, Ohio—Seeks CP to change name to Antioch College; change frequency to 91.3 mhz; install new ant. and trans.; change TPO, ERP 10 kw and HAAT 400 ft. Ann. July 7.

■ *WVCS California, Pa.—Seeks CP to change trans. location; install new trans. and ant.; change TPO, ERP 9.88 kw and HAAT 157 ft. Ann. July 7.

■ *WERG Erie, Pa.—Seeks CP to change frequency to 89.9 mhz; change trans. location; install new trans. and ant.; change TPO, ERP 5 kw and HAAT —288 ft. Ann. July 7.

■ WZTA Tamaqua, Pa.—Seeks CP to change trans. location; install new ant.; change TPO, ERP 1.19 kw and HAAT 480 ft. Ann. July 7.

■ WKSA-FM Isabella, P.R.—Seeks CP to install new trans. and ant.; change TPO, ERP 38.7 kw and HAAT —26.4 ft. Ann. July 7.

■ KLSN Brownwood, Tex.—Seeks CP to change frequency to 104.1 mhz; install new trans. and ant.; change TPO, ERP 25 kw and HAAT 300 ft. Ann. July 7.

■ WHIS-FM Bluefield, W.Va.—Seeks CP to install new trans. and ant.; change TPO, ERP 100 kw and HAAT 1,159 ft. Ann. July 7.

■ *WGTD Kenosha, Wis.—Seeks CP to install new ant.; change TPO, ERP 5 kw and HAAT 143 ft. Ann. July 7.

FM actions

■ KVFM San Fernando, Calif.—Broadcast Bureau granted CP to change studio, remote control and trans. location to 14808 Lassen St., San Fernando; install new trans. and ant.; ERP 3 kw (H&V); ant. height —180 ft. (H&V); condition (BPH-9973). Action July 23.

■ WJTO-FM Bath, Me.—Broadcast Bureau granted CP in change frequency to 105.9 mhz (ch. 290); change trans. studio location to 3.3 miles NE of Bowdoin Center on Arnold Highway (U.S. 201), Bowdoin, Me.; change trans. and ant.; ERP 50 kw (H&V); ant. height 500 ft. (H&V); remote control permitted. Action July 23.

■ KTYL Tyler, Tex.—Broadcast Bureau granted CP to install new ant.; ERP 4.8 kw (H&V); ant. height 380 ft. (H&V); remote control permitted (BPH-9974). Action July 23.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KDFC San Francisco (BPH-9283), July 16; KLOS New York (BPH-9626), July 15; WDIX-FM Orangeburg, S.C. (BPH-8890), July 16; WKBN-FM Youngstown, Ohio (BPH-9379), July 15.

Professional Cards

<p>ATLANTIC RESEARCH CORP. Jansky & Bailey Telecommunications Consulting Member AFCEE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCEE</p>	<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFCEE</p>	<p>COHEN and DIPPELL, P.C. CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 Member AFCEE</p>
<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 2922 Telestar Ct. (703) 560-6800 Falls Church, Va. 22042 Member AFCEE</p>	<p>LOHNES & CULVER Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCEE</p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCEE</p>	<p>SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member AFCEE</p>
<p>STEEL, ANDRUS & ADAIR 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-5374 (202) 223-4884 Member AFCEE</p>	<p>HAMMETT & EDISON, INC. CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCEE</p>	<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Miland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p>JULES COHEN & ASSOCIATES Suite 400 1730 M St., N.W., 659-3707 Washington, D. C. 20036 Member AFCEE</p>
<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCEE</p>	<p>VIR JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.-80206 (303) 333-3562 DENVER, COLORADO Member AFCEE</p>	<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p>ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>
<p>JOHN H. MULLANEY CONSULTING RADIO ENGINEERS 9616 Pinkney Court Potomac, Maryland 20854 301-299-3900 Member AFCEE</p>	<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 (AC 713) 632-2821</p>	<p>HATFIELD & DAWSON Consulting Engineers Broadcast and Communications 906 - 36th Ave. Seattle, Washington 98122 (206) 324-7860</p>	<p>MIDWEST ENGINEERING ASSOCIATES Consulting Engineers 6834 A N UNIVERSITY PEORIA ILLINOIS 61614 (309) 692-4233</p>
<p>DAWKINS ESPY Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</p>	<p>MATTHEW J. VLISSIDES, P.E. STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications. Inspections, Supervision of Erection 7601 BURFORD DRIVE McLEAN, VA 22101 Tel (703) 358-9504 Member AFCEE</p>	<p>L. SCOTT HOCHBERG & ASSOCIATES NON-COMMERCIAL RADIO APPLICATIONS - DESIGN Box 25304, Houston, Texas 77005 713-523-7878</p>	<p>C. P. CROSSNO & ASSOCIATES CONSULTING ENGINEERS P. O. BOX 18312 (214) 321-8140 DALLAS, TEXAS 75218</p>

Service Directory

<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>SWAGER TOWER CORPORATION TALL TOWER SPECIALISTS Box 656, Fremont, Indiana 46737 219-495-5165</p>	<p>BROADCAST TECHNICAL SERVICE, INC. <ul style="list-style-type: none"> • AM-FM Station Construction • Audio/Skeleton ... Partial Proofs • Signal Sound Improvement • Simulated FCC Station Inspections Phone 817-772-3371 Box 7343 • Waco, Texas 76710</p>
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Summary of broadcasting

FCC tabulations as of June 30, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,450	4	25	4,479	46	4,525
Commercial FM	2,772	0	48	2,820	127	2,947
Educational FM	814	0	31	845	68	913
Total Radio	8,036	4	104	8,144	241	8,385
Commercial TV	700	1	7	708	56	764
VHF	509	1	3	513	10	523
UHF	191	0	4	195	46	241
Educational TV	231	9	13	253	15	268
VHF	90	3	5	98	6	104
UHF	141	6	8	155	9	164
Total TV	931	10	20	961	71	1,032

*Special temporary authorization

**Includes off-air licenses

In contest

Designated for hearing

■ **WMJX(FM) Miami**—Commission has designated for hearing application of Bartell Broadcasting of Florida, for renewal of license for WMJX. Hearing issues include questions about newscast and contest practices (Doc. 20826). Action July 27.

Fines

■ **KLTB(FM) Bolivar, Mo.**—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for operating with excessive power. Action July 6.

■ **WVOE(AM) Chadbourne, N.C.**—Broadcast Bureau notified licensee it incurred apparent liability for \$750 for violation of rules by failing to file financial reports for 1973 and 1975, failing to maintain ant. input power to within 90 percent of licensed value or by failing to have logs kept by employees competent to do so having actual knowledge of facts required. Action July 14.

Other actions

■ **KHPA(FM) Hope, Ark.**—Broadcast Bureau granted request for waiver of rules to identify as Hope-Prescott, Ark. Action July 22.

■ **WJVA(AM)-WRBR(FM) South Bend, Ind.**—Commission renewed licenses for period ending August 1, 1979, normal expiration date for Indiana stations. Licensee of both stations is Booth American Company. FCC explained that both stations were granted short-term renewals on December 19, 1975, for period to end August 1, 1976, because licensee failed to assure adequate supervision and control of stations. It said fraudulent billing and deceptive station promotion had

occurred at WRBR (FM) in the past. Commission said it has found no recurrence of misconduct for which short-term renewal was granted. It also reviewed information on stations' employment practices and found it satisfactory. Action July 27.

■ **WNIC-FM Dearborn, Mich.**—Broadcast Bureau granted request for waiver of rules to identify as Dearborn-Detroit, Mich. Action July 22.

■ ***WTVS(TV) Detroit**—Broadcast Bureau granted license renewal to Detroit Educational Television Foundation pending result of employment discrimination case now pending in district court. Action June 30.

■ **WHTV-TV Meridian, Miss.**—Broadcast Bureau granted renewal of license to Central Television subject to requirement that licensee maintains local studio facilities in Meridian. Action July 16.

■ **KYW(AM) Philadelphia**—Broadcast Bureau granted renewal of license to Westinghouse Broadcasting Co. pending outcome of various proceedings in district courts. Action July 16.

■ **KIVV-TV Lead, S.D.**—Broadcast Bureau granted request for waiver of rules to identify as Lead-Deadwood, S.D. Action June 21.

■ **WNGE(TV) Nashville**—Broadcast Bureau granted license renewal to General Electric Broadcasting Co. conditioned on outcome of proceedings in various district courts. Action July 23.

■ **KPLX(FM) Fort Worth**—Broadcast Bureau granted request for waiver of rules to identify as Fort Worth-Dallas, Tex. Action July 22.

■ **KNVZ(AM)-KQVE(FM) Houston**—Commission renewed licenses for KNUZ and KQVE(FM) Houston, for remainder of regular license period for Texas stations—Aug. 1, 1977. Both KNUZ and KQVE(FM) are licensed to Texas Coast Broadcasters. In order released June 30, 1975, commission granted short-term renewals for two stations for period ending Aug. 1, 1976, because it had found marked decline in stations' employment profile with respect to minority employees. Commission directed licensee to submit statement detailing affirmative action undertaken. Commission said review of results of licensee's affirmative action program for period June 30, 1975, to March 17, 1976, indicated it had made good faith effort to seek and encourage minority applicants for each job opening. Action July 14.

Allocations

Petitions

■ **Group for Advancement of Television Service, Johnstown, Pa.**—Seeks assignment of ch. 8 to Johnstown (RM-2727). Ann. July 26.

■ **South Dakota State Board of Directors, Vermillion, S.D.**—Seeks assignment of ch. 25 to Wagner, S.D., and reserve for educational use (RM-2724). Ann. July 26.

Actions

■ **Kernville, Calif.**—Broadcast Bureau assigned FM ch. 272A (102.3 mhz) to Kernville. Channel originally was assigned to Kernville on May 9, 1973, but was deleted effective Dec. 1, 1975, since no one had applied for its use. On petition filed by Kern River Broadcasting Co., Bureau proposed assignment of ch. 272A to Kernville. Action July 20.

Rulemaking

Petitions

■ **State of Florida Division of Disaster Preparedness, Fla.**—Seeks amendment to allow use of additional frequencies or bands of frequencies for A3J (single side-band radiotelephony) in local government radio service (RM-2726). Ann. July 26.

■ **Community Antenna Television Association, Oklahoma City, Okla.**—Seeks amendment to permit receive-only "small earth stations"; and to alter procedures for filing applications for domestic satellite earth station authorizations to permit receive-only "small earth stations" (RM-2725). Ann. July 26.

Actions

■ **Commission denied petition by Sandy Frank Program Sales** for modification of prime-time access rule to prohibit "multiple exposure" of programs during prime time access period. Frank, syndicator of access-period programming, requested modification to prohibit exposure of more than one episode of same program each week (except for local news and public affairs programs) in access time on stations owned by or affiliated with national television network in 50 largest television markets. Action July 28.

■ **Commission concluded that determination of entertainment programming by broadcast stations is matter within discretion of licensees, and said it would not interfere in licensee decisions to make changes in their entertainment formats (Doc. 20682).** Action July 28.

■ **WCCO-AM-FM-TV Minneapolis**—FCC granted request to amend rules regarding broadcast station identification announcements (RM-2699). Action July 7.

Translators

Applications

■ **California Polytechnic State University, Calif.**—Seeks CP for ch. 7 (174-180 mhz) rebroadcasting KCOY-TV Santa Maria, Calif. (BPTT-3041). Ann. July 26.

■ **XYZ Television, Durango, Colo.**—Seeks CP to add Hermosa, Colo. to present principal community; change frequency from ch. 82 (878-884 mhz.) to ch. 68 (794-800 mhz); change type of trans.; increase output power to 100 w (BPTT-3004A). Ann. July 22.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced July 27 (stations listed are TV signals proposed for carriage):

■ **Teleprompter of Jamestown, for (town of) Ellery, N.Y. (CAC-05815 amended):** W26AA Jamestown, N.Y.

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Company _____

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Payment enclosed

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Call letters

■ Warner Cable of Dekalb, for Dekalb, Ill. (CAC-06886): Requests certification of existing operations.

■ West Shore TV Cable Co., for Mechanicsburg borough, Shiremanstown borough, Lower Allen township, Upper Allen township, and Fairview township, all Pa. (CAC-06887-92): WOR-TV, WPIX, New York; and delete WTTG Washington.

■ Northland Cable TV, for Virginia, Eveleth, Fayal township, all Minn. (CAC-06922-4): Requests certification of existing operations.

■ Grayling Cable Services, Box 681, Grayling, Mich. 49738 for Grayling, Mich. (CAC-06925): WKBD-TV Detroit; WGTU, WPBN-TV, Traverse City, Mich.; WNEM-TV Bay City, Mich.; WCML-TV Alpena, Mich.; WUCM-TV University Center, Mich.; WWTW Cadillac, Mich. WJRT-TV Flint, Mich.; WEYI-TV Saginaw, Mich.

■ Grand Island Multi-Vue T.V. System, for Grand Island, Neb. (CAC-06897): WTCG Atlanta; and delete KWGN-TV Denver.

■ Hastings Multi-Vue T.V. Systems, for Hastings, Neb. (CAC-06898): Same as above.

■ Lexington Multi-Vue T.V. System, for Lexington, Neb. (CAC-06899): Same as above.

■ Kearney Multi-Vue T.V. System, for Kearney, Neb. (CAC-06900): Same as above.

■ Transcable, Box 126, Vidalia, Ga. 30474 for Mt. Vernon and Ailey, both Ga. (CAC-06901-2): WTOG-TV, WSAV-TV, WJCL Savannah, Ga.; WJBF, WRDW-TV Augusta, Ga.; WMAZ-TV, WCWB-TV Macon, Ga.; WTCG Atlanta; WDCO-TV Cochran, Ga.

■ Cape Cable TV, Cove Rd., Orleans, Mass. 02653 for (town of) Orleans, Mass. (CAC-06903): WGBH-TV, WBZ-TV, WCVB-TV, WNAC-TV, WSVK-TV, WGBX-TV, Boston; WTEV New Bedford, Mass.; WJAR-TV, WPRI-TV, Providence, R.I.; WLVI-TV Cambridge, Mass.

■ Teleprompter of Lakeland, for Polk county, (unincorporated areas contiguous to Lakeland) Fla. (CAC-06904): WCIX-TV Miami; and delete WTCG Atlanta.

■ Lynchburg Television Cable, Lynchburg, Tenn. 37352 for Lynchburg, Tenn. (CAC-06905): WNGE, WSM-TV, WTVF, WZTV, WDCN-TV, Nashville; WHNT-TV, WYUR, WAAY-TV, Huntsville, Ala.; WRIP-TV, WRCB-TV, WTVC, WDEF-TV, Chattanooga.

■ Teleprompter of Coquille, for Coquille, Ore. (CAC-06906): Requests certification of existing operations and to add KOIN-TV Portland, Ore.

■ Cablevision Systems Westchester Corp., 366 N. Broadway, Jericho, N.Y. 11753 for Yonkers, N.Y. (CAC-06907): WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX, WNYE-TV, WNYC-TV, New York; WNET, WBTB-TV, Newark, N.J.; WXTV Paterson, N.J.; WNJU-TV Linden, N.J.; WNJM Montclair, N.J.; WLIW Garden City, N.Y.; WEDW Bridgeport, Conn.; WPHL-TV, WTAJ-TV, Philadelphia.

■ Retel TV Cable Company, for Cogan Station, Trout Run, Perryville, all Pa. (CAC-06908-10): WNEW-TV New York.

■ Caddo-Bossier Cablevision, for Shreveport, La. (CAC-06918): WTCG Atlanta.

■ Norman Cable TV, for Norman, Okla. (CAC-06919): WTCG Atlanta.

■ Cable Communications Systems, Box 777, Hector, Minn. 55342 for Clear Lake, S.D. (CAC-06920): KDLO-TV Florence, S.D.; KXON-TV Mitchell, S.D.; KCMT-TV Alexandria, Minn.; KESD-TV Brookings, S.D.; KWCM-TV Appleton, Minn.; WTCN-TV Minneapolis; KSFY-TV Sioux Falls, S.D.

■ Tele-Vu, for Milan, N.M. (CAC-06921): Requests certification of existing operations.

■ Catawba Valley Communications, Box 2989, Hickory, N.C. 28601 for (town of) Long View, N.C. (CAC-06911): WHKY-TV Hickory, N.C.; WBTW, WSOCTV, WCCB, WTIV, Charlotte, N.C.; WSPA-TV Spartanburg, S.C.; WLOS-TV Asheville, N.C.; WUNG-TV Concord, N.C.; WJHL-TV Johnson City, Tenn.; WKPT-TV Kingsport, Tenn.; WCYB-TV Bristol, Va.; WUNE-TV Linville, N.C.

Applications

Call	Sought by
	New TV
*KLTS	Louisiana Educational Television Authority, Shreveport, La.
	New FM's
KUUZ	Nampa Broadcasting Co. Nampa, Idaho
KSUM-FM	Woodward Broadcasting, Fairmont, Minn.
WCLX	Charlevoix Broadcasting Co. Boyne City, Mich.
*WUOL	University of Louisville, Louisville, Ky.
KJVC	Heart of Dixie Broadcasting Corporation, Mansfield, La.
*WKKL	Cape Cod Community College, West Barnstable, Mass.
	Existing TV
WVII-TV	WEMT Bangor, Me.
	Existing AM's
KTNO	KGBS Los Angeles
KQDI	KUDI Great Falls, Mont.
KKOA	KLPM Minot, N.D.
KQXE	KBUZ Mesa, Ariz.
WNCR	WAAB Worcester, Mass.
	Existing FM's
WJHS	WHIS-FM Bluefield, W.Va.
KCBW	KSIS-FM Sedalia, Mo.
WPJC	WVBS-FM Burgaw, N.C.
KIOG	KBUZ-FM Mesa, Ariz.
WHRK	WMP5-FM Memphis, Tenn.
WVEE	WPLO-FM Atlanta
WTTK	WCOP-FM Boston
WRKX	WOLI Ottawa, Ill.
KHAI	KEKI Honolulu

Grants

Call	Assigned to
	New TV
*WN5C-TV	South Carolina Educational Television Commission, Rock Hill, S.C.
	New AM's
WPGR	South-West Mississippi Broadcasting Co., Port Gibson, Miss.
KSRB	Glennwood Vance, Hardy, Ark.
	New FM's
WCRC	Radio Virgin, Charlotte-Amalee, St. Thomas, V.I.
*WBCE	Belleville Area College, Belleville, Ill.
*WSUC-FM	State University of New York, Cortland, N.Y.
WGFG-FM	Coastline Broadcasting Co., Lake City, S.C.
WFAF-FM	Sanford A. Schafitz, Sharpville, Pa.
*WCSD-FM	Centennial School District, Warminster, Pa.
*KLYT	Christian Broadcasting Academy, Albuquerque, N.M.
	Existing AM's
WHYM	WVIX Pensacola, Fla.
WGOR	WANR Toledo, Ohio
KPAM	KLSC Portland, Ore.
WQZO	WJAK Jackson, Tenn.
WURL	WKBX Winston-Salem, N.C.
	Existing FM's
WKSD	WKOF Hopkinsville, Ky.
KKTX	KCNW Kilgore, Tex.
KBUY-FM	KDJW-FM Amarillo, Tex.
KCSW	KRMH San Marcos, Tex.

■ Cablevision Corporation of Ohio, for Port Clinton, Ohio (CAC-06912): Requests certification of existing operations.

■ Highland Video, for Blairsville borough, Brenizer, Center township, Burrell township, Homer City borough, all Pa. (CAC-06913-17): WOR-TV New York; and delete WPGH-TV Pittsburgh.

■ West Shore TV Cable Co., for Monroe township, Pa. (CAC-06893): WOR-TV, WPIX, New York; and delete WTTG Washington.

■ Storer Cable Communications, for Sparks, Ga. (CAC-06894): Requests certification of existing operations.

■ Ellinwood Cable TV Co., Box 402, Ellinwood, Kan. 67526 for Ellinwood, Kan. (CAC-06895): KCKT Great Bend, Kansas; KAYS-TV Hays, Kansas; KPTS, KTVH, Hutchinson, Kansas; KAKE-TV Wichita, Kansas; KBMA-TV Kansas City, Mo.

■ Delta Video, 411 E. Main, Portageville, Mo. 63873 for Gideon, Mo. (CAC-06896): WHBQ-TV, WMC-TV, WREG-TV, WKNO-TV, Memphis; WPSD-TV, WDXR, Paducah, Ky.; KFVS-TV Cape Girardeau, Mo.; KAIT-TV Jonesboro, Ark.; WKMU Murray, Ky.; KPOB Poplar Bluff, Mo.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Greater New England Cablevision Co., for Chicopee, Mass. (CAC-06428); United Cable Television Corporation of Connecticut, for Bristol, Farmington, Plainville, New Britain, Berlin, all Conn. (CAC-06443-7); Cable TV Company of York, for York, Pa. (CAC-05168); Cable Services Company, for Sullivan (town of), and Chittenango (village of), both N.Y. (CAC-05737-8); Texas Lakes Cablevision, for specified unincorporated portions of Henderson county, Tex. (CAC-05878); American Cablevision Company, for Ironwood, Schoolcraft township, Osceola township, Laurium, Calumet village, Lake Linden, Torchlake township, all Minn. (CAC-05895, and 903-905, and 907-909); Teleprompter Cable Systems, for Lorain borough, Pa. (CAC-05937); Johnstown Cable TV, for Lower Yoder township, Pa. (CAC-05939); American Television & Communications Corp., for Island City, Ore. (CAC-06411); K.B.C. Corp., for Killeen, Tex. (CAC-06467); Jackson Hole Cable Telecommunications, for unincorporated area Bondurant, Wyo. (CAC-06681); Jackson Hole Cable Telecommunications, for unincorporated areas of Cora, Daniel, Boulder, Big Sandy, Smoot, Fairview, Auburn, Graves, all Wyo. (CAC-06682-9); Continental Cablevision of Miami Valley, for Harrison township, Englewood, Trotwood, Vandalia, Union, all Ohio (CAC-06702-6); Valley Microwave Transmission, for Raymondville, Harlingen, Weslaco, all Tex. (CAC-06715-17); Valley Microwave Transmission, for Mercedes, Donna, La Feria, San Benito, Edinburg, Alamo, San Juan, all Tex. (CAC-06718-24); Southwest CATV, for Brownsville, Elsa, Edcough, Mission, Pharr, all Tex. (CAC-06725-30).

Other actions

■ Warner Cable of Fort Walton Beach, Fort Walton Beach, Cinco Bayou and Mary Esther, all Fla.—Seeks special temporary authority to carry WDTB Panama City, Fla. (CSR-1028T). Ann. July 27.

■ Teleprompter of Florida, St. Petersburg, Fla.—Seeks waiver of rules relating to provision of network program non-duplication protection requested by Gaylord Broadcasting Co., licensee of WTVT Tampa, Fla. (CSR-1025). Ann. July 27.

■ General Media Corp., WCEE-TV Inc., Rockford Cablevision and Total TV, Loves Park, North Park and Winnebago county, all Ill.—Jointly seek special relief requesting limited waiver of rule as it relates to cross-ownership of television station WCEE-TV Freeport-Rockford, Ill. and cable television systems in that market (CSR-026). Ann. July 27.

■ Pioneer Valley Cablevision, Palmer, Mass.—Seeks issuance of declaratory ruling stating that WFSB-TV Hartford, Conn. is entitled to network non-duplication treatment (CSR-1027). Ann. July 27.

■ Clinton County Cable Corp., Wilmington, Ohio—Seeks waiver of network non-duplication rules so that Clinton county will not be required to provide protection for WDN Dayton, Ohio (CSR-1024). Ann. July 27.

■ Lawton Cablevision and KSWO Television Co., Lawton, Okla.—Seeks waiver of rules to permit continued ownership by local residents of KSWO-TV and Cablevision (CSR-1029(X)). Ann. July 27.

Classified Advertising

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

RADIO

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General Manager for successful New Mexico Class C FM. Immediate equity for stable, sales-oriented professional. Excellent salary and fringes. Reply Box V-109, BROADCASTING.

Manager for progressive-formatted university FM station who also will have rank of assistant professor and teach broadcast courses. Requirements include two years of radio experience and Masters Degree. Salary \$13,000 minimum for 12 months. Deadline for applications Oct. 31. More information from School of Communication, University of Idaho, Moscow ID 83843. An EEO/AA Employer.

General Manager wanted for full time AM, no. 1 in market. Seasoned, experienced general manager with proven track record. Career opportunity. No job hoppers. Send resume to D. Stone, Box 1260, Nashville, TN 37202. Salary open.

Partner needed to manage Kentucky small market station, investment \$5200.00. Phone 317-653-6583 after 6 p.m. E.S.T.

HELP WANTED SALES

Leading Arkansas station needs experienced, aggressive street fighter with future goals for management. \$10,000 salary & commissions, gas allowance, hospitalization. Send resume to Box U-178, BROADCASTING.

Stereo FM good music station in Illinois looking for ambitious sales person. Some radio sales experience desirable. Guaranteed salary, car allowance, liberal commissions, profit-sharing. Equal Opportunity Employer. Send resume to Box V-9, BROADCASTING.

Top salesperson. Free to travel for the industry's largest and best syndicator of production materials, station IDs, and automated music services. Send full resume to Box V-93, BROADCASTING.

Top sales opportunity for experienced, willing salesperson. Excellent single market Wisconsin AM-FM. Draw, expenses, hospitalization, life insurance, retirement plan. Send resume Box V-117, BROADCASTING.

Experienced salesperson, proven sales record for top pay. Largest "share of audience" (18-49) ARB. Liberal salary, liberal incentive. KFMQ Radio, Terminal Bldg. Lincoln, NE.

Get away from the snow and cold and move to Sunny Arizona. KVOY/KJOK is looking for a successful salesperson with management potential. Our stations are separately programmed and represent half the stations in this 60,000 + metro market. Base salary with excellent commission plan. Write or call Jim Stowe 602-782-4321, Box 228, Yuma, AZ. 85364.

Aggressive salesperson for Long Island area, AM-FM operations in excellent market, managerial opportunity. WHLI, Box 219, Hempstead, NY 11550.

We are the top station, and have one of the best facilities in the state. We need a qualified salesperson who knows how to sell medium market radio to replace a 25-year veteran earning significant 5 digit figures. Excellent benefits, good list. Management opportunities possible. Contact Ron Frizzell, WLAM, Box 929, Lewiston, ME 04240. Equal Opportunity.

HELP WANTED SALES CONTINUED

New 100,000 Watt FM stereo & quad 24 hour top country hits station, gasoline allowance, 15% commission, \$100.00 weekly salary, and bonus plan, \$50.00 paid for each \$500.00 sold. This gives you more than 25% of your sales, with no investment except your expert sales ability. No beginners. If you are mature, have sold radio time for at least ten years, and want to earn some money, write Clarence Jones, WPWR, Box 903 Saint George, SC 29477.

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.

Southern Chain needs sales applicants for small-medium-large markets. Men or women. Good money-solid future with progressive group. Openings now. Resume to Tom Joyner-V.P.-Beasley Broadcasting P.O. Box 1355 Goldsboro, NC 27530. 919-734-8003.

Three professionals with radio/TV local sales/sales management backgrounds to sell proven annual renewable services to broadcast management. Not a gimmick. We are industry's leading independent producer of proven local sales support and training services utilized by large and small independents and groups, including ABC, CBS and NBC. If you enjoy a consultant sales approach using the finest of audio/visual tools and have potential ability to conduct workshops/seminars, you can expect an excellent income with job satisfaction. Considerable travel first year; relocation unnecessary. Qualified candidates will be interviewed in and selected for Eastern, Midwestern and Western territories. First year potential \$36,000+ with continuing/renewable income. Positions available on a draw vs. commission plus equity option basis or, subject to financial qualifications, as self-employed rep. Rush confidential detailed resume, with references in first letter, to Bill McGee, President, Broadcast Marketing Corp., 2671 Harrison Street, San Francisco, CA 94110 for additional information and interview itinerary.

Kentucky. Top Modern country music person. Sales. Pay equal to effort. Call Jim Ballard 606-248-5842.

HELP WANTED ANNOUNCERS

Small market. Ohio River town looking for announcer, 1 year experience. Production and 3rd phone. Sales helpful. Box U-84, BROADCASTING.

Personality M—O—R Morning Person. Our last two morning men were grabbed up by major market 50 kilowatters. We're good. If you are, and if you are stable and mature, send resume to Box V-12, BROADCASTING.

Immediate opening for 1st Phone personalities M.O.R. Format. Technical knowledge required. 6:00 PM-Midnight and Midnight-6:00 AM. Small market in Rocky Mountain Area. Top pay. Reply to Box V-18, BROADCASTING.

Are you funny, are you exciting, are you creative, then you should be in radio. We have your opportunity, at a northeast Ohio station. Send resume. An Equal Opportunity Employer. Box V-112, BROADCASTING.

First ticket announcer, strong on production, for 10KW Central Oregon station. Tape and resume to KBND, P.O. Box 1071, Bend, OR 97701. An Equal Opportunity Employer.

Looking for ambitious, rich voiced announcers with some board experience and strong on news. Send tapes and resume to Frank C. Carman, KLUW AM/FM. Box 389, Salt Lake City, UT 84110.

Staff announcer. College and experience preferred. Great small community. Tape to Wendell Wilson KNCK Box 629 Concordia, KS 66901.

HELP WANTED ANNOUNCERS CONTINUED

Combination announcer and production director for medium market southwest progressive country stations. Must know trends, have experience. Tape and resume to Gordon Marcy, K102, 444 Executive Center Blvd., El Paso, TX 79902.

Announce-Production-Copywriting. Ambitious person, all 'round talent. 48 hour week for \$650 per month. Pleasant working conditions in city of 100,000. Some live news and DJ. 3rd phone. Send tape and resume. KQIP Stereo, 506 American Bank Building, Odessa, TX 79761.

First phone announcer with other ability. Send tape and resume to WAMD Aberdeen, MD 21001.

Morning D.J. Wanted! Experienced personality D.J. wanted for upbeat dynamic station. Must be able to do some production-copy. Contact Bob Catin-WDEW Westfield MA.

WIOS Radio AM. Tawas City Michigan. Small Market. Northeastern Mich. Automated contemporary MOR format. Good production required. Tape, resume to: John Carrou WIOS Tawas City, MI.

50,000 watts. Beautiful Music Stereo FM located on the Eastern shoreline of Lake Michigan is seeking a quality voiced staff announcer with outstanding production ability. Position includes daily air shift and production responsibilities. 3rd class endorsed license required. Contact Bill Winchell, GM, WQWQ/FM Stereo, Box 296, Muskegon, MI 49443 or call 616-722-1681. We are an EOE Employer.

Adult contemporary morning personality for no. 1 station in market. New facilities, nice area. Air/production checks and resumes to Mike Berlak, PD, WSJM, P.O. Box 107, St. Joseph, MI 49085. A Midwest Family Station. EOE.

Immediate. Experienced staff announcer needed for top-rated FM-Stereo beautiful music station. Must also have production/copy skills. Tape & resume to WRSR, West Side Station, Worcester, MA. 01602. An Equal Opportunity Employer.

Announcer with high school play by play ability. Joe Phillips (WSSO) Starkville, MS. 601-323-1230.

Top rated contemporary has rare opening for announcer for all night shift. Great chance to polish your act. Tape to WTKO, Box 10, Ithaca, NY 14850. No calls.

Aggressive Cont/MOR seeks afternoon personality. Commercial experience necessary. We offer: stability, upward mobility, good pay. EOE. Tape and resume to: WTON, Box 1085, Staunton, VA 24401.

One of the first Bonneville MOR programmed stations needs pleasant sounding announcer. Some production and copy writing. Send tape and resume to Mr. Reilly, WWOM, Box 5146, Albany, NY 12205.

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.

New station, major Southwestern USA market. Fall opening for MOR-Contemporary Personality who is a communicator. Experienced. Tape, resume, salary requirement to: SM, Inc., 2160 Fifth, Bay City, MI 48706. EOE.

Wanted Announcer engineer. Qualified to handle announcing duties and help maintain 1 KW station. Excellent Plant & Job. 314-586-8577 for Mgr.

Announcer for big, small market country AM and all news FM that is growing fast. Good chance for advancement. Extra talent for remotes, bonuses for some news and production. Excellent opportunity for person who likes rural living and can contribute to this unusual operation. E.O.E. We hire only by interview. Call for appointment Mr. Smith, 503-882-8833, Klamath Falls, OR.

**HELP WANTED ANNOUNCERS
CONTINUED**

P.D. announcers and newperson needed for contemporary N. Dak. Radio. Tape, resume and requirements to: Jack Ingstad, Box 2072, Minot, N. DA. 58701. Replies confidential.

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.

If you are a talented engineer willing to relocate to a beautiful location and take full charge of a modern operation see our display ad in this section and send full details in your first letter to Box V-5, BROADCASTING.

Chief Engineer wanted for AM/FM combination in one of midwest's finest medium sized cities. Need knowledge and experience on non-directional AM, Stereo FM, automation. Equal Opportunity Employer. Send resume to Box V-76, BROADCASTING.

Successful New Mexico Class C FM needs engineer-announcer experienced in studio and transmitter. Excellent salary and fringes for mature, stable individual. Reply soonest Box V-108, BROADCASTING.

Chief, Experienced in AM and FM stereo with credentials in RF and audio. Top-rated AM/FM Rocker needs the right person. Send resumes to Rish Wood, Kint, P.O. Box 10243, El Paso, TX 79993. (E.O.E.)

Aspen, Colorado is where you'll live; C.E. for two stations. Experience required, preferably FM. Take charge, get the job done and be rewarded. Positive, growth company. E.O.E. Resume to: Steve Heater, President, KSPN Radio, 330 East Main Street, Aspen, CO. 81611.

Medium market needs take charge chief engineer. Responsible for operations of well equipped 3 tower 10kw and 100kw FM stereo. Must have knowledge of automation and STL equipment. Experienced professionals only. AM application pending for 50 kw. Vehicle and gas furnished. Call Len Anthony KXRB/KIOV FM at area code 605-336-7393 or write 100 North Phillips avenue, Sioux Falls, SD 57102.

Chief Engineer for WDBQ-KIWI Dubuque, IA. Excellent facility in a fine city. Salary and benefits above average. For job fulfillment contact Philip Kelly 1-319-583-6471. EOE Employer.

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. Contemporary station, excellent facilities, good pay. Must know directional AM, studio maintenance. Relaxed, high morale station in beautiful area. Rush resume to WTKO, Box 10, Ithaca, NY.

HELP WANTED NEWS

New Jersey shore station needs resumes from experienced newscasters who can write, edit and deliver local newscasts. References will be thoroughly checked. Equal Opportunity Employer. Send resume to Box V-66, BROADCASTING.

Hard working, energetic person needed for local news oriented station. Minimum 1 year experience. Send tape and resume to Randy Hartley, News Director, WCIT Radio, Box 940, Lima, OH 45802.

WQXI Radio is looking for a fulltime Sports Director. Medium or major market experience necessary. FCC Third Class endorsement a necessity. Tapes and resumes only to David Collin, News Director, WQXI Radio, 3340 Peachtree Road, N.E., Suite 240, Tower Place, Atlanta, GA 30326.

Vermont radio station with strong news image is looking for newscaster who is self-motivated, able to take direction and gets along with people, to dig, write, and air. Send tape and resume to Dale Houston, Box 800 Springfield, VT 05156.

**HELP WANTED NEWS
CONTINUED**

The Imagination Station needs talented newscaster that can write and produce short creative news vignettes. May also double as morning person. Format is new and exciting. All new equipment and studios. Call 815-332-3436 or 397-3070 for details. Excellent work conditions.

Experienced newscaster. Interviews, cover meetings, on-air shift. Above average wage. Tape, resume, salary requirements to P.O. Box 1, South Tamworth NH 03883.

Wanted immediately top flight news director for contemporary station heavy in local news. City area of 20,000. Pleasant surroundings, ideal working conditions. Good salary. Fringe benefits. If you want to step up call Mr. Ritter or Bill Sides at 912-382-1234.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Program Director. Top 15 Midwest market contemporary. Must have track record, good voice, and know station promotions. Box V-7, BROADCASTING.

Modern country music program director, with experience, to set up major Midwest market format. Will be responsible for station promotions, and total air-sound. Box V-8, BROADCASTING.

Looking for a start? Excellent station going from live to automation soon needs people eager to learn. Top 40 format. Box V-85, BROADCASTING.

Successful New Mexico Class C FM needs experienced country program director. Must be heavy in production, music knowledge. Excellent salary. Stable, mature individuals only. Send resume to Box V-110, BROADCASTING.

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.

New 50 KW FM Christian radio station located on Eastern shore of Maryland to become operational in October, 1976. Now employing complete staff. Write Maranatha, Inc., Box 130, Princess Anne, MD 21853 or phone 301-749-1435.

Help wanted—College teaching. Oklahoma State University seeks instructor one-year appointment for Fall 1976. Minimum master's degree plus three years professional experience desired. Must be good writer who expects high student performance. Send resume: Harry Heath, Director, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74074. An Equal Opportunity, affirmative-action employer.

SITUATIONS WANTED MANAGEMENT

GM-experienced all facets. Strong track record. Dependable. Box U-115, BROADCASTING.

Attention: Major Market Radio. Dynamic sales personality desires position as local/national sales manager for group or individual station. Strong credentials, personable, highly creative with unusual sales techniques. Build your sales with a fresh, energetic, hard-working talent. Write Box V-96, BROADCASTING.

Business/Operations Manager seeking opportunity improve efficiency and moral by streamlining your operation. Supervisory experience. Heavy Broadcast Computer experience. 6 years with affiliate in top 20. Box V-98, BROADCASTING.

15 year professional seeks small/medium market station to manage or sales manage. Well versed in all phases of station operation. Will consider all areas to relocate if offer is solid. 301-757-3352.

SITUATIONS WANTED SALES

Young, aggressive hustler. Proven record. Take advantage of my professional approach towards radio sales; my resume will sell you! N.Y.C. major east coast market preferred with earning potential of \$20,000 plus. Box U-189, BROADCASTING.

Manage and sell. Sales Manager built regional powerhouse. Worked with nation's best programmers. Strong, creative promotion. Soft-sell/super service. 27, degree. Box V-107, BROADCASTING.

**SITUATIONS WANTED SALES
CONTINUED**

Seeking sports PBP-Sales position in medium market. 2 years experience. College graduate. Professional attitude. Call 812-275-3200.

SITUATIONS WANTED ANNOUNCERS

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

Authoritative, "net quality" voice, personality, former semi-name Big Band leader, 15 yrs DJ, MD, ND. Box V-53, BROADCASTING.

Announcer available. Strong news/1st/2 yrs exp. Desire AOR or news work. Box V-56, BROADCASTING.

Experienced professional, announcer/production. 3 years. Adult contemporary or Top 40. Box V-63, BROADCASTING.

Articulate, knowledgeable, responsible— well read, bright, well traveled. Seeks position radio talk show host. Spent 20 years in show business. AFTRA member. Know radio well. Was born for this new career. Bob Sydney 212-854-8191 or Box V-65, BROADCASTING.

First phone Top 40 jock. Recently worked in Oklahoma City area. Former production director (2 years) and jock (3 years) at open format College Station. Currently employed as disco jock. Steve 312-439-2884 or Box V-79, BROADCASTING.

Versatile, experienced announcer, 26, desires growth opportunity. 3rd endorsed. Box V-81, BROADCASTING.

Contemporary personality desires move to medium or major market. 3 years experience. Box V-94, BROADCASTING.

Currently employed Top 50 Market Pro. All formats including automation, but prefer MOR and Modern Country. The Plus's include copywriting/production/media P.R. Many hats for growth oriented chain with security and benefits. 35, single and stable with A 1 professional and credit credentials. \$15,500 minimum. Lets communicate via Box V-95, BROADCASTING.

Classical announcer. Ten years in the business. Worked as commentator for major symphony orchestra series. Good production. Seeking full time fine arts station that can make classical music pay. Top references. Reply Box V-100, BROADCASTING.

Hello Illinois. 27 years old 3rd. Working now. Looking contemporary. Want to plant roots. Box V-101, BROADCASTING.

New York City air personality available for Jazz-oriented format. 6 years experience as host and producer of Jazz program which has included interviews w/Stan Kenton, Charles Mingus, Bill Evans and many other Jazz artists. Box V-103, BROADCASTING.

Thirty years experience. Need job. Announce, sell, write, etc. Available immediately. Box V-105, BROADCASTING.

Heavy thinker, light touch. Explorer of high spaces and bottom lines. Mellow voice. Energetic point of view. Soft sell. Seeks all night music and talk show. Tape available. 716-244-3426 evenings or Box V-115, BROADCASTING.

Radio D.J.—TV newscaster available for part time or full time. 213-874-7236 please call mornings.

DJ-Newscaster, BA. 3rd class, three years experience, bright, hard working, dependable, wants to relocate now. Prefer west coast or greater Chicago area and modern country or MOR format. Will consider all offers. For tape, resume write Doug McKitten, 414 Aylesford Place, Lexington, KY 40508. or call 1-606-253-1773.

They wouldn't let me play P.D.Q. Bach Invention classical music host-announcer available. Bruce Thomson, 1508 Vallejo Drive, San Jose, CA 95130.

Young announcer, good voice; Top 40, soul experience, news forte. Jerry Scott 2502 B. St #17 San Diego, CA 92102 714-233-4309.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

Maturity, experience, talented ability, 3rd endorsed, and definitely a "producer." Prefer MOR, classical or country. Can do all equally well. Not a time and temp. man. If interested, call 305-688-6262. Mon-Fri. 5-9 p.m. Call for Richard Hall.

DJ. 3rd college grad. Can start immediately. will travel. Gerald Evans 449 B Barclay Sq W. Columbus, OH 43209 614-235-6920.

Broadcast Grad., 42, AFR-TV Exp., newspaper reporting, film lab. background. Third Phone. Endorsed. George Muzyka, 3825 N. Newcastle Ave., Chicago, IL. 60634. Call for Air Check tape. 312-685-7984.

Attention Program Directors: Young reliable announcer looking for challenging position. Good voice, news, commercials, production. Available NOW! Anywhere. Preston Simmons, 2792 Mission Village Dr., San Diego CA 92123, 714-279-6034.

26 married P.D. strong production including 4 track recorders, 10 years air work including talk shows, news, some video and sales. Looking for top 40 MOR talk show. Willing to relocate. Steve Christopher 346 73rd Street Niagara Falls, NY 14304, 716-283-4752.

Good announcer 3 yrs. experience. 1st ticket. Can handle both MOR and Rock formats. Dependable. Single. Will move nearly anywhere. 507-437-1786.

Baby in basket. 6 year pro all formats prefers to stay in Florida but will relocate for better family support and right opportunity. 904-761-6920 anytime. Leave message.

Top 40/Soul DJ. 3rd endorsed, 3 yrs exp., talented and hard working. Tapes/resumes 212-527-7276.

Hard working family man with first 5 years exp. Seeking opportunity to get back into radio. Mike Valgus 1474 Sacramento *305 S.F. CA. 415-775-7633. Willing to start at the bottom of the totum pole.

Jock-Copy Production Hard working. Some experience. Veteran. Mark Walder 1140 "B" *23 San Diego 92101, 714-232-4737.

Attention Florida! DJ 3rd endorsed, tight board, excellent commercials and news, ready now! Glenn Miller, c/o Martine, 7600 S.W. 133 Court, Miami, FL 33183 305-595-1342.

Station Managers! Need Jock MOR, country, sports? Good voice! Sell too! Now! Terry Boyd 714-444-8728, 671 Brockwood El Cajon, CA.

SITUATIONS WANTED TECHNICAL

Chief Engineer. 25 years experience, 50 KW AM, directionals, 100 KW FM. Automation, southwest, \$15,000. Box U-157, BROADCASTING.

East Tenn. Stations: maintenance contracts available: Audio, DA proofs, installation, FCC fillings. Box V-92, BROADCASTING.

SITUATIONS WANTED NEWS

Sports/News reporter. Young, aggressive grad desires reporter/caster position in medium or small market. Strong journ background. Major College PBP and talk exp. 3rd endorsed. Box V-118, BROADCASTING.

Sportscaster: persevering for first commercial break. 3 years college radio PBP football, basketball, hockey, baseball, sports talk shows. 3rd endorsed, B.S. sociology, private school teaching-coaching since 1973 graduation. Available now, will relocate, Peter Cooney, Tanager Road, Attleboro, MA. 617-222-4796.

Sports director. 23 Over five years experience small market radio. Solid radio background includes sports, PBP, News, production, copy, sales, air shift. College degree in broadcasting. Dedicated and dependable. Looking for the right move up. For details contact Cliff Yeargin Box 584 Elberton, GA 30635, 404-283-3062.

Michigan State Univ. grad (Telecommunication, Magna Cum Laude) with 3 years non-commercial news/sports/PBP experience seeks similar work as full-time start in radio anywhere. Call Dave at 312-945-8498.

**SITUATIONS WANTED NEWS
CONTINUED**

Experienced PBP broadcaster looking for chance to grow with sports-minded small or medium market station. Have major market commercial sports experience in writing, producing, voice reporting. Also experienced in news, television, radio telephone talk. Will consider additional duties as necessary. College grad. 1126 East Vienna Ave. Milwaukee, WI 53212, 414-964-2676.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

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.

Female, B.A., Experience in commercial production and sales; news reporting and interviews; agency promotions. Box V-62 BROADCASTING

Copywriter/Station Operations. Energetic woman early 40's, relocate Philadelphia or southern New England. Box V-83, BROADCASTING.

12 year veteran program director-personality jock, major market experience, contemporary top 40, Ohio-Indiana-Kentucky-West Virginia. Knowledgeable-personable. Box V-97, BROADCASTING.

Commercial announcer. Background for TV, film or radio. Station news/production P.D. 30 years experience. Will relocate. Available now. Have 1st phone-automation experience. Henry Hoppe 22605 S.W. 66th Ave, apt 212, Boca Raton, FL 33433 305-391-5132.

Talented beginner wants job in radio, excellent appearance and writing skills, 20 years old, 2 years college. Jim Maxwell, 6130 Longmont, Houston, TX 77057 713-781-1218.

Outspoken, speaks easy, leadership ability. Willing to give orders and take them. BA degree tired of BS. First ticket, 5 years experience. Backstabbers and ding-dongs ring someone elses bell. If you're looking for a hard-working, enthusiastic operations man or sportscaster, let's talk. I won't waste your time. Dale Ganske, 319-283-1553, Lot 23 Lakeview Trailer Court, Celwein, IA 50662.

Wayne Shayne, G-98 Cleveland. Program director. 16 years rock experience. Seeks programming position. 216-333-9687.

TELEVISION

HELP WANTED MANAGEMENT

Sales Manager, group-owned network affiliate in top-ten eastern market. National and local sales experience required. Equal Opportunity Employer. Box V-120, BROADCASTING.

HELP WANTED SALES

Account executive needed by major group owned Independent. Strong local TV sales background needed. An Equal Opportunity Employer. Send resume to Box V-73, BROADCASTING.

Account executive, group-owned network affiliate in top-ten eastern market. Local sales, especially retail, experienced preferred. Equal Opportunity Employer Box V-121, BROADCASTING.

Wanted aggressive local television Account Exec. with Agency experience. Management opportunity in Miami Market on a successful Ind. Mail Resume: Michael G. King 2832-M Sterling Road, Hollywood, FL. 33020.

HELP WANTED TECHNICAL

Engineer for American Samoa ETV. Heavy in transmitter experience. Two year contract Transportation paid. Send resume to Box V-25, BROADCASTING.

TV transmitter engineer, must have some electronic experience and first phone. Quarters and transportation furnished. Call 1-307-864-3655 evening rate. Saturday & Sunday or Box V-47, BROADCASTING.

**HELP WANTED TECHNICAL
CONTINUED**

Chief Engineer for network affiliated Midwest Top 25 market. Must have broadcast management experience and college degree or equivalent. Good salary, stable employment and top benefits. Write and include resume to box V-59, BROADCASTING.

Microwave engineer. Maintenance and repair of microwave system in Nevada and California. Two year minimum microwave experience required and some broadcast experience helpful. Person must be able to work on his own. Good starting salary, company car and excellent corporate benefit program. Send resume and salary history to: Box V-78, BROADCASTING.

Director of Engineering. Major Midwest market. Full color. UHF and Megahertz Operation. PBS affiliate. Administrative plus 5 years operating experience required. Box V-114, BROADCASTING.

Chief Engineer for University based Public TV-FM-CCTV facility. Responsibilities include design, maintenance and technical supervision of a modern full color facility. Minimum requirements: BSEE or equivalent, FCC first, three years' experience in engineering management capacity and complete knowledge of state-of-the-art broadcast electronics systems. Available: Immediately. Salary: Open. Please send resume with references and salary history to Box V-119, BROADCASTING. An Equal Opportunity Employer.

Fast-growing new TV station in Winnipeg, Canada, the friendly capital city in Manitoba, needs technicians with good basic training in electronics and 3 to 5 years experience in broadcast engineering. Send resume to: Mr. Robert Hall, Chief Engineer, CKND-TV, 603 St. Mary's Road, Winnipeg, Manitoba, Canada.

Immediate opening for transmitter maintenance engineer. Contact Karl Black, CE, KRTV, Great Falls, MT.

TV Engineer wanted to work in all color, remote-controlled UHF public television station in Western Michigan. Must have first class license and television experience. Send resume to: Paul Bock, Chief Engineer, WGVC-TV, Grand Valley State Colleges, Allendale, MI 49401. An Equal Opportunity Employer.

Assistant chief engineer. Opportunity for first class engineer for group owned, network affiliate. Great area to work and live. E.O.E. Send resume to WJKS-TV, P.O. Box 17000, Jacksonville, FL. 32216 Attn: Chief Engineer.

Videotape editor/master control technician needed at well established major market CBS affiliated VHF station in new facility. Both first class license and minimum four years experience in commercial TV technical operation required. Excellent benefits, profit sharing, health/life insurance, etc. An Equal Opportunity Employer. Write or call: T. Arthur Bone, WPRI-TV, 25 Catamore Blvd., East Providence, R.I. 02914, 401-438-7200.

Transmitter and Maintenance engineer needed. 1st class license required. Transmitter eng. to maintain remote control UHF transmitter. Maintenance eng. for control room equipment. Write or call WRBT-TV, Baton Rouge, LA. 504-766-3233.

West Virginia Public Broadcasting is looking for a qualified engineer to operate VTRs, cameras, transmitters, etc. Position requires a FCC First and some technical training. EOE. Apply: WSWP-TV/WVPB (FM). P.O. Box AH, Beckley, WV 25801, Attn. Chief Engineer.

Assistant chief engineer for midwest UHF network affiliate. Must have good maintenance background including R.F. ability to work with, and supervise people. We are an Equal Opportunity Employer. Reply to: A.W. Taylor, C.E. WYTV, Inc. 3800 Shady Run Road, Youngstown, OH 44502.

Television control room technician. Prefer FCC First licensee with 3/4 inch cassette, color camera and VTR experience. Salary 200.00 wky. WZTV Nashville, TN. 1-615-385-1717 C.E.

Closed Circuit TV technician. Thorough knowledge and experience in TV maintenance and operation. Rush resume to Robert Hunyard, Altgeld Hall, Northern Illinois University, DeKalb, IL 60115. Phone collect 815-753-0171.

**HELP WANTED TECHNICAL
CONTINUED**

TV maintenance engineer, must have heavy Ampex VTR background and knowledge of logic. Also need good general tech. Resume ASAP or call Chief Engineer, 1534 Kapiolani, Honolulu, HI. 96814 808-941-3011.

University of Michigan TV Center. Immediate opening for Broadcast Engineer II. Experience in repair, maintenance, operation of color cameras and quad VTRs necessary. Two-studio facility for broadcast, and instructional productions. Contact Sunnie Mangner, 2031 Admin. Serv. Bldg., Ann Arbor, MI 48109, 313-764-7280. A non-discriminatory, affirmative action employer.

HELP WANTED NEWS

Weekend Anchor/reporter. If you're a reporter ready to move up to anchor, move to this news oriented station in a top 100 market. Our station is number one. If you've got the ability, energy and leadership to help us stay that way join our team. Box V-21, BROADCASTING.

TV Reporter. Need experienced general assignment reporter. Minimum 3 years TV experience with ability to dig. Salary depends on experience. Send resume. I'll contact you. Box V-50, BROADCASTING.

Field reporter wanted for small market station. must have reporting and news film experience. Some anchor work possible. Send resume to Box V-70, BROADCASTING.

Major midwestern vacationland area station currently seeking mature, strong-voiced anchor for prime nighttime newscasts. Need one who knows how to win and hold loyal news audiences with network style commitment and delivery. Just plain readers shouldn't apply. Send letter, resume and salary expectations to Box V-116, BROADCASTING.

Reporters/Photographers. Medium-market Midwest affiliate seeks experienced, dedicated professionals to join present staff in highly competitive market. Applicants should have at least 1 year of television or strong radio experience. Send resume to: J. Michael Beecher, News Director, KTIV-TV, Sioux City, IA 51103. No phone calls. E.O.E.

News producers/assignment editor with strong news background and good TV sense. Top 30 market. Equal Opportunity Employer. Send resume WJAR-TV, Providence, R.I.

Anchor-Producer/Midwest affiliate now seeking accomplished PRO. No beginners. Somewhere there is among you a talent able to communicate on a person-to-person basis. One who can relate, write, and generally put it all together twice a day. Tape, resume and references now being accepted. c/o News Director. WYTV. 3800 Shady Run Road Youngstown, OH 44502.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

We're Expanding. Top 20 Market seeks eng producer, production assistants, desk assistants, reporters, weathercaster, entertainment critic and co-anchor. Equal Opportunity Employer. Box U-198, BROADCASTING.

General accountant/office manager. Leading television station and production center needs person with good broadcasting accounting experience. Individuals without broadcast experience need not apply. This is a heavy position requiring excellent accounting skills and the ability to contribute. Will assist in supervising office. Good growth and visibility. Excellent benefits. Equal Opportunity Employer. Send resume to Box V-80, BROADCASTING.

TV producer/director: Powerful California TV station looking for experienced on-air person. Must be capable of producing/writing/directing TV commercials and programs. Must have hands-on experience wity VTR board switching. Send tape and resume only to Sam Dalton, KMPH-TV, 2600 Mooney Blvd, Visalia, CA 93277. An Equal Opportunity Employer.

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

Producer/director/filmmaker for Southeastern Public TV Station. Requires three years experience, graduation from a four year college or equivalent or professional competence in shooting and editing 16mm color film with sound. Ability to manage a small production unit in the development of instructional series. \$14,412 annually. Send resume, film and videotape sample to Don Gilpin, WETV, 740 Bismark Rd., N.E. Atlanta, Ga. 30324. Phone number 404 873-4471. Deadline for receiving, August 27.

Instructional Television Staff writer for Southeast Urban TV Station. Demonstrated ability to write creatively for broadcast and print media. Must script exercises developed by the station. Bachelor's degree required, Master's preferred. Deadline for application August 25. An Equal Opportunity Employer. Send applications to Dr. Mary Kohlmeyer, WETV, 740 Bismark Road, N.E. Atlanta, GA 30324. Phone number 404-873-4471.

Creative commercial producer-director with strong experience in film and studio production, VTR editing and close client contact. Send resume and tapes to Prod. Mgr., WFRV-TV, P.O. Box 1128, Green Bay, WI 54305. Equal Opportunity Employer.

Producer-Director Public Television seeks experienced person with perfected writing, producing, directing, editing, and leadership skills. Extensive mobile unit experience required. Excellent opportunity for ambitious person to work with small staff and latest production studio, remote, and editing equipment. Not an apprentice position. Salary negotiable. Contact WGBY General Manager, One Armory Square, Springfield, MA 01105. 413 781-2801.

Production technician for operating shifts. Including video switching and telecine operation. Some experience and/or first phone required. Reply to A.W. Taylor, C.E. WYTV, Inc. 3800 Shady Run Rd., Youngstown OH 44502.

Graphic Artist/photographer. Full-time. To set up and operate graphic arts department for PTV licensee. Minimum of two years experience in television graphics design and preparation. Available October 4; closing date September 3; annual salary \$8,000 to \$9,000. For description and application, write: University Regional Broadcasting, Inc., 3440 Office Park Drive, Dayton, OH 45439.

TV producer-director with B.A. and 3 years experience that wants to supervise a 3 person TV section in a University Media Department. Must be able to produce and direct TV programs and other media presentations, schedule and supervise work assignments, and coordinate operations. Starting salary \$12,000-\$13,000. Send resume to Instructional Media Laboratory, University of Wisconsin-Milwaukee, P.O. Box 413, Milwaukee, WI 53201. An Equal Opportunity Employer.

Producer-Director for demanding ITV broadcast project, must be skilled at working with teachers. Bachelors, production, photography and graphic experience. Slow-Scan TV, 600 Hecla Street, Hancock, MI 49930.

SITUATIONS WANTED MANAGEMENT

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.

Programing know-how, production excellence, tight operation. Seeking increased earning opportunity. Box V-71, BROADCASTING.

For sale! Top executive from major Rep seeks move to station on management/sales level. Record and reputation outstanding. Investigate! You'll be surprised and glad you did. Box V-111, BROADCASTING.

Let's make a deal. You'll get an attractive, smart woman administrator-office manager with experience in broadcasting, advertising and TV production and I'll get a rewarding job & good salary. Excellent references. Write Box V-122, BROADCASTING.

SITUATIONS WANTED SALES

22 years Radio Television desires return to media sales offer. Short absence. M. Andy Anderson. 1407 Miles, Billings, MT. 406-248-3502.

SITUATIONS WANTED TECHNICAL

Chief engineer 20 years broadcast experience all phases UHF VHF seeks more challenging position. Box V-90, BROADCASTING.

Chief Engineer experienced in VHF and UHF; large and small markets. Heavy maintenance experience on Ampex, Norelco, GE, RCA. Thourly familiar with all phases of Broadcasting and production. Contact Bill Taylor 1311 Ski Lodge, Montgomery, AL or call 205-277-4864.

SITUATIONS WANTED NEWS

Reporter Top 75 experience, field reporting PBP, production. BA Journalism. VTR available. Currently full time radio, want back into TV. Box U-164, BROADCASTING.

Meteorologist: Four years television and radio experience forecasting for New England region. Professional Member of AMS, 27 years old. VTR available. Box V-14, BROADCASTING.

Sports Personality. I don't just read scores, I do spicy commentaries, play by play and lots of interviews. Good medium market experience, and ready to move up. Box V-33, BROADCASTING.

Personable sports anchor/director. Nine years experience, four as director in medium size markets. Only stations with positive sports attitude need inquire. Box V-36, BROADCASTING.

News is my life. Add life to your news! A news pro, ready to anchor and/or report. Currently, top-rated all news radio anchor and part time TV in a top 5 market. A 13-year veteran at 32. Current with ENG. Box V-64, BROADCASTING.

Puerto Rican Broadcaster seeks on-air entry level position in television news. Credits include talk radio, British television, and UPI. Experienced in all areas of radio, television, and film production. Call 202-232-8509. Or write Box V-72, BROADCASTING.

News Director: Troubled news department? I can produce ratings, profits and solid journalism. Box V-77, BROADCASTING.

Experienced female co-anchor in medium market wants to move up. Also strong street reporting ability. 4 years in all phases of TV plus B.S. Broadcast Journalism. Box V-82, BROADCASTING.

News Management: Presently employed assistant news director medium market. Desire similar position in larger market, or ND in smaller or medium market. BA, Awards. Box V-84, BROADCASTING.

Meteorologist/weathercaster position. Sought by 1974 grad. (Meteorology/Oceanography) age 23. Some forecasting experience. Intelligent, excellent appearance, speech, personality. Great desire to forecast. Will relocate anywhere. Box V-86, BROADCASTING.

Ratings getting weatherman/anchorman/legman. Am also a 16mm cameraman with my own equipment. Box V-88, BROADCASTING.

Best play-by-play man around. 3 sports. News director and anchorman of all-news format. Box V-99, BROADCASTING.

Experienced female reporter/newscaster with solid reporting and on-camera skills. Excellent voice and appearance. Box V-102, BROADCASTING.

I am a young aggressive, self starter, recent grad, who wants to get into the business. I have some major market experience. I will go anywhere anytime. Give me the chance & I'll do the job. Refs avail. Call or write David 612-484-1217, 4 Duckpass Rd. St. Paul 55110.

Versatile newsmen, writer, BA, seeks position with small station. Experience with VTR production and editing. Will relocate. I. Lubinsky 212-444-6948.

Late anchor Eastern North Carolina. Station being sold. Seek writer, reporter, anchor or back-shop position. First ticket. Weeknights, Ted Wolfe 919-637-2111.

SITUATIONS WANTED NEWS CONTINUED

Former Vietnam war correspondent doing news/photo combo work in top 30 at consultant advised TV station available immediately for committed news operation. Excellent track record & references. Mike Halloran 4555 East Turtle Creek Drive Memphis, TN. 38116. Phone: 901-346-0352.

Experienced reporter/photographer will travel to get right job. Available immediately. Standups 16mm sil/sof and some ENG. Investigative background. Doug Cummings. 913-267-1165.

Photographer/reporter newspaperman seeks challenging TV spot. Jack of all trades, ekltachrome, electronics, pilot license, extensive 35 mm. Outfit, enthusiasm. David Vine. 203-777-0765.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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 V-104, BROADCASTING.

Production Manager of 2 VHF stations. 25 yrs. experience in all TV production, administration, primarily major market background. Recent recipient of AAF Award. Box U-174, BROADCASTING.

Bright, Mature Young former science teacher with recent degree in television communications, desires production position in small or medium market. Eventual goal is producing and directing. Knowledgeable, alert and modest. Box V-1, BROADCASTING.

Working producer-director, experienced in news, documentaries, interviews, music, drama, ready to move to medium or large station or production house. Will relocate. Resume, tape on request. Box V-15, BROADCASTING.

M.A. with potential and enthusiasm seeking entry level position in TV production. Prefer CA or SW. Box V-29, BROADCASTING.

Program Manager position desired by production manager ready to move. Excellent background and credentials, major market experience, consider progressive production situation. Box V-42, BROADCASTING.

Producer/Director with 7 years' extensive production experience seeking challenging position. Samples available. GLB 215-664-3346.

Production. Any job. Have commercial experience, but need more. Recent graduate. Tom Miller. 2900 N. Nordica Chicago 60634 312-622-6952.

WANTED TO BUY EQUIPMENT

Wanted RCA High Band Transmitters. 1 KW to 25 KW; TK-27 Film Chains, TP-66 projectors, TP-7 Slide Projectors, Microwave equipment 2 GHz and 7 GHz. Box V-45, BROADCASTING.

Wanted two VTRs. Highband WRIP-TV Chattanooga, TN. 404-866-3855. Col. Jay Sadov.

Used 250 W AM transmitter needed for use with carrier current operation. WUVT, Squires Center, Blacksburg, VA 24061. 703-552-0640.

2-Highband VTR's with DOC and CAVEC. Contact Chief Engineer at 605-996-7501 or write: P.O. Box 1049, Mitchell, SD 57301.

FOR SALE EQUIPMENT

G.R. 916 AL RF bridge, like new. \$475.00 Box V-40, BROADCASTING.

For sale 2 RCA TT-10AL transmitters. Presently tuned to Channel 5. Also available Harmonic and Sideband filters. One diplexer as well as two manual RF Patch Panels. Box V-44, BROADCASTING.

FOR SALE EQUIPMENT CONTINUED

Complete gear for FM Radio station. All equipment in excellent condition. In use at present time. Available about October 1st this year. 1 FM-B Gates Transmitter complete with spare tubes. 98.3mhz. 1 Hewlett-Packard FM Frequency-modulation monitor. 1 FM Limiter, Harris Solid Statesman. 1 Harris Solid State ACC. 1 4-bay Jampro antenna with power divider. 1 220 feet 7/8" andrews heliax flexible transmission line complete with fittings. 1 Gates console (in use for production at present). Transmitter has spare power transformer, plus two spare intermediate transformers. Buyer must arrange for shipment. \$4,000.00 buys it all. Coy Palmer. Radio Station KBMF 605 E. Kenneth, Spearman, TX. 79081.

Scully 270 14" 2-track stereo playbacks. In use approximately 4 years. Clean and operating. 4 available. \$1,000 each or all for \$3,600. David, WQII, 809-790-5001, P.O. Box 101, Guaynabo, P.R. 00657.

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.

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.

Ampex VR 1200B DG, WHO, DOC, Velcomp 1600 hours, 1 1/2 years, 1 sparehead; AMPEX VR3000, 1 sparehead, excellent condition. TPC, Pgh., PA 412 682-2300.

AM Transmitters: Good selection of used 1 KW, 500 Watt, 250 Watt, and a few good 5 KW AM transmitters. Communication Systems, Inc., Drawer C, Cape Girardeau, MO. 63701. Phone 314-334-6097.

1 KW FM Transmitters: Gates FM-1-B-1KW, Gates FM-1-c-1KW, Gates FM-1-G-1KW, RCA BTF-1-El-1KW, Ita FM-1000-A-1KW, Ita FM-1000-B-1KW, Ita FM-1000-C-1KW, Gel-FM-1-C-1KW, Collins 830-D-1A-1KW. CCA FM-1000-D-1KW. Communications Systems, Inc. Drawer C, Cape Girardeau, MO. 63701. Phone 314-334-6097.

One million dollar color mobile unit. The very best of everything including (8) complete Norelco PC-100A camera chains with lens, CDL Switcher, Audio Ampex 1200B Hi Band Quad Record/Play plus HS-100 Sto-Mo, 1972 40' Air Ride Trailer with Mack Tractor. 1-205-956-5800. Call for details, brochure and appointment to inspect.

Houston-Fearless Crab Dolly, 12' riser arm, camera base height 7 1/2', one operator seat, crabs and steers, completely reconditioned, \$5,750. Call for photos and details. 714-631-0048.

Gates Control Board; 2 QRK Turntables, Gates Atache 70, 3 Gates Cartridge machines, Gates Levil Devii, TR 55 SCA Multiplex Tuner. Call 505-887-2704 after 5:00 p.m.

RCA 8 Channel Dual Mono Console, CBS AGC and limiter, CCA Stereo Generator, Sparta-Matic cart machines, Scully 270-2, Automation System, Collins 1KW/20 Victor-2. 404-876-7123.

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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.

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

Fruitbowl is not for comedians: it's for personality pro's who use humor on their shows. Check the difference yourself, with free trial subscription. Fruitbowl, Dept. "C", Box 382, Fair Oaks, CA 95628.

MISCELLANEOUS

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.

Radio announcements recorded, 7 1/2 ips, full track, single voice, \$5 ea., Don Pendergrass, 33 S. Sperling, Dayton, OH 45403.

EMPLOYMENT SERVICE

The Captain's mate, over 30 radio stations need announcers. All formats. Send 50c in coin plus self-addressed-stamped envelope for current issue. Box V-68, BROADCASTING.

PUBLIC NOTICE

A CATV ordinance is under final consideration by Metropolitan Nashville-Davidson County, Tennessee. Comments on this proposed ordinance by CATV owner/operators are requested and will be considered at a Public Hearing in Nashville on September 23, 1976. Interested parties may elect to make verbal comments at the hearing; however scheduling priority will be given to those who have filed written comments. Deadline for written comments: September 10, 1976. For a copy of the ordinance, contact: CATV Special Committee c/o Metro Planning Commission, Metro Postal Service, Nashville, TN 37202.

TECHNICAL OPPORTUNITIES

MATV installation business your city, part time. \$200.00 day possible. Melvin Cohen. Box 809, Boynton Beach, FL 33435.

INSTRUCTION

FCC License study guide. 377 pages. Covers third, second, first radiotelephone examinations. \$9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, Chicago, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 Telephone 213-379-4461.

1st Class FCC, 6 wks. \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

Announcing & radio production. Learn at Omega State Institute.

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

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

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin Sept. 13, and October 25. 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 213-657-5866.

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). 212-221-3700.

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

Instruction Continued

Institute of Broadcast Arts, 75 East Wacker Drive, Chicago, 4730 West Fond du Lac, Milwaukee. Current FCC license updates. Approved for Veterans benefits, financing available. Lowest prices in the Midwest. 312-236-8105 or 414-445-3090. Results guaranteed.

FCC license. New course material, new low prices. Free home study catalog. Genn Tech. 5540 Hollywood Bv., Hollywood, Ca. 90028.

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GENERAL MANAGER

My station is in immediate need of a General Manager who has demonstrated sales ability and enjoys community involvement. The person we want motivates others and maintains a professional environment. We are a New Jersey AM and Class B FM. The person we hire will have an opportunity to grow with their accomplishments by participation in Stock Options. Please reply in confidence to: BOX 40, NEWTON, N.J. 07860. We are an Equal Opportunity Employer.

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SALES REPS. - MALE OR FEMALE Full or P/T

Territories open - Arlington-Alexandria, Va. Area; Richmond, Va. Area; Albany, N.Y.; Cumberland & Baltimore, Md. Areas; Central New Jersey.

Space Sales Background - Sell Exciting, Growing Medium - Theatre Screen Advertising - Car Necessary - Salary Plus Commission - Benefits. Send resume to American Theatre Screen Advertising, 527 Madison Ave., New York, New York 10022 or call 212-838-3303.

Top Sales Reps - Syndication - All Regions - Calling on Radio Stations. To sell America's most celebrated movie reporter - Rex Reed! High commission. Goal - 400 markets. Write:

President
641 Productions, Inc.
641 Lexington Avenue
New York, N.Y. 10022

Help Wanted Technical

CHIEF ENGINEER

Caribbean AM-FM group. Must know DA, audio, automation, construction and design. Hard work with good pay and conditions.

Box V-5, BROADCASTING.

Help Wanted News

Sportscaster For Radio. WERE News 13 is looking for a staff sportscaster who can script and read scores, stories and comments—mornings and afternoons, weekdays. Excellent pay and working conditions for dedicated professional looking for personality spot on Cleveland's only all news station. No TV, no play-by-play, but writing and conversational skills must be first rate. Send tape and resume to: John Webster, Program Manager, WERE, 1500 Chester Ave., Cleveland, Ohio 44114.

Situations Wanted Announcers

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with top rating successes at KIMN, Denver, WLS, Chicago, KFRC, San Francisco is now available to perform for your Rocker or Adult Contemporary. (415) 820-33-33.

Situations Wanted News

Major Market News PRO
Solid Broadcast Background
Top References
Available October 1
Box V-89, BROADCASTING.

TELEVISION

Help Wanted Management

BUSINESS MANAGER

Major Market Group-owned TV/AM/FM Combination needs Financial MANAGER for Midwest facility. Excellent opportunity with growth-oriented company. Reply in confidence to Box V-104, BROADCASTING.

Equal opportunity employer MIF.

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VIDEO SWITCHER SALES:

Locate L.A. area, willing to travel West Coast. Like to sell quality products. Video technical background essential. Write: Nubar Donoyan
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Gainesville, FL 32601
Tel.: 904-378-1581

Help Wanted Technical

CONSUMER TV RECEIVER ENGINEER

San Francisco Bay Area
Excellent opportunity for career growth working for our Engineering Division. Qualified candidate for this newly created position will be responsible for video, audio and other analog hardware design functions and production support.

Candidate should have BSEE and 3 or more years experience in television circuit design with a strong background in analog design. RF experience helpful.

Our Company offers an excellent benefits package and working environment. Send resume with salary history to Personnel Manager ... ATARI, Inc., 14600 Winchester Blvd., Los Gatos, CA 94030. EOE.



Help Wanted Technical Continued

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.

Situations Wanted News

News is my life ... add life to your news! A news pro, ready to anchor and/or report. Currently, top-rated all news radio anchor and part time TV in a top 5 market. A 13-year veteran at 32. Current with ENG.

Box V-64, BROADCASTING.

NEWS DIRECTOR/ANCHOR

I make No.3 stations No.1. Consume TV journalist. Know ENG inside-out. Production wizard. I've molded a lot of major market talent. Available immediately to turn your top 50 station into a success!

Box V-91, BROADCASTING.

Placement Service

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Miscellaneous

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Top West Coast commercial voice, just back from Australia, now again available for those good straight voicers (commercials, drop-ins, ID's, etc.) \$15 per minute (or aggregate). Great for automated stations or just chance of voice. Send copy & instructions to Rick O'Shea, Box 290, Las Vegas, Nevada, 89101.

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"I'd Rather Be President"

One hundred three and a half minute episodes. The story of every U.S. Presidential campaign and election. Produced especially for Presidential election year. Actual voices of every American President since 1884. Authentic campaign songs individual stories on Presidential wives \$245,000 including tapes and mailing. Broadcast Creation, Box 266, Linden, Michigan 48451. Audition tape on request.

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Six Ampex VR2000 B Recorders
Perfect condition. All with Amtec, Colortec, Vel. Comp., 3M DOC. Four with EECO editing systems.

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Wanted TV Station. 5-7 million range. Experienced Broadcaster - Investors

Box V-87, BROADCASTING.

DESIRE

active role in operation of local radio station. AM/FM. Heavy ad agency background. Copy. Contact. Administration. Northeast preferred. Investment considered.

Box V-113, BROADCASTING.

For Sale Stations

UHF television station in Northeast, full color, network affiliated. Financially qualified buyers only. No brokers.

Reply Box V-41, BROADCASTING.

TOP TEN MAJOR MARKET, MIDWEST, DAYTIME AM VALUABLE DOWNTOWN BUILDINGS WITH PARKING LOT MODERN EQUIPMENT. PRICED AT 2 TIMES GROSS. FINANCIALLY QUALIFIED BUYERS ONLY.

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5,000 WATTS
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TOP 50 MARKET

Billing in excess of \$500,000.

Profitable
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EXCELLENT FREQUENCY
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\$400,000 with \$100,000 down and liberal terms.

BOX V-106, BROADCASTING.

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RATES**

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

BROADCASTING does not forward tapes of any kind. PLEASE do not send them to us. they will be returned to you.

- Rates, classified listings ads:
- Help Wanted. 50c per word - \$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
 - Situations Wanted. 40c per word - \$5.00 weekly minimum.
 - All other classifications, 60c per word - \$10.00 weekly minimum.
 - Add \$2.00 for Box Number per issue.
- Rates, classified display ads:
- Situations Wanted (Personal ads) \$25.00 per inch.
 - All other \$45.00 per inch.
 - More than 4" billed at run-of-book rate.
 - Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Stock Index

Stock symbol	Exch.	Closing Wed. Aug. 4	Closing Wed. July 28	Net change in week	I change in week	1976 High	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	N	35 3/4	36 1/2	- 3/4	- 2.05	38 1/2	19 7/8	31	17,289	618,081	
CAPITAL CITIES	CCB	N	53 3/8	53 1/2	- 1/8	.23	55 1/8	42 1/4	15	7,759	414,136
CBS	N	59 1/2	59 1/8	+ 3/8	+ .63	60 3/8	46 3/4	13	28,313	1,684,623	
COX	N	34 7/8	35 5/8	- 3/4	- 2.10	37 3/4	28 3/4	13	5,861	204,402	
GROSS TELECASTING	GGG	A	12	11 3/4	+ 1/4	+ 2.12	12 3/8	10	8	800	9,600
KINGSTIP	KTP	A	5 3/4	5 1/2	+ 1/4	+ 4.54	8 5/8	4 7/8	4	1,154	6,635
LIN	O	16 3/4	16 3/4		.00	17 3/4	9 5/8	9	2,382	39,898	
MOONEY	MOON	O	2 3/8	2 3/8		.00	3 7/8	2 1/4	4	425	1,009
RAHALL	RAHL	O	5 3/8	5 3/8		.00	5 3/4	4 1/2	11	1,297	6,971
SCRIPPS-HOWARD	SCRP	O	28	28		.00	28 1/2	20 1/2	8	2,589	72,492
STARR**	SBG	M	4 1/2	4 1/2		.00	5	2 1/2		1,202	5,409
STORER	SBK	N	27 3/4	27 3/4		.00	27 3/4	15 7/8	10	3,902	108,280
TAFT	TFB	N	30 1/8	28 3/4	+ 1 3/8	+ 4.78	31 1/2	23 1/4	11	4,070	122,608
TOTAL									77,043	3,294,144	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3 3/8	3 1/2	- 1/8	- 3.57	4 3/4	2	8	1,258	4,245
AVCO	AV	N	13 1/2	13	+ 1/2	+ 3.84	14 1/2	4 1/2	2	11,541	155,803
BARTELL MEDIA**	BMC	A	1	1		.00	1 1/4	1 1/2		2,257	2,257
JOHN BLAIR	BJ	N	10 3/4	10 5/8	+ 1/8	+ 1.17	11	5	8	2,403	25,832
CHRIS-CRAFT**	CCN	N	4 3/4	4 5/8	+ 1/8	+ 2.70	6 3/8	4 5/8		4,162	19,769
COMBINED COMM.	CCA	N	17 1/2	18 1/4	- 3/4	- 4.10	20	12 5/8	10	6,269	109,707
COWLES	CWL	N	11	11		.00	11 3/8	6 1/8	15	3,969	43,659
DUN & BRODSTREET	DNB	N	27 1/4	26 1/4	+ 1	+ 3.80	33 3/4	24 5/8	17	26,581	724,332
FAIRCHILD IND.	FEN	N	10 5/8	10 3/4	- 1/8	- 1.16	11 1/2	6 1/8	15	5,708	60,647
FUQUA**	FOA	N	8 5/8	8 1/2	+ 1/8	+ 1.47	9 3/4	4 1/2		8,551	73,752
GANNETT CO.	GCI	N	36	35 7/8	+ 1/8	+ .34	40	32 7/8	19	21,108	759,888
GENERAL TIRE	GY	N	23 1/4	23	+ 1/4	+ 1.08	23 1/4	17 5/8	6	21,853	508,082
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 1/4	6 1/4		.00	6 1/2	6	5		475	2,968
HARTE-HANKS*	HHN	N	25 3/4	25 3/4		.00	25 3/4	17 1/8	13	4,381	112,810
JEFFERSON-PILOT	JP	N	29 3/4	29 1/2	+ 1/4	+ .84	31 1/4	25 5/8	12	24,074	716,201
KAISER INDUSTRIES	KI	A	15 3/8	14 7/8	+ 1/2	+ 3.36	15 3/8	8	8	27,598	424,319
KANSAS STATE NET.	KSN	O	3 3/4	3 5/8	+ 1/8	+ 3.44	4 7/8	3	5	1,815	6,806
KNIGHT-RIDDER	KRN	N	35 5/8	36 5/8	- 1	- 2.73	37	28 7/8	15	8,305	295,865
LEE ENTERPRISES	LNT	A	16 1/2	16 3/8	+ 1/8	+ .76	25 1/2	15 3/8	11	3,352	55,308
LIBERTY	LC	N	17 7/8	17 7/8		.00	17 7/8	9 1/2	7	6,762	120,870
MCGRAW-HILL	MHP	N	15 3/8	15 1/8	+ 1/4	+ 1.65	17	12 3/4	11	24,700	379,762
MEDIA GENERAL	MEG	A	16 1/2	16 5/8	- 1/8	- .75	19 1/2	14 1/4	8	7,276	120,054
MEREDITH	MDP	N	14 1/2	14 1/2		.00	17 5/8	10 1/4	4	3,041	44,094
METROMEDIA	MDN	N	27 1/2	28	- 1/2	- 1.78	29 3/4	15	10	6,721	184,827
MULTIMEDIA	MMEO	O	19 1/2	19 1/2		.00	19 1/2	14 1/4	12	4,390	85,605
NEW YORK TIMES CO.	NYKA	A	14 1/4	14 1/4		.00	17 3/8	11 1/2	14	10,931	155,766
OUTLET CO.	OTU	N	15 7/8	15 7/8		.00	19	12 7/8	5	1,433	22,748
POST CORP.**	POST	O	10 1/2	10 1/2		.00	10 1/2	8		871	9,145
REEVES TELECOM**	RBT	A	1 3/4	1 5/8	+ 1/8	+ 7.69	2 1/4	1 1/8		376	4,158
ROLLINS	ROL	N	24	23 1/2	+ 1/2	+ 2.12	27 3/8	20 3/4	15	13,404	321,696
RUST CRAFT	RUS	A	8 1/4	8 1/8	+ 1/8	+ 1.53	9 7/8	5 5/8	6	2,291	18,900
SAN JUAN RACING	SJR	N	8 3/8	8 1/4	+ 1/8	+ 1.51	9 1/4	7 1/4	6	2,509	21,012
SCHEBING-PLOUGH	SGP	N	53 7/8	52 1/4	+ 1 5/8	+ 3.11	59 3/4	47 1/2	20	54,023	2,910,489
SONDERLING	SDB	A	11 3/4	11 1/4	+ 1/2	+ 4.44	13	6 3/4	5	729	8,565
TECH OPERATIONS**	TO	A	2 7/8	2 3/4	+ 1/8	+ 4.54	4 3/4	2 3/4		1,344	3,864
TIMES MIRROR CO.	TMC	N	22 1/4	22 1/4		.00	23 3/4	18 1/4	15	33,881	753,852
WASHINGTON POST CO.	WPO	A	39 5/8	40	- 3/8	- .93	40	21 3/4	15	4,546	180,135
WOMETCO	WDM	N	12	11 1/2	+ 1/2	+ 4.34	19 1/2	11 1/2	8	9,467	113,604
TOTAL									379,138	9,568,701	

Cablecasting

AMECO**	ACO	O	1/2	1/2		.00	1/2	3/8		1,200	600
AMER. ELECT. LABS**	AELBA	O	1 1/4	1 1/4		.00	2 1/8	3/4		1,672	2,090
AMERICAN TV & COMM.	AMTV	O	20	20		.00	21 3/4	13 1/2	22	3,330	66,600
ATHENA COMM.**	O	1/4	1/4		.00	1/2	1/8			2,125	531
BURNUP & SIMS**	BSIM	O	3 7/8	4 1/8	- 1/4	- 6.06	6 1/2	3 7/8	78	8,349	32,352
CABLECOM-GENERAL	CCG	A	5 7/8	4 1/2	+ 1 3/8	+ 30.55	8 1/8	4 1/2	5	2,560	15,040
CABLE INFO.	O	5/8	5/8		.00	1	1/4	3		663	414
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 5/8	3 1/4	+ 3/8	+ 11.53	3 3/4	1 7/8		4,761	17,258
COX CABLE	CXC	A	15 1/2	16	- 1/2	- 3.12	17 3/4	13	18	3,560	55,180
ENTRON	ENT	O	1 5/8	1 5/8		.00	1 3/4	1 1/2	2	979	1,590
GENERAL INSTRUMENT	GRI	N	16 1/4	15 1/4	+ 1	+ 6.55	17 5/8	8 1/4	68	7,178	116,642
GENVEE CORP.	GENV	O	10	9	+ 1	+ 11.11	10	6 1/2	67	1,121	11,210
TELE-COMMUNICATION	TCOM	O	3 1/2	3 1/4	+ 1/4	+ 7.69	5 1/4	2 7/8	70	5,181	18,133
TELEPROMPTER**	TP	N	8 1/4	7 5/8	+ 5/8	+ 8.19	9 3/8	5 3/4		16,634	137,230
TIME INC.	TL	N	64	61 1/2	+ 2 1/2	+ 4.06	69 1/2	57 7/8	13	10,065	644,160
TOCOM	TOCM	O	2 3/4	2 3/4		.00	3 1/4	1 5/8	10	617	1,696
UA-COLUMBIA CABLE	UACC	O	11 3/4	11 3/4		.00	13	9	11	1,700	19,975
UNITED CABLE TV**	UCTV	O	2 1/4	2 1/4		.00	3	1 5/8		1,879	4,227
VIACOM	VIA	N	9	8 7/8	+ 1/8	+ 1.40	11 3/4	7 7/8	10	3,701	33,309
VIKOA	VIK	A	3 1/8	3 3/8	- 1/4	- 7.40	3 3/4	1 1/8	26	2,608	8,150
TOTAL									81,591	1,191,724	

Stock symbol	Exch.	Closing Wed. Aug. 4	Closing Wed. July 28	Net change in week	% change in week	1976 High	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
Programming												
COLUMBIA PICTURES	CPS	N	5 3/8	5 1/2	- 1/8	-	2.27	7 7/8	4 1/2	6	6,748	36,270
DISNEY	DIS	N	51 1/4	50 1/4	+ 1	+	1.99	63	50 1/8	23	31,010	1,589,262
FILMWAYS	FWY	A	6 7/8	6 7/8			.00	10 1/4	5 1/4	6	2,121	14,581
FOUR STAR			1/2	1/2			.00	5/8	3/8	5	666	333
GULF + WESTERN	GW	N	19 1/4	23 7/8	- 4 5/8	-	19.37	26 7/8	19 1/4	4	30,058	578,616
MCA	MCA	N	30 1/2	29 3/4	+ 3/4	+	2.52	79 1/8	29 3/8	5	17,344	528,992
MGM	MGM	N	13 1/2	13 3/4	- 1/4	-	1.81	15 3/4	12 7/8	7	13,102	176,877
TELETRONICS INTL.	D		7 1/4	7 1/4			.00	9 5/8	3 3/4	12	837	6,068
TRANSAMERICA	TA	N	12 3/4	11 5/8	+ 1 1/8	+	9.67	12 3/4	8 1/4	10	64,947	828,074
20TH CENTURY-FDX	TF	N	9 3/4	9 1/4	+ 1/2	+	5.40	15	8 7/8	6	7,558	73,690
WALTER READE*	WALT	D	3/8	3/8			.00	3/8	1/8	19	4,296	1,611
WARNER	WCI	N	19 5/8	19 7/8	- 1/4	-	1.25	24	17 1/2	30	17,001	333,644
WRATHER	WCD	A	4 1/2	4 1/4	+ 1/4	+	5.88	5 1/8	3 1/8	9	2,244	10,098
									TOTAL		197,932	4,178,116

Service

BBDO INC.	8800	O	19 1/2	19 1/2			.00	21	16 3/4	7	2,513	49,003
COMSAT	CO	N	27 3/8	26	+ 1 3/8	+	5.28	31 3/4	23 7/8	6	10,000	273,750
DOYLE DANE BERNBACH	DDYL	O	12 1/2	12	+ 1/2	+	4.16	13	8 7/8	7	1,816	22,700
FOOTE CONE & BELDING	FCB	N	13 1/2	13 3/4	- 1/4	-	1.81	14	10 1/4	7	2,130	28,755
GREY ADVERTISING	GREY	O	11 1/4	11 1/4			.00	12	6 7/8	6	1,187	13,353
INTERPUBLIC GROUP	IPG	N	24 1/4	24	+ 1/4	+	1.04	26 5/8	16 3/8	7	2,290	55,532
MARVIN JOSEPHSON	MRVN	O	7 3/4	7	+ 3/4	+	10.71	10 3/8	6 3/4	8	1,952	15,128
MCI COMMUNICATIONS**	MCIC	O	1 1/2	1 1/2			.00	3 3/8	1 3/8		15,826	23,739
MOVIELAB	MOV	A	1 1/2	1 3/8	+ 1/8	+	9.09	2 5/8	1	6	1,407	2,110
MPO VIDEOTRONICS**	MPV	A	3 1/2	3 3/4	- 1/4	-	6.66	3 7/8	2 3/8		537	1,879
NEEDHAM, HARPER	NDHMA	O	7 1/8	6	+ 1 1/8	+	18.75	7 1/8	5 5/8	5	816	5,814
A. C. NIELSEN	NIEL8	O	19 3/4	20 1/4	- 1/2	-	2.46	24 5/8	16 3/4	13	10,598	209,310
OGILVY & MATHER	OGIL	O	26	25	+ 1	+	4.00	27 1/2	17	9	1,805	46,930
J. WALTER THOMPSON	JWT	N	12 1/4	11 3/8	+ 7/8	+	7.69	13 7/8	7 7/8	11	2,649	32,450
									TOTAL		55,526	780,453

Electronics/Manufacturing

AMPEX	APX	N	8 5/8	8 5/8			.00	9 1/4	4 3/4	14	10,885	93,883
ARVIN INDUSTRIES	ARV	N	15 1/8	14 3/4	+ 3/8	+	2.54	16	9 5/8	8	5,959	90,129
CETEC	CEC	A	1 5/8	1 5/8			.00	2 3/4	1 1/4	10	2,319	3,768
COHU, INC.	COH	A	2 1/2	2 1/2			.00	3 5/8	2	13	1,617	4,042
CONRAC	CAX	N	22 7/8	23 3/4	- 7/8	-	3.68	29 1/8	20	9	1,427	32,642
EASTMAN KODAK	EASKD	N	97 3/4	93 5/8	+ 4 1/8	+	4.40	116 3/4	93 5/8	25	161,347	15,771,669
FARINON ELECTRIC	FARN	O	10 1/2	11 1/4	- 3/4	-	6.66	11 1/2	7	21	3,925	41,212
GENERAL ELECTRIC	GE	N	55	54 1/2	+ 1/2	+	.91	58 3/4	46	16	184,427	10,143,485
HARRIS CORP.	HRS	N	53 1/2	51	+ 2 1/2	+	4.90	53 1/2	33 3/4	13	6,066	324,531
HARVEL INDUSTRIES	HARV	O	5	5			.00	6 1/2	4	13	480	2,400
INTL. VIDEO CORP.**	IVCP	O	2	2			.00	3 1/8	1 1/8		2,701	5,402
MICROWAVE ASSOC. INC	MAI	N	20 5/8	19 3/4	+ 7/8	+	4.43	21 7/8	13 3/4	13	1,320	27,225
3M	MMM	N	60	59 7/8	+ 1/8	+	.20	63 1/2	52 1/2	25	114,240	6,854,400
MOTOROLA	MOT	N	55 1/2	57	- 1 1/2	-	2.63	57 3/4	41 1/4	31	28,323	1,571,926
N. AMERICAN PHILIPS	NPH	N	32	31 3/8	+ 5/8	+	1.99	33	19 7/8	9	12,033	385,056
OAK INDUSTRIES	OEN	N	11 3/4	11 3/8	+ 3/8	+	3.29	12 1/4	7 1/4	16	1,639	19,258
RCA	RCA	N	29 1/8	28 1/2	+ 5/8	+	2.19	30	18 7/8	18	74,728	2,176,453
ROCKWELL INTL.	ROK	N	28 5/8	29 1/2	- 7/8	-	2.96	32 1/2	23 3/8	9	31,200	893,100
RSC INDUSTRIES	RSC	A	1 5/8	1 3/4	- 1/8	-	7.14	2 1/2	1 3/8	8	3,440	5,590
SCIENTIFIC-ATLANTA	SFA	A	16 1/8	15 7/8	+ 1/4	+	1.57	18 5/8	10 1/4	13	1,601	25,816
SONY CORP.	SNE	N	9 5/8	9 1/2	+ 1/8	+	1.31	9 7/8	7 1/4	29	172,500	1,660,312
TEKTRONIX	TEK	N	65	66 1/4	- 1 1/4	-	1.88	66 1/4	44 1/4	20	8,671	563,615
TELEMATION	TMT	O	3/4	3/4			.00	1	1/2	1	1,050	787
VARIAN ASSOCIATES	VAR	N	14 1/2	14 1/2			.00	17 1/4	12	12	6,838	99,151
WESTINGHOUSE	WX	N	16 5/8	16 1/2	+ 1/8	+	.75	17 3/4	13	8	87,498	1,454,654
ZENITH	ZE	N	34 1/8	32 3/8	+ 1 3/4	+	5.40	38 1/4	23 5/8	19	18,799	641,515
									TOTAL		945,033	42,892,021
									GRAND TOTAL		1,736,263	61,905,159

Standard & Poor's Industrial Average 117.1 115.3 +1.8

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses

Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:

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

Hughes's Mortensen: down to earth, even over satellite hook-ups

Arthur M. Mortensen, the president and chief executive officer of the Hughes Television Network, calls himself a practical man.

So you won't hear him issuing declarations about how Hughes is within striking distance of becoming a full-fledged fourth network, ready to take on ABC, CBS and NBC and give them a run for their money.

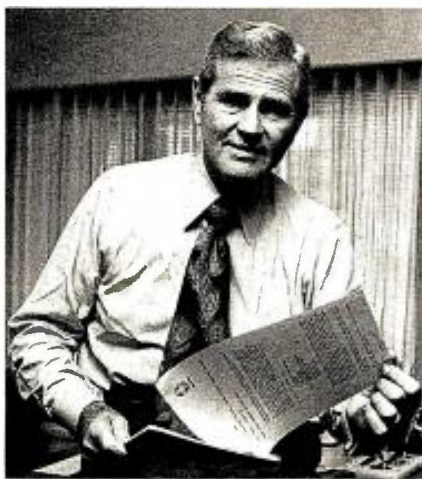
Mr. Mortensen still shakes his head over the way his predecessor, Robert Hales, puffed away at the fourth-network pipe dream (BROADCASTING, Jan. 14, 1974). "For Hughes even to think about a fourth network is totally impractical," Mr. Mortensen says. He puts a figure of \$500 million as the literal cost of buying five TV stations in major markets and adding, for example, the huge programming and sales staffs that a truly competitive fourth network would have to hire.

And, as revealed by one study Mr. Mortensen had his staff put together, a fourth network, even if it were able to sign up as an affiliate one station in each of the markets that have more than three stations, could only round up a maximum of 57% of the country, compared to the 97% to 99% coverage the three major networks can deliver for a typical prime-time program.

So Mr. Mortensen, a tall, trim, silver-haired 59-year-old whose manner is open and friendly, doesn't waste time and energy on visions of a fourth network. Instead, he talks about the profitable year Hughes is having as an ad-hoc network for sponsors and syndicators with particular programs or events. He has so much confidence that Hughes's feeder lines will be busy over the next 12 months that he recently put in an order to RCA American for the yearly domestic-satellite bulk rate of 1,800 hours. A huge chunk of these hours, he says, will be given over to the transmission by Hughes of a home team's away games (in all the pro sports) back to the home city.

"This kind of networking is what we do best, and I expect satellites will cut the line cost dramatically," Mr. Mortensen says. "Lines and tariff charges were the real expertise of Richard Bailey, the man who started Hughes."

The immediate upcoming event Mr. Mortensen is most concerned about is the Colgate-sponsored two-hour Federation Cup Tennis Tournament (which sports insiders have dubbed the Davis Cup for women) from Philadelphia on Aug. 29 (9-11 p.m., NYT), for which Syndicast Services, the distributor, is lining up stations. Hughes's cameras will cover the event, and its technicians will transmit it



Arthur Marion Mortensen—president and chief executive officer, Hughes Television Network; b. Sept. 27, 1916, Pueblo, Colo.; attended Brigham Young University late 30s and early 40s; U.S. Navy, 1941-45; salesman, KLO(AM) Ogden, Utah, 1945-49; salesman, KNX(AM) Los Angeles, 1949-51; national sales manager, Don Lee Broadcasting System, Los Angeles, 1951-54; general manager, KFMB(AM) San Diego, 1954-57; general manager, KERO-TV Bakersfield, Calif., 1957-64; VP and general manager, KTLA-TV Los Angeles, 1964-66; president, Los Angeles/Kansas City division of Bonneville International, 1966-74; present post, Feb. 1974; m. Doris Laughter, Feb. 24, 1951; children—Kathleen, 32; Nicolene, 23; Leslie, 22; Lisa, 20; Francine, 18, and Arthur Jr., 14.

to stations.

And the biggest departure for Hughes in recent years—i.e., its getting involved in the actual bicycling of tapes for a 90-minute weekly syndicated barter series called *Steve Allen's Laugh-Back*—is paying off in the ratings and could eventually end up as a full 52-weeks-a-year series, according to Mr. Mortensen. IPS, which produces the series (Hughes is bankrolling it), has taped 10 episodes (three of which will be repeated, for the first 13-week cycle). If the ratings hold, Mr. Mortensen says, the go-ahead for the next 13 *Laugh-Backs* will be a mere formality.

"Steve Allen is an old neighbor of mine from the days I lived in Los Angeles," Mr. Mortensen says. Although born in Colorado, Mr. Mortensen moved to Los Angeles with his parents when he was six years old. He says his most vivid memories as a young man in California were his tours of duty in the Metro-Goldwyn-Mayer back lot in the 1930's as everything from the guy who parked Clark Cable's automobile to night watchman on the set of "The Philadelphia Story."

A strict Mormon, Mr. Mortensen attended Brigham Young University in the

late 1930's. But he dropped out in 1941 to join the Navy. Because "I'd horsed around some as a radio announcer in college" (his major was physical education), he joined KLO(AM) Ogden, Utah, as an announcer when he was mustered out of the Navy in 1945. Two years later, to better himself, he switched from announcing to sales at KLO, and, two years after that, was hired as a salesman by CBS-owned KNX(AM) Los Angeles.

Continuing on a two-year cycle, he was made national sales manager (based in Los Angeles) of the Don Lee Broadcasting System (which later became part of RKO) in 1951. In 1954, he jumped at the chance to become general manager of Jack Wrather-owned KFMB(AM) San Diego, a CBS Radio affiliate. Those were the days, Mr. Mortensen remembers, when CBS was feeding its stations a full network service—"I had to search for time in the schedule to do my own local programs," he says.

In 1957, the Wrather organization promoted him to general manager of KERO-TV, its station in Bakersfield, Calif., which prospered under his tutelage during the next seven years.

An influential vice president with Gene Autry's Golden West Broadcasting, Norman Boggs, who had worked with Mr. Mortensen at Don Lee, recommended him to Mr. Autry when the general manager's post at KTLA-TV Los Angeles became vacant in 1964.

But by 1966 he'd found himself embroiled in a fundamental policy dispute with an upper-echelon executive at Golden West (whose name he prefers to keep anonymous) and, as he puts it, "I quit before I was fired."

The rest of his broadcasting career was guided by what industry insiders refer to as "the Mormon Mafia." Arch L. Madsen, a Mormon who's president of the Bonneville International Corp., made Mr. Mortensen president of the Los Angeles/Kansas City division of Bonneville in 1966, with responsibility for KBIG(AM)-KBRT(FM) Los Angeles and KMBZ(AM)-KMBR(FM) Kansas City, Mo.

After eight years with Bonneville, "I realized I had no further place to go unless the president bowed out, which wasn't likely because we're both about the same age," Mr. Mortensen says. So in February 1974, when Howard Anderson and Bill Gay, the two Mormons who serve as directors of the Summa Corp., one of whose divisions in the Hughes Television Network, offered Mr. Mortensen the presidency of Hughes (to succeed another Mormon, Bob Hales, who now works full time for the church), he accepted, beginning the task at Hughes he is now immersed in—developing to the fullest its own, and realistic, niche in television.

Copyright 197?

The copyright bill that is emerging from the House Judiciary subcommittee headed by Representative Robert Kastenmeier (D-Wis.) has been welcomed by the National Cable Television Association and found deficient by the National Association of Broadcasters. The divergence of reaction all but guarantees that the bill will be subjected to further scrutiny by the full Judiciary Committee and to extensive debate if it reaches the House floor during this session of Congress.

The disputes, of course, are over the provisions dealing with copyrights and cable television. At this stage of legislation, broadcasters must concede that the cable establishment is closer to achieving its ends than broadcasters are to achieving theirs. Still, broadcasters may take some comfort in knowing they have made more headway in the House so far than they made in the Senate, which adopted a bill even less to their liking.

The NAB has said it will carry on its campaign to get provisions that were rejected by the House subcommittee. It wants less liberal fee scales for smaller cable systems that are owned by multiple system operators. It wants full copyright liability for any distant signals that the FCC in the future adds to those it now permits cable systems to carry. And it wants any cable system carrying a pay-television service to be exposed to total copyright liability for all distant signals, as well as for its pay service, if the FCC relaxes or eliminates the antisiphoning rules that now restrict pay-cable access to movies and sports.

The last will be especially resisted by the cable interests whom the broadcasters charge with building the distribution system for pay cable on profits from the broadcast services they have carried at no fee at all until now and could carry at only modest fees under either the House or Senate legislation. But if it were to become law, it would entitle the cable operators to realize their announced ambition for the removal of regulatory controls over pay cable.

If indeed there had been copyright liability fixed by the marketplace from the beginning, there would have been no reason for most of the FCC regulations that the cable operators have protested over the years.

As advertised

In its findings and conclusions, the final report of the American Association of Advertising Agencies' study of consumer attitudes toward advertising (BROADCASTING, Aug. 2) is not materially different from the preliminary report issued 16 months ago. But its appearance is welcome, because it provides a useful reminder of how small are the constituencies of the critics who are forever carping about advertising's alleged ills and evils.

Like the preliminary report (BROADCASTING, March 24, 1975), the final work—a 253-page book, "Advertising and Consumers: New Perspective" by Rena Bartos of J. Walter Thompson Co. and Theodore F. Dunn of Benton & Bowles—does not try to gloss over the shortcomings that were found. It makes clear that people have become more skeptical about advertising. The number who think it results in better products, lower prices or a better standard of living was lower in 1974 than in 1964, when a similar study was done, while those who thought it usually insults the intelligence or creates unneeded purchases had increased.

People are critical of clutter and less favorable toward TV and radio commercials than toward print ads. And it is their attitudes toward these that color their attitudes toward advertising generally—not a total misfortune, since they are less favorably disposed

toward outdoor and direct mail than toward electronic advertising.

But these and similar negative findings were also found to make, as the report said about clutter and intrusiveness, "only a minor contribution to [consumers'] over-all attitudes toward advertising." What really counted, the study discovered, was how they looked at advertising in terms of the consumer benefits it offers (information about products, where to find them, costs and the like), its credibility and its entertainment value. In short, if advertising tells them what they want to know and is believable and enjoyable, they like it.

On a broader scale, the study found that despite all the noise the critics make, advertising is not a matter of deep concern to most people. Those who thought it something needing immediate attention and change dwindled slightly in the 10-year interval between studies, and those who regarded it as "essential" increased. In both cases the pro-advertising viewpoint dominated by approximately 9 to 1.

The negative viewpoints should of course be heeded. Their causes need to be corrected insofar as possible. But the report does advertising a service in making clear—again—that the professional critics speak more for themselves than for others.

Step one

The selection of John B. Summers to be second in command at the National Association of Broadcasters came naturally to the first in command, Vincent T. Wasilewski, president. It was history repeating itself. Mr. Wasilewski, like Mr. Summers, rose through the NAB legal department to become executive vice president 15 years, almost to the day, before Mr. Summers's selection was confirmed by the NAB's special task force that is carrying on the reform of the NAB management.

Others within the NAB staff and membership had aspired to the number-two spot. Among many broadcasters there was a desire for the selection of an experienced broadcaster. But this, as reported elsewhere in this issue, is but a first step. Other assignments will be made as jobs are redefined. The whole program may then be judged by the members.

The NAB has one basic function, to protect the free estate of broadcasting and its allied arts. The most effective lobbies in Washington are relatively small, well paid and highly motivated. Those are the qualities to be sought in the reorganized NAB.



Drawn for BROADCASTING by Jack Schmidt

"I told you before. We guarantee the quality of the picture, not the program."

It's time to pray, America!



Featuring Johnny Cash, Billy Graham, Pat Boone, Rex Humbard, Charles Colson, David Wilkerson, Tom Skinner, Cornelia Wallace, Tom Landry, Janet Lynn and other special guests.

With host **Pat Robertson**



Friday, September 17 8:00 PM (7:00 PM Central)

You'll love this historic, soul stirring, star-spangled one hour nationwide radio-TV special. It's a must for the good folks in your community. More than just another TV show, this is history. A moving experience. A little flag-waving. A lot of inspiration.

This TV special is based on the belief that the nation that prays together, just might make it after all.

The Robert Wold Company is now buying time across America for this broadcast. If you can clear, call the Wold Company at (213) 820-2668 or TWX 910-342-6977.

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On September 11, 1975, WTVF scooped all the Nashville news media with live, on-the-scene coverage of a riot in progress at Tennessee State Prison. They did it using some of the most advanced Electronic News Gathering (ENG) equipment available today. Equipment which included, not surprisingly, an ENG microwave system from the Communications Equipment Division of Microwave Associates.

We at MA's Communications Equipment Division pioneered in microwave systems for ENG applications and are now the only company making a complete line of equipment. Everything from miniature battery operated transmitters to portable van models to fixed location transmitter/receivers. And we not only make them, we also do site surveys, installation, training, and servicing — nationwide.

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