

**new and concentrated effort to bring UHF up to speed  
Syndication: facing and surviving tough problems**

# Broadcasting Jul 28

The newswEEKly of broadcasting and allied arts

Our 44th Year 1975

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**NEWSPAPER**



### **Congratulations, Garnelle Jenkins.**

Garnelle is host and producer of WTOG-TV's *Black Forum*. This series was recently given an "Outstanding Media - TV" award for 1975 by the Florida Association of Health and Social Services.

We would like to publicly recognize Garnelle and all the other WTOG-TV people who worked on this and other outstanding public service programming.

We're also proud to be part of the Hubbard Broadcasting 50-year tradition of award-winning service to the public, along with our sister stations - KSTP-TV-AM-FM in Minneapolis-St. Paul, KOB-TV-AM-FM in Albuquerque and WGTO-AM in Cypress Gardens.

**WTOG-TV**  
**TAMPA-ST. PETERSBURG**  
A DIVISION OF HUBBARD BROADCASTING INC.

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# Donahue! A solid number 1 in 23 markets— and still growing!\*



ARB MAY, 1975

	Ratings/ Share	Homes Total (000)	Women Total (000)	Women 18-49 (000)
WRGB - Albany	6/35	29	24	14
WAGA - Atlanta	7/48	64	55	33
WKBW - Buffalo	7/43	41	36	20
WCBD - Charleston	12/69	17	16	11
WRCB - Chattanooga	10/54	26	21	13
WLWT - Cincinnati	6/36	39	36	18
WLWC - Columbus	8/41	44	42	19
WLWD - Dayton	6/30	30	27	14
WJBK - Detroit	6/32	98	86	46
WBBH - Ft. Myers	7/54	6	4	1
WSPA - Greenville/Spartanburg, S.C.	6/45	31	25	11
WTNH - Hartford/New Haven	4/30	39	34	19
WLIO - Lima	10/51	5	5	3
WITI - Milwaukee	6/34	38	31	20
WESH - Orlando/Daytona Beach	7/43	32	28	7
WDTB - Panama City, Fla.	8/51	5	3	1
WRAU - Peoria	8/38	18	15	9
KOOL - Phoenix	2/55	12	10	5
WSLS - Roanoke/Lynchburg	8/53	27	23	11
WJCL - Savannah	6/32	9	9	4
WSJV - South Bend/Ekhart	5/30	12	11	7
KYTV - Springfield, Mo.	12/56	26	23	9
WTRF - Wheeling/Steubenville	11/52	38	33	12

For further information, call Don Dahlman, Lee Jackoway or Dalton Danon, (513) 241-1822.

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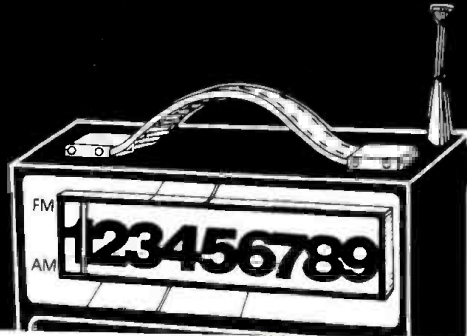
\*Audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications are available on request.

# The ratings guide to automation

(number 2 in a series)

## our ratings & your ratings

**W**e'd like to claim that automation will make you number one. But we won't. That's because it can't work miracles by itself.



And today, we can provide you with a whole range of sounds: from Easy Listening/MOR to Adult Contemporary to Top-40. From Country to All Oldies to Rhythm & Blues.

But an automation revolution in radio is going on. Automated stations have to be more than just competitive in ARB and

BPC ADCASTING  
July 28 1975

**J**ust fill out the form. Then our staff can get you to become a winner in the

Drake-Chenault's quality of automation is no exception.

**T**hey're basically music-controlled performances that can be done more effectively than "live."

So across the United States: in Detroit; in Greenville, South Carolina; in New York; in Waco, Texas. All with Drake-Chenault. Number One in key.

**Feel the difference**

Drake-Chenault  
100 Canyon Boulevard  
Costa Mesa, California 92626  
(714) 883-7400

Request your new free demo cassette for the Drake-Chenault system as you say it is.

**W**e think you get the picture. But these successes didn't occur by magic. Each station was determined and put in a lot of creative work.

There's no magic to Drake-Chenault, either. We're pioneers in our field.

Name

Title

Telephone

Company

Address

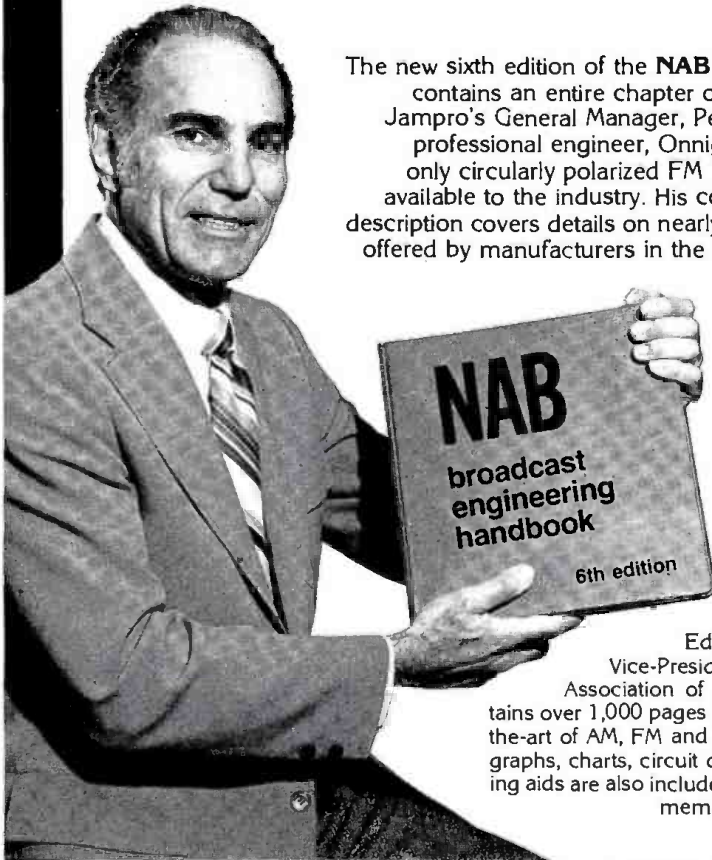
City

State

Zip



# We wrote the book on FM Antennas!



**PETER ONNIGIAN**  
General Manager, Jampro Antenna Co.

Contact: **NATIONAL ASSOCIATION OF BROADCASTERS**  
1771 N. Street Northwest, Washington, D.C. 20036

**This same expertise in FM broadcasting antennas also allows JAMPRO to offer the most complete line of antennas. SO WHY NOT BUY YOURS FROM JAMPRO — THE PEOPLE WHO WROTE THE BOOK.**

#### **JSCP — THE PENETRATOR**

As its name indicates, this most popular model of the Jampro line has the penetrating power of the best circularly polarized FM antenna on the market. Each bay is conservatively rated for 10 KW of input power, with excellent VSWR bandwidth of  $\pm 200$  KHz under 1.1 after mounting on the tower! It also has an excellent axial ratio, for better signal penetration into all sorts of FM receivers. Available for deicers or radomes.

#### **JLCP — THE PERFORMER**

For Class A stations, and low power educational stations, this ring stub antenna is an excellent elliptically polarized performer! Each Bay is rated at 3 KW, is lightweight, and may be mounted on smaller towers. Like all Jampro FM antennas, it comes complete with galvanized mounting hardware for normal uniform cross section tower mounting. Electrical deicers are available for moderate or heavy ice conditions.

#### **JHCP — THE BRUTE**

Each single bay of our JHCP line can handle full 40 KW, so we've named it the Brute! . . . excellent as a standby antenna, or for that 5 bay antenna with a 40 KW transmitter for 100 KW ERP, in the most difficult terrain. Not affected by snow, ice, heavy fog or rain. No corona or flash overs. The Brute is available with deicers for heavy icing conditions. A single bay with its own ten foot support pipe has an azimuth circularity of  $\pm 0.5$  DB!

#### **JSD — MULTI-STATION ANTENNAS**

Designed to be mounted on the three sides of a triangular tower, or the four sides of a square tower, the JSD series operates throughout the 20 MHz FM band, with a VSWR of under 1.1 across the entire band! This antenna is supplied with two input connectors, and accepts as many as six stations operating on different frequencies, each with a 40 KW transmitter. Diplexers and radomes are available.

#### **It's a fact.**

The new sixth edition of the **NAB Engineering Handbook** contains an entire chapter on FM antennas, written by Jampro's General Manager, Peter Onnigian. A registered professional engineer, Onnigian holds a patent on the only circularly polarized FM broadcasting antenna now available to the industry. His complete in-depth technical description covers details on nearly all FM antennas currently offered by manufacturers in the United States and Europe.

#### **YOURS FREE!**

You can have a free copy of the **NAB Engineering Handbook** if you buy and take delivery on a Jampro FM antenna between August 1 and December 31, 1975. If you're not in the market for an FM antenna, we suggest you buy a copy of this excellent broadcast handbook, anyway.

Edited by George W. Bartlett, Vice-President of Engineering, National Association of Broadcasters, the book contains over 1,000 pages of information on the state-of-the-art of AM, FM and TV. Many illustrations, photographs, charts, circuit diagrams, and other engineering aids are also included. The price is \$45.00 to non-members and \$30.00 to members.

J

A

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# Business Briefly

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### SIoux CITY, IOWA

markets. Blitz will continue for three weeks to move 1975 models off dealers' lots in preparation for new-car year. Campbell-Ewald, Detroit, is pegging 30- and 60-second spots at men, 18-49.

**A first** □ Benton & Bowles—Chicago, formed nine weeks ago, has landed its first account: Chicagoland Oldsmobile Dealers Association, which has been handled past eight years by Stern, Walters & Simmons Inc., Chicago. Account bills \$1.2 million, heavily in broadcast, and represents 45 dealerships in greater metropolitan area.

**Spot salad** □ Kraft Foods, Chicago, is tossing together spot radio campaign in long list of Midwest and Southwest markets to push its Miracle Whip dressing. Effort will continue for 12 weeks through October and will be aimed at women, 18-49. Campaign was conceived and is being placed by J. Walter Thompson, Chicago.

**Rep appointments** □ Wow! TV, Omaha has appointed Peters, Griffin, Woodward, New York, as national representative... GC Sales Inc., New York, named national representative for Sterling Recreation Organization stations (all AM's—KBFW Bellingham, KEDO Longview, KALE Tri-Cities and KZOK Seattle, all Washington; KASH Eugene, and KODL The Dalles, both Oregon,

**A Bold move** □ Procter & Gamble, Cincinnati, has appointed Grey Advertising, New York, as agency for its Bold laundry detergent, effective Nov. 15. Move ends 10-year association with Tatham-Laird & Kudner, Chicago. Bold bills about \$4 million, all in network and spot television. Both Grey and TL&K handle other P&G business.

**Olympic race** □ ABC TV Spot Sales is about to launch major film and print presentation to major advertisers "tying in" spot positions in 1976 Winter and Summer Olympics with spot avails in remainder of ABC-TV's 1975 regular-season schedule. "It's an attempt to generate 1975 dollars to make up for what has been a relatively soft year in spot sales," said ABC spokesman. ABC-TV is expected to put on at least 43½ hours of coverage for 1976 Winter games and 30½ of those will be in prime time. ABC-TV Spot Sales people figure that two-and-half average spot minutes are available each hour on five ABC-owned TV stations. ABC has already sold all of its network minutes for Winter Olympics.

**Hi-C to TV** □ Coca-Cola Co. begins television campaign on Aug. 11 for 46-ounce size of its Hi-C fruit drink line. Spots will run for four weeks in range of major and secondary markets. Agency, Marschalk Co., New York, is buying daytime and fringe 30's and aiming at women 25-49 and children 6-11. Markets will include Columbus, Ohio, Buffalo, N.Y., and Indianapolis.

**Ruffles have spots** □ Frito Lay will open up six-week spot television campaign Aug. 18 for its Ruffles potato chips, using variations on "Ruffles have ridges" advertising theme. Agency, Young & Rubicam, New York, is buying daytime and fringe 30's targeted at women 25-54 in markets including Syracuse, N.Y., Portland, Ore., and Louisville, Ky. Simultaneous six-week campaign for Lays brand potato chips will also begin on same day.

**Band-Aid ad aid** □ Johnson & Johnson Co. starts today (July 28) six week nationwide spot television effort on behalf of its Band-Aid adhesive bandages. Agency, Young & Rubicam, New York, is purchasing fringe and prime-time 30's in a list of major markets that includes Dallas, Milwaukee and Tulsa, Okla. Campaign will be shooting for women 18-34.

**TV with taste** □ Charlie the Tuna will once

again endear himself to television audiences this fall through Starkist tuna television campaign. Spots will begin running as early as Sept. 1 in some markets, by Sept. 15 in others and will continue for from seven to 10 weeks. Agency, Leo Burnett, Chicago, is buying daytime, fringe and prime-time 30's aimed at women 18-49 in a national sample of markets.

**Warming up** □ Litton Microwave Cooking Products, division of Litton Industries, Minneapolis, is beginning extensive, \$6.3 million multimedia advertising campaign in mid-September to introduce new line of microwave ovens. Network television will receive more than \$2 million with spots running on 17 programs on ABC, CBS and NBC through Dec. 15. Extensive co-op advertising effort will be conducted in television in 49 major markets. Campbell-Mithun, Minneapolis, is agency.

**Smell of success** □ Church & Dwight Inc. will spend in area of \$2 million to introduce The Baking Soda Deodorant primarily via network and spot TV in major markets. Lois, Holland, Callaway, New York, is handling campaign.

**Looking ahead** □ Chevrolet Motors Division of General Motors Corp., Detroit, is set to move in high gear this week with heavy spot radio campaign in upwards of 70

**May flowers.** Network TV billings in May reached \$206.9 million, a gain of 14% from the May 1974 total of \$181.5 million, the Television Bureau of Advertising said in a report released earlier this month. The estimates, compiled for TVB by Broadcast Advertisers Reports, give weekend daytime the largest gain of all day-parts, up 34.9%, thanks partly to one extra day this year. The May results raised network TV billings for the first five months past \$1.0 billion, a 9.5% increase from 1974, with totals by networks as follows: CBS-TV \$368,530,200, NBC-TV \$339,660,000, ABC-TV \$302,084,200. The full report:

	May			January-May		
	1974	1975	% Chg.	1974	1975	% Chg.
Daytime	\$ 60,069.1 <sup>1</sup>	\$ 71,424.2	+18.9	\$299,417.6	\$ 345,985.1	+15.6
Mon.-Fri.	44,136.7	49,928.8	+13.1	205,027.4	139,681.0	+16.9
Sat.-Sun.	15,932.4	21,495.4	+34.9	94,390.2	106,304.1	+12.6
Nighttime	121,397.8	135,463.2	+11.6	623,112.0	664,289.3	+ 6.6
Total	\$181,466.9	\$206,887.4	+14.0	\$922,529.6	\$1,010,274.4	+ 9.5
	ABC	CBS	NBC	Total		
January	\$ 59,183.6	\$ 70,017.4	\$ 71,642.3	\$ 200,843.3		
February	58,915.3	67,291.2	62,353.2	188,559.7		
March	65,313.5	77,795.9	68,459.7	211,569.1		
April*	59,488.5	75,237.7	67,688.7	202,414.9		
May	59,183.3	78,188.0	69,516.1	206,887.4		
Year-to-date	\$302,084.2	\$368,530.2	\$339,660.0	\$1,010,274.4		

\*Revised. <sup>1</sup>Add 000.

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**Rate examples** (Tax included)

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Boston-Miami. . . . .	\$26.25
Los Angeles-New Orleans. . . . .	\$31.50
Dallas/Ft. Worth-Los Angeles. . . . .	\$26.25
San Francisco-Atlanta. . . . .	\$31.50
Philadelphia-Houston. . . . .	\$26.25
New York-Tampa. . . . .	\$26.25
Chicago-Orlando. . . . .	\$26.25
Detroit-Memphis. . . . .	\$21.00

For full details, call Delta reservations.

**Delta is ready  
when you are.®**

**BAR reports television-network sales as of July 13**

ABC \$370,340,200 (29.9%) □ CBS \$449,470,200 (36.2%) □ NBC \$420,346,000 (33.9%)

Day parts	Total minutes week ended July 13	Total dollars week ended July 13	1975 total minutes	1975 total dollars year to date	1974 total dollars year to date	% change from 1974
Monday-Friday Sign-on 10 a.m.	108	\$ 602,200	3,037	\$ 17,449,400	\$ 12,573,800	+38.8
Monday-Friday 10 a.m.-6 p.m.	884	7,670,100	26,900	277,502,500	244,414,600	+13.5
Saturday-Sunday Sign-on-6 p.m.	234	2,262,400	8,166	124,394,400	112,398,500	+10.7
Monday-Saturday 6 p.m.-7:30 p.m.	100	1,824,400	2,759	66,638,400	59,655,900	+11.7
Sunday 6 p.m.-7:30 p.m.	11	116,100	439	10,605,800	9,106,200	+16.5
Monday-Sunday 7:30 p.m.-11 p.m.	399	17,229,600	10,957	657,995,800	629,231,000	+4.6
Monday-Sunday 11 p.m.-Sign-off	185	2,940,100	5,085	85,570,100	75,891,700	+12.7
<b>Total</b>	<b>1,921</b>	<b>\$32,644,900</b>	<b>57,343</b>	<b>\$1,240,156,400</b>	<b>\$1,143,277,700</b>	<b>+8.5</b>

Source: Broadcast Advertisers Reports

and KSJO San Jose, Calif. . . . . Mary Roslin Inc., New York, has been named representative for WNLK(AM)-WDRN(FM) Norwalk, Conn. . . . . Selcom Inc., New York, has been appointed representative for WOMQ(FM) Greensboro, N.C.

**Well-heeled** □ Cat's Paw Rubber Co., Baltimore, which returned to network radio year ago after long absence, is buying time in NBC Radio's 1975 World Series coverage. Through Eisner & Associates, Baltimore, purchase will augment Cat's Paw "Fall Shoe Tune-Up Time" campaign. Supporting spots will also be used in drive-time news schedules on NBC Radio.

**Ringing on radio** □ Blue Bell Inc. will begin extensive spot radio campaign next month for its Wrangler Jeans with schedule in more than 40 major markets throughout U.S. Effort will last eight weeks and consist of several flights. Altman, Stoller, Weiss, New York, is seeking nighttime spots appealing to ages 12-24.

**Never too early** □ Aurora Products Corp., West Hempstead, N.Y., is presently plotting spot TV campaign in major markets throughout U.S. to push sales of its toys and games for Christmas season. Aurora's campaign will begin in October and continue until mid-December. Agency is Grey Advertising, New York.

**Wiping up** □ Crown Zellerbach Corp., San Francisco, is mounting spot TV effort on behalf of its Chiffon paper towels in substantial number of Western markets, starting in late August. Campbell-Mithun, Minneapolis, is lining up stations to appeal to women of all age groups in campaign that will continue until late October.

**Doan's in nine of 10** □ Campana Corp.,

Batavia, New York, will support its Doan pills with 10-week spot campaign in about 90 of top-100 markets starting in late September. D'Arcy-MacManus & Masius, New York, will be pitching its messages at adults.

**Taking it for Grant** □ Retailer W.T. Grant Co., New York, will begin next month spot TV campaign that will run for two months in more than 40 top markets to sell high-ticket items such as appliances and quick-turnover items such as clothing. Vitt Media International, New York, is handling buying.

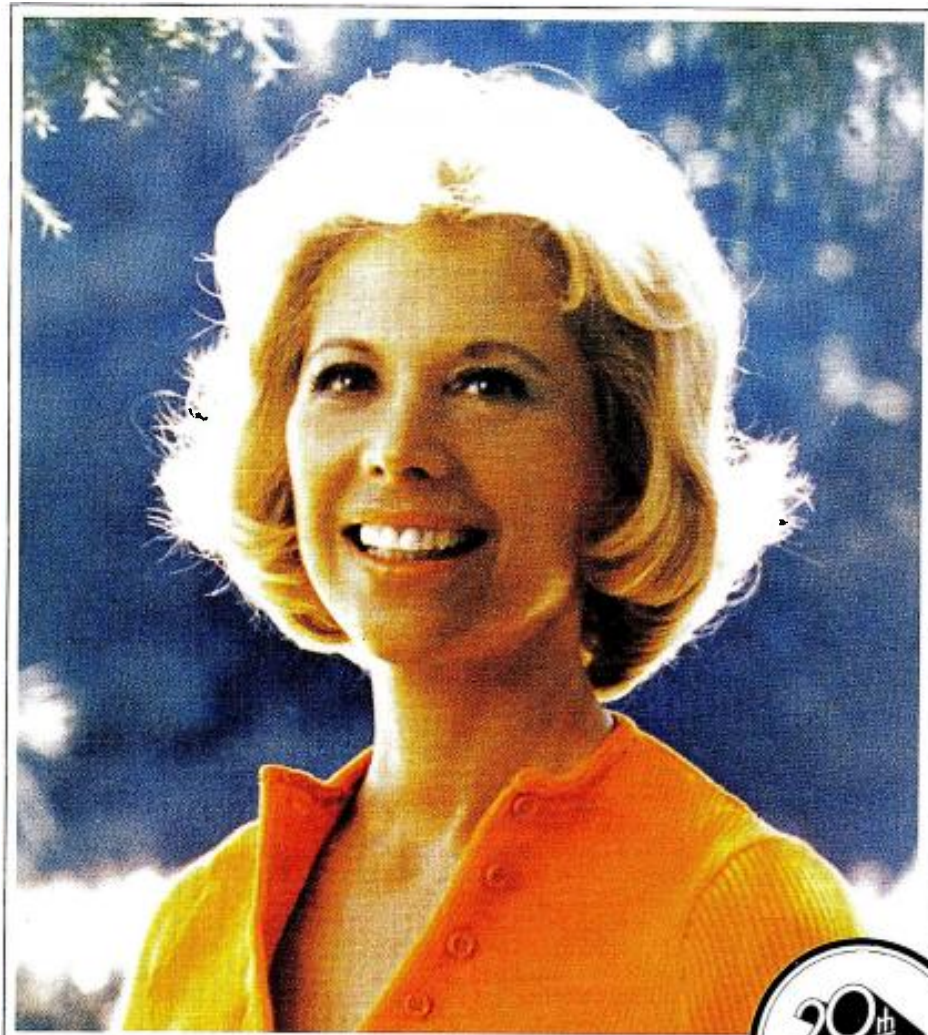
**TV application** □ Mitchum Thayer Inc., Tuckahoe, N.Y., begins spot television treatment for its Esoterica facial cream Aug. 11 in 37 markets. Campaign is being created and placed by Marschalk, New York, will run for four weeks and is looking to women 36 and older.

**Monopoly on television** □ Parker Bros., Salem, Mass., game manufacturer, is assembling extensive list of markets for spot TV splurge throughout country in preparation for Christmas selling season. Campaign will break in late September and run through mid-December, with Humphrey, Browning MacDougall, Boxtton, aiming for time periods popular with children.

**Progress in Chicago** □ A.C. Nielsen Co. reports it is moving on schedule to provide Storage Instantaneous Audimeter (SIA) Service in Chicago by late September. Nielsen says that as of June 30, 192 sample households, or 64% target, have granted permission, and in 176 households, hardware has been installed as far as phone lines. Addition of Chicago will mean Nielsen "overnights" will be available in three markets accounting for about 18% of U.S. TV homes and 25% of spot TV dollars.



**Year one. One hundred markets!**



# Monday Memo

A broadcast advertising commentary from Martin J. Wolff, president, Wolff/Whitehill Inc., New York

## Russ finds a good fit with television campaign

When the market research department tells us that it is time to move a client from print-only to a program including TV as well as print, the first hurdle is to convince the client.

This is often a difficult task because of the dollars involved. In cases where the client is part of an industry that is almost totally print-oriented, the client finds another reason to balk. "We never did it before," he says.

But for our client, Russ Togs Inc., there were no negatives about going into TV. We were not surprised. What holds true for the fashion industry doesn't always hold true for Russ. Its management was convinced that TV was the next step and Russ is financially prepared to take that step in the fall.

Russ has become one of the world's largest manufacturers of women's sportswear and probably the most aggressive merchandiser. It generates sales of about \$150 million annually. No other company on Seventh Avenue can match Russ for its sound business structure, its lack of long-term debt, its working capital and cash positions, or its ability to turn inventory. Despite the current economy, Russ continues stronger than ever. Although the company is not a fashion leader, it is an industry leader with highly creative business management and a long record of continuous growth. For an industry fraught with uncertainty and financial instability, Russ's performance is truly remarkable.

Value is what Russ markets. And the company's style in marketing is strength and innovation. Thus, it is the ideal client for an advertising project like this.

First of all, Russ has always known the importance of a "brand" in today's market and has always opted for advertising approaches that build the brand concept rather than rely solely on illustrations of the season's fashions described in the latest soda-fountain language. Therefore, advertising is a part of the company's business, not a stepchild. And in the unpredictable economic conditions that lie ahead, broadcasting the "Russ equals value" brand concept takes top priority.

And what is the best way to create universal brand identification? Of course—TV.

Few other clothing marketers have had the courage or foresight to move from the traditional fashion media of print into the mass merchandising arena of video. Few would be so bold as to take that step right now. But Russ's financial strength puts the company in a position to make



Martin J. Wolff worked as art director at Dobbs Advertising Inc. and Forbes Advertising Inc., and as executive vice president of Robert Whitehill Inc., all New York agencies, before forming Wolff/Whitehill Inc. in 1973. As president of Wolff/Whitehill, he oversees an agency that has grown from three accounts to 10, many of them in apparel manufacturing.

seemingly negative economic indicators work to its advantage. Now is the time—if there is to be a time—to push mass marketing through TV.

Russ needs TV advertising to support the retailers that stock its merchandise. It is the retailer that is suffering the most in the current inflation spirals. Stores are reluctant to buy for fear they will be overstocked, afraid not to buy since customers seem to be coming back to the counter and business forecasters are optimistic. With Russ, the TV advertising will also work for them, bringing customers into the stores.

Once TV advertising was given the go-ahead, all the decision-making was transferred from the Russ marketing department to our creative department. With a product that changes from season to season, what kind of spot should we produce? Obviously it had to be one that showed off Russ's "Basics" line to its best advantage. More important, it must highlight and magnify the name of the company—the brand name.

Thus, the first problem: Some kind of visual representation of the Russ logo is essential to realize fully the goal of brand recognition. To fulfill that purpose, we decided on a catchy, visually exciting animation of the Rrrrrrrrrruss logo as an eight-second tag to be used at the end of each of a series of commercials. To set up

the equation between Rrrrrrrrrruss and value, the animated logo would appear over the company's basic message, "Today's value."

The emphasis of every commercial in the series, of course, will be value—the one thing this brand offers through spring, summer, fall and holiday, no matter what new fashion becomes vogue. Value will never go out of style, and is especially important to today's consumer.

With the logo designed and the theme established, we concentrated on a format for displaying the merchandise. For those of us producing the commercial, "basic magic" was a natural: Russ is promoting basics; we hoped that TV would work its well-known magic in skyrocketing volume. But with more thought, we found it a good format for the consumer as well. For all of us, good clothes have a magic of their own in the way they make us feel, and in the way they accent the "basic" beauty of others.

We stayed with the idea and soon we had a story board:

Illusion crackles in the air as a casually dressed, ruggedly handsome "magician" establishes the atmosphere. "If there's one thing women want in the clothes they buy," he says, "it's a little magic." A wave of this hand, and—abracadabra—a very surprised model materializes in the air, wearing a Russ "Basics" outfit. As she puzzles out her sudden arrival, the magician again waves his hand. Presto—she's in a new outfit. And still startled. But it's not over yet. Again he waves his hand. Again a new outfit. She's beginning to like this. As she waits for the next, eager in anticipation, he nods his head and she slowly disappears.

"Aww, how'd you do that?" she says, disappointed it's all ending like the Cinderella story.

"With a little bit of basic magic from Russ," says the magician. "It's today's value." Up comes the tag with the Russ logo and corporate message. "Rrrrrrrruss—today's value," the last thing the viewer sees. The one thing she's sure to remember. But because the concept works well and the commercial is up-beat, she is likely to remember the three outfits she saw (in 22 seconds) and the message remains clear in her mind: Russ has fashion and value, the right look at the right price.

Current plans call for the campaign to break this fall, displaying fall basics, just in time to coincide with the expected "strong fourth quarter" predicted by financial experts. TV will be Russ's prime marketing thrust for the fall season. With the "basic magic" commercials, we want to prove to the retailers that the forecasted sales are not an illusion.



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Choose one.  
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# Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

**Antitrust/networks.** Justice Department anti-trust suit charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did. (Case nos. 74-3599 RJK et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court (BROADCASTING, May 5).

**Broadcasting in Congress.** There are measures pending in both houses of Congress to permit one-year experiment of broadcasting chamber proceedings. Main resolution in House is H. Res. 269 by Jack Brooks (D-Tex.). In Senate it's S. Res. 39 by Lee Metcalf (D-Mont.). House Rules Committee, which has alternately discussed and postponed further discussion of Brooks resolution, has formed

subcommittee to conduct hearings on measure. No action has been taken by Senate Rules Committee on S. Res. 39, but full Senate on June 9 voted for first time to permit broadcast coverage of debate on Senate floor—limited to one issue, contested New Hampshire Senate election. Coverage never happened, however, after negotiations between Senate staff and networks over lighting and other technical arrangements broke down (BROADCASTING, June 16).

**Cable legislation.** FCC's proposed revisions in cable television legislation are scheduled for commission discussion on July 30.

■ **Cable rebuild deadline.** FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14). Action concludes rulemaking in Docket 20363. Commission, however, has outstanding another rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. That search goes forward; comments are due Aug. 18; replies Sept. 8.

■ **Children's TV.** FCC's policy statement on children's television programming, adopted last year (BROADCASTING, Oct. 28, 1974), has been

appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case no. 74-2006). House Communications Subcommittee, meanwhile, has held four days of hearings on broadcasting advertising and children, and one member of that subcommittee, Timothy Worth (D-Colo.) has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21).

**Citizen agreements.** FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments are due July 25.

**Community ascertainment.** FCC has instituted rulemaking (Docket 19715) designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, May 12). Comments have been filed in proceeding (BROADCASTING, July 7).

**Comparative renewals.** FCC discussion on proposed policy on comparative proceedings involving renewal applicant and applicant seeking to displace him, originally set for June 12, has been postponed indefinitely.

■ **Consumer agency.** Senate passed bill to establish Agency for Consumer Advocacy after amending it to ensure agency may not involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. In House, Government Operations Committee passed bill similar to that passed by Senate, but with one significant difference for broadcast industry. Bill, H.R. 7575 does not exempt proposed agency from involving itself in license renewal proceedings.

**Copyright legislation.** Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Copyright Subcommittee has completed markup and cleared for full Judiciary Committee its bill (S.22), which is substantially same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223, Grouping witnesses by issue, subcommittee has heard from FCC and Office of Telecommunications Policy, cable industry, broadcast industry (BROADCASTING, June 16) and from public broadcasters (BROADCASTING, July 14).

■ **CPB nominees.** President Ford's nominations of eight people to fill slots on 15-member board of Corporation for Public Broadcasting are currently pending before Senate Commerce Committee. Hearings on seven of them, considered noncontroversial, were concluded last week and Senate Communications Subcommittee Chairman John Pastore (D-R.I.) announced then he would like to see Senate con-

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firmation of them before month-long recess begins August 1 (see story this issue). Eighth nominee, Colorado brewer Joseph Coors, will have considerable difficulty obtaining confirmation and for that reason has been cut from rest. Commerce Committee will devote separate hearing to him September 9-10. Fourteen outside witnesses are already lined up to testify at his hearing.

**Crossownership (newspaper-broadcast).** FCC order banning newspaper-broadcasting crossownerships prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from the Fourth and Eighth circuits to one in Washington, where they have been consolidated (Case nos. 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. In addition, number of parties petitioned commission to reconsider its order, but the commission has denied them.

**Crossownership (television-cable television).** FCC has initiated rulemaking (Docket 20423) aimed at easing restrictions it had imposed on common ownership of cable system and television station in same market (BROADCASTING, April 17). Comments were due May 19; replies, May 30.

**Distant sports.** FCC has adopted "same-game" rule governing cable television's importation of distant sports programming (BROADCASTING, July 14).

■ **EEO guidelines.** FCC has issued notice of inquiry and proposed rulemaking on equal employment opportunity guidelines (BROADCASTING, July 21). Comments are due Sept. 11; replies, Oct. 1.

**Fairness doctrine bills.** Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S.2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, section containing equal time requirement as well as statutory basis for fairness doctrine. Proxmire bill in fact would prohibit FCC from influencing broadcast programming or scheduling in any way. S.1178 by Senator Roman Hruska (R-Neb.) would do that and also address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R.2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

**FCC's fairness-doctrine report.** FCC's new fairness-statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media, and otherwise modifying fairness doctrine (BROADCASTING, July 1), is subject of petitions for reconsideration filed with commission as well as appeal filed with U.S. Court of Appeals in Washington by National Citizens Committee for Broadcasting and Friends of the Earth.

**Fee schedule.** Various parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Case nos. 75-1053 et al.); some 60 appeals have been filed by broad-

casters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Case nos. 75-1064 et al.). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.).

**KRLA (AM).** Comparative hearing case, underway since 1964, is now on appeal to U.S. Court of Appeals in Washington (Case nos. 74-1002 et al.). Six losing applicants are challenging FCC's grant of Pasadena, Calif., frequency to Western Broadcasting Corp., whose principals include Bob Hope. Decision awaited.

**Leapfrogging.** FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments originally were due July 8; date has been changed to July 29. Replies are now due Aug. 22.

■ **License renewal legislation.** At least 50 license renewal bills have been introduced so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on the agenda of communications subcommittee in either house. NAB has placed its stamp of approval on two renewal bills, H.R. 5578 by Representative Louis Frey (R-Fla.) and S.2119 by Senator Paul Fannin (R-Ariz.).

**Network exclusivity on cable.** FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals (BROADCASTING, April 21) in Washington by CBS, NBC and ABC television affiliates associations. Order also is subject of petitions for reconsideration filed with commission.

**Nutritional advertising.** FTC has republished its proposed trade regulation rule on nutrition claims in food advertising in conformity with rulemaking procedures set out in Warranty-FTC Improvements Act. Comments on disputed issues must be filed by July 28; deadline for comments not proposing disputed issues to be announced.

**Obscenity.** FCC's declaratory ruling on indecent and obscene broadcasts (BROADCASTING, Feb. 17) is being appealed to U.S. Court of Appeals in Washington (Case no. 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Specific ruling involved station's broadcast of George Carlin album cut that commission ruled indecent and obscene.

■ **Pay cable; pay TV.** FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed on two fronts. Broadcasters and cable operators have appealed to U.S. Court of Appeals in Washington, and ABC, CBS and NBC have petitioned commission for reconsideration. Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "hrottling" pay cable. Two days of hearings were held in May (BROADCASTING, May 26); more were held this month (BROADCASTING, July 14, 21).

**Payola.** Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola. Another grand jury indicted Clive Davis, former CBS Records head, for in-

come-tax evasion. Justice department says its investigation, which resulted in indictments, reached into 16 cities, is "only the beginning" (BROADCASTING, June 30).

■ **'Pensions' case.** FCC decision holding that NBC violated fairness doctrine in connection with *Pensions: The Broken Promise* TV program, was ordered vacated by three-judge panel of U.S. Court of Appeals which—acting at request of full nine-judge circuit—vacated its own earlier decision (BROADCASTING, July 14). Petitioner, Accuracy in Media, has announced its intention to appeal to Supreme Court (BROADCASTING, June 30).

■ **Performers' royalty.** Senator Hugh Scott (R-Pa.) has attempted for some 30 years to push through legislation establishing performer's royalty to be paid by broadcasters. In last session of Congress, it was defeated as amendment to Senate's copyright bill. Senator Scott has subsequently introduced concept in separate bill, S. 1111. Scott bill was scheduled for hearing last Thursday, at which he was to preside. Duplicate of his bill has been introduced in House (H.R. 5345) by Representative George Danielson (D-Calif.). Danielson bill was scheduled for hearing last Wednesday as part of House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice's running hearings on over-all copyright reform measure (see story, this issue).

**Personal attack rules.** FCC order asserting that WMCA(AM) New York violated personal attack rules has been appealed by licensee Straus Communications Inc., which claims rules are unconstitutional (Case nos. 75-1083 and 75-1084) (BROADCASTING, June 16).

**Pole attachments.** Since fall of 1970, National Cable Television Association and AT&T have been at stalemate in pole-rate negotiations. Most recent proposal by AT&T has been rejected by NCTA (BROADCASTING, June 9). FCC Chairman Richard E. Wiley has brought sides together once more in last effort to help them resolve their differences before commission finally faces question of whether to assert jurisdiction in issue and impose its own rate formula.

**Prime time access rule III.** FCC on May 14 modified rule in response to decision by U.S. Court of Appeals in New York which essentially affirmed rule's constitutionality (BROADCASTING, May 19). Two appellants—National Association of Independent Television Producers and Distributors and Sandy Frank Program Sales Inc.—asked court to reverse commission on effective date—Sept. 8, 1975. They wanted date extended, but court rejected their requests. Frank has asked for rehearing (BROADCASTING, June 30).

■ **Public broadcasting funding.** Public broadcasters have lost their fight for five-year funding for Corporation for Public Broadcasting. Bill sought (H.R. 6461) had provision for five-year appropriation as well as five-year authorization. House Appropriations Subcommittee on Labor, Health, Education and Welfare has rejected concept of five-year appropriation and struck that provision from bill. If and when authorization part of bill passes House and Senate, subcommittee said it would vote three-year appropriation in separate measure. Subcommittee's action was to go before full Appropriations Committee last week (see story,

# Seven Million Americans Spent The Night With Tom Snyder

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this issue). Future of CPB funding bill now in Senate Appropriations Committee (S. 893), which, like House bill has both five-year authorization and appropriation, is uncertain in light of action on House side of Hill. All appropriations bills originate in House.

**Section 315.** Senate Communications Subcommittee Chairman John Pastore's (D-R.I.) bill to exempt presidential and vice presidential candidates from equal-time requirements in Section 315 of Communications Act (S.608) is being scrutinized during hearings on fairness doctrine bills. There will be further hearings before subcommittee takes action on it. House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has introduced measure (H.R. 5600) which echoes Mr. Pastore's bill, but also provides that programs like *Meet the Press* be exempted from equal-time requirement, and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. No action has been scheduled on Macdonald bill.

**Star stations.** FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis

has been appealed to U.S. Court of Appeals in Washington (Case no. 75-1203).

**VHF drop-ins.** In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets (BROADCASTING, April 7). Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Commission invited comments on economic and technical feasibility of drop-ins; deadline has been extended from July 11 to Oct. 15.

**WNCN(FM) (now WQIV).** Citizen groups have appealed to U.S. Court of Appeals in Washington FCC action authorizing New York station to change its call letters before time for protest had expired and from denial of stay (Case nos. 74-1925, 74-1926). They have also petitioned commission to deny station's renewal application. Principal issue is format change from classical to rock. Competing application for WQIV's frequency has been filed by Concert Radio Inc. GAF Corp. has offered to buy station for \$2.2 million, return it to classical format and reimburse citizen groups and Concert Radio for legal expenses.

## Datebook®

■ indicates new or revised listing

### This week

**July 29—**FCC's new deadline for comments on inquiry (Docket 20487) into leapfrogging rules relative to cable pick-ups of programming. Previous deadline was July 8. Deadline for reply comments was extended from July 23 to Aug. 12. FCC, Washington.

**July 29—**Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Anchorage, Alaska.

### Also in August

**Aug. 3-4—**South Carolina Broadcasters Association summer convention. Hilton hotel, Myrtle Beach.

**Aug. 3-9—**National Association of Broadcasters Sixth sales management seminar. Harvard University Graduate School of Business Administration. Boston.

**Aug. 5—**Alabama Broadcasters Association license-renewal workshop. Ferguson Center, University of Alabama, Tuscaloosa.

**Aug. 6-7—**Tennessee Association of Broadcasters license-renewal seminar. Participants include John Summers, general counsel of National Association of Broadcasters; R. Russell Eagan of Washington law firm, Kirkland, Ellis & Rowe; Richard Shiben, chief of FCC Broadcast Bureau's Renewal and Transfer Division, or if he cannot attend, an aide, and group of broadcasters who have encountered license-renewal problems in past. Airport Hilton Inn, Nashville.

**Aug. 11—**Deadline for reply comments on FCC notice of proposed policy statement on citizen group-broadcaster agreements (Docket 20495). FCC, Washington.

**Aug. 11—**FCC deadline for comments on proposed rulemaking (Docket 20521) concerning ownership reporting and disclosure by publicly held corporations that own interests in broadcasting stations. Proposed rules are based on Model Corporate Disclosure

Regulations issued in January by Interagency Steering Committee on Uniform Corporate Reporting (Broadcasting, Feb. 3). Replies are due Aug. 26. FCC, Washington.

**Aug. 11—**FCC deadline for comments on proposed rulemaking (Docket 20520) which would amend broadcast station multiple ownership rules to set a 5% limit on institutional ownership of broadcast stations. Replies are due Aug. 26. FCC, Washington.

**Aug. 11-12—**National Religious Broadcasters Eastern convention. Lancaster Bible College, Lancaster, Pa.

**Aug. 14-15—**Arkansas Broadcasters Association summer convention. Thursday Banquet speaker: Harry Walker, vice president for public affairs, Shell Oil Co; Thursday luncheon speaker: Tom Swafford, CBS-TV Network vice president in charge of program practices. Indian Rock Resort, Fairfield Bay.

**Aug. 14-17—**Annual meeting, Concert Broadcasters Association. Blossom Music Center, Akron, Ohio.

**Aug. 18—**FCC's new deadline for comments on proposal to institute rules regarding a system for automatic identification of station transmissions (Docket 20351). Previous deadline was May 19. Deadline for reply comments was extended from June 2 to Sept. 2. FCC, Washington.

**Aug. 18—**Comments due at FCC on proposed rulemaking concerning possible alternatives to March 31, 1977, deadline for older major market cable systems to comply with access and channel capacity rules adopted March 31, 1972 (Docket 20508). Replies are due Sept. 8. FCC, Washington.

**Aug. 18—**FCC deadline for comments on rulemaking (Docket 20509) which would establish new class of radio station to be used to transmit information to motorists and other travelers (Docket 20509). Proposed radio class would operate on either 1606, 1612 or 530 khz. Reply comments due Sept. 5. FCC, Washington.

**Aug. 18-22—**University Film Association's 29th annual conference. Papers and sessions with deal with new trends in video disc systems, video cassettes and



videotape recordings in comparison with super 8 and developments in 16mm and 35mm films. Rochester Institute of Technology, Rochester, N.Y. For further information on program: Professor Peter Dart, University of Kansas, Lawrence 66045; (913) 864-3991. For queries on local arrangements: Professor Reid H. Ray, RIT, Rochester 14623; (716) 464-2772

**Aug. 21-24**—*West Virginia Broadcasters Association* fall meeting. Greenbrier, White Sulphur Springs.

**Aug. 22-23**—*Tennessee Associated Press Broadcasters Association* meeting. Hyatt-Regency hotel, Knoxville.

**Aug. 29**—Comments due at FCC on inquiry to re-evaluate need for UHF television taboos in connection with channel allocations. Reply comments due Sept. 17.

## September

**Sept. 5-7**—*American Women in Radio and Television Western Area Conference*. Caesar's Palace, Las Vegas.

**Sept. 12-14**—*American Radio Relay League* convention. Speakers will include FCC Commissioner Robert E. Lee and (astronaut) Owen K. Garriott, deputy director, Science and Applications, National Aeronautics and Space Administration, Sheraton International Conference Center, Reston, Va.

**Sept. 12-14**—*Maine Association of Broadcasters* annual meeting. Sebasco Lodge, Sebasco Estates

**Sept. 14-16**—*Louisiana Association of Broadcasters* fall convention. Royal Sonesta hotel, New Orleans.

**Sept. 14-16**—*Nebraska Broadcasters Association* annual convention. Holiday Inn, North Platte.

**Sept. 15**—Deadline for entries in Town Crier Bell Awards for reporting agricultural subjects to urban audiences (Broadcasting, March 24). Open to voting members of National Farm Broadcasters Association. Sponsored by Elanco Products Co., division of Eli Lilly & Co., Indianapolis 46206.

### Major meeting dates in 1975-76

**Sept. 17-19**—*Radio Television News Directors Association* international convention. Fairmont hotel, Dallas.

**Sept. 17-20**—*Institute of Broadcasting Financial Management* annual conference. Century Plaza hotel, Los Angeles.

**Sept. 17-20**—*National Association of FM Broadcasters* 1975 National Radio Broadcasters Conference & Exposition. Marriott hotel, Atlanta.

**Nov. 12-15**—*The Society of Professional Journalists, Sigma Delta Chi*, 66th anniversary convention. Benjamin Franklin hotel, Philadelphia.

**Nov. 16-19**—*National Association of Educational Broadcasters* 51st annual convention. Sheraton Park hotel, Washington.

**Nov. 18-20**—*Television Bureau of Advertising* annual convention. Americana hotel, New York.

**Feb. 21-25, 1976**—*National Association of Television Program Executives* 13th annual conference. Fairmont and Mark Hopkins hotels, San Francisco.

**March 21-24, 1976**—*National Association of Broadcasters* annual convention. Chicago.

**May 5-9, 1976**—*American Women in Radio and Television* 25th annual national convention. Marriott hotel, Philadelphia.

**June 15-20, 1976**—*Broadcasters Promotion Association* 21st annual seminar, Washington.

**Sept. 15**—Deadline for entries in 1975 Highway Safety Journalism awards (Broadcasting, March 17). Uniroyal Highway Safety Awards, Uniroyal Inc., 1230 Avenue of the Americas, New York 10020.

**Sept. 15**—Deadline for entries in 1976 Ohio State

Awards competition, sponsored by the *Institute for Education by Radio-Television*, for informational, educational and public affairs radio and television programs. Additional information and entry forms: The Ohio State Awards, 2400 Olentangy Road, Columbus, Ohio 43210.

**Sept. 16-17**—*Society of Broadcast Engineers, Indiana chapter*, regional convention and equipment exhibition. Atkinson hotel, Indianapolis.

**Sept. 17-19**—*Radio Television News Directors Association* international convention. Bill Monroe, NBC News and a past RTNDA president, will be keynote speaker. Fairmont hotel, Dallas.

**Sept. 17-20**—*Institute of Broadcasting Financial Management* annual conference. Century Plaza hotel, Los Angeles. (1976 conference will be held Sept. 12-16 in Boston; 1977 conferences in mid-September in Chicago).

**Sept. 17-20**—*National Association of FM Broadcasters* 1975 National Radio Broadcasters Conference & Exposition. Marriott hotel, Atlanta.

**Sept. 17-19**—*Tennessee Association of Broadcasters* convention. Holiday Inn-Rivermont, Memphis.

■ **Sept. 18-20**—*Minnesota Broadcasters Association* fall conference. Kahler motel, Albert Lea.

■ **Sept. 19-21**—*Florida Association of Broadcasters* fall conference. Innsbrook, near Tarpon Springs.

**Sept. 19-21**—*American Women in Radio and Television* Mideast Area Conference. Hilton Inn, Annapolis, Md.

**Sept. 19-21**—*American Women in Radio and Television* Southern Area Conference. Ramada Inn, New Bern, N.C.

**Sept. 22-23**—*National Religious Broadcasters* western convention. International hotel, Los Angeles.

**Sept. 22-24**—*National Cable Television Association* board meeting. L'Enfant Plaza hotel, Washington.

**Sept. 24-25**—*Kentucky CATV Association* fall convention. Continental Inn, Lexington.

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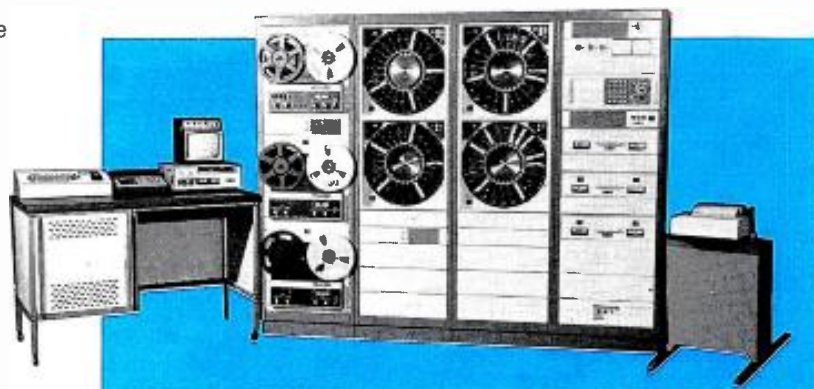
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**Sept. 25**—World Plan Committee of International Telecommunication Union meeting. Geneva.

**Sept. 26**—FCC deadline for comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 19554). FCC, Washington.

**Sept. 26-27**—Boston chapter of *The Society of Broadcast Engineers* second annual "mini-vention" for broadcasters. Information: Mike Goldberg, WGBH-TV Boston, or Steve Cohn, WSMW-TV Worcester, Mass. Sheraton Yankee Drummer Inn, Auburn, Mass.

■ **Sept. 28-30**—Nevada Broadcasters Association annual convention. Kings Castle-Hyatt hotel. Lake Tahoe.

**Sept. 28-Oct. 3**—Society of Motion Picture and Television Engineers 117th technical conference and equipment exhibit. Jack Valenti, president of the Motion Picture Association of America, will be Sept. 29 luncheon speaker. Century Plaza hotel, Los Angeles.

**Sept. 29-30**—National Religious Broadcasters Mid-

west convention. Winona Lake, Ind.

## October

**Oct. 2-3**—Ohio Association of Broadcasters fall convention. Columbus.

**Oct. 2-5**—Joint fall meeting, *Missouri Broadcasters Association* and *Illinois Broadcasters Association*. Chase-Park Plaza hotel, St. Louis.

**Oct. 2-8**—International Telecommunications Union Telecom75, second world telecommunication exhibition. Event scheduled simultaneously with Second World Telecommunications Forum, Second International Festival of Telecommunications and Electronics Film, and "Youth in Electronic Age" competition all to be held in same city. Palais des Exposition, Geneva.

**Oct. 3-5**—Illinois News Broadcasters Association,

fall convention. Ramada Inn, Peoria.

**Oct. 3-5**—American Women in Radio and Television Northeast Area Conference. Rye Town Hilton Inn, Rye, N.Y.

**Oct. 8-10**—Indiana Broadcasters Association fall convention. Royal Inn, South Bend.

**Oct. 9-12**—Women in Communications Inc. annual national meeting. Sheraton Inn-Skyline East, Tulsa, Okla.

**Oct. 10-12**—American Women in Radio and Television East Central area conference. Pfister hotel, Milwaukee.

**Oct. 13-14**—Joint regional radio convention. National Association of Broadcasters and Radio Advertising Bureau. Fairmont hotel, Atlanta.

**Oct. 12-15**—American Association of Advertising Agencies Western region convention. Maui Surf hotel, Maui, Hawaii.

# Open Mike®

## Rep response

EDITOR: I'm sure that you will get many bouquets for your comprehensive July 14 special report about station representatives, their business and future developments. I've never read a better article on the subject. It deserves reading by everyone in the industry. Congratulations on an excellent article.—*M. S. Kellner, managing director, Station Representatives Association, New York.*

EDITOR: I just put down the July 14 issue and would like to congratulate you on your in-depth article on the rep business. Congratulations on a truly professional piece of writing.—*Richard N. Savage, president, ABC-TV Spot Sales, New York.*

EDITOR: You've written the definitive article on the status of the spot television business today.—*Roger D. Rice, president, Television Bureau of Advertising, New York.*

EDITOR: You really did a very thorough job in your article on the rep business. It's one of the few articles where it is obvious that the persons who were interviewed really let their hair down and gave you their behind-the-scenes thinking. Nice going.—*Leonard F. Auerbach, president, Regional Reps Corp., St. Petersburg, Fla.*

## Grounds for divorce

EDITOR: Increasing comments concerning separate radio and television broadcasting associations might very well be the tip of the iceberg. Personally, as a radio broadcaster for 20 years, I feel the separation of the two would make for a very healthy situation, as indeed radio broadcasting serves a much different need in many respects than television. By separating the two, it would allow radio broadcasters to shed some of the cumbersome rules and regulations that are directed primarily

toward television. It would also allow radio to develop further its role as the medium with the personal appeal.

It is my opinion that a smooth and effective transition could be made, with little if any animosity between the two media. I see no need to continue outmoded policies which if continued will prevent both radio and television from reaching their full potential in providing service to their customers.—*Bill Merrell, sales manager, KVMA-AM-FM Magnolia, Ark.*

## No surprise

EDITOR: I have noticed the continuing compliments about the revision in the make-up of your magazine. I can't really understand why everyone is so impressed by it, since it's just a part of the continuing changes that one should expect from a publication as good in its field as yours is.

However, I did get a tremendous kick out of the letter in your June 23 edition from Arnold M. Huberman of NBC-TV in New York in which he objected to some rearrangements caused by your change in production schedule. Mr. Huberman reflected the typical closed world attitude of so many of his fellowmen when he said, "Give us the news—'Closed Circuit' and 'Week in Brief'—up front where we can get to it. We'll read the rest on the train."

I, personally, have been reading your magazine for 16 years and have yet to read it on a train and I discovered a long time ago that wherever you put something, I'll find it, because the whole publication is worth reading.—*Pat Walsh Jr., general manager, KAAV(AM) Little Rock, Ark.*

## Speaking for himself

EDITOR: The account in BROADCASTING for July 21 of the FCC future planning conference might leave the impression that my participation in the conference was on behalf of the Association of Max-

imum Service Telecasters. Although we have represented AMST since its inception and are pleased that we continue to do so, I would like it known that my participation in the commission's conference was on my own behalf and not that of AMST.—*Howard I. Head, A.D. Ring and Associates, Washington.*

## No part of it

EDITOR: The story in BROADCASTING June 23 headlined "Agreement reached between KQED, EEOC over CCMC petition" gives the misleading impression that the Community Coalition for Media Change pressured KQED(TV) to make substantial concessions regarding employment goals and timetables.

CCMC, which has petitioned to deny the KQED(TV) renewal application, was not involved at any stage of the conciliation process between KQED and the U.S. Equal Employment Opportunity Commission, was not the initiator of the EEOC complaint and was not a party to the conciliation agreement. Indeed KQED was in the conciliation process with EEOC long before CCMC filed its petition.—*William E. Osterhaus, president, KQED Inc., San Francisco.*

(The story should have more clearly attributed to the Community Coalition for Media Change the claim that it had a hand in forcing the EEOC settlement.)

## Golden rules

EDITOR: I would like to address myself to radio and television station managers who may have handicapped persons on their staff now or in the future.

Don't use your employees' handicaps as an excuse for not letting them progress.

If possible, don't let your listeners or viewers know you have a handicapped employe. It will prejudice their opinions.

Be consistent and be organized. Nothing is more frustrating to the han-

dicapped employe than to have to search for something that is out of place.

If you hire a handicapped worker who doesn't make the grade, don't give up. For every handicapped worker who doesn't make it, there are two that can.

I can speak with some authority, having been born blind. I now have 20/80 vision corrected and have been working with a Midwestern AM-FM on weekends while continuing my education in college.—*Ken Mallory, Higbee, Mo.*

### One answer to third phone

EDITOR: I read with interest Mr. Hallikainen's letter on third-class operators and the content of the element-nine examination in the July 14 issue.

Section 73.93 of the FCC rules provides that lesser grade duty operators must terminate emissions if the system is observed to be operating in any manner inconsistent with the rules or the station license. Common sense dictates that a third-class operator must be able to recognize symptoms of a malfunction and know the rules if he is to carry out his duties and responsibilities in a conscientious manner.

Mr. Hallikainen's statements about current ratios and power measurement not being within the scope of a third-class operator's responsibility isn't credible. Current ratios and operating power have definite legal tolerances.

One need only glance through the last few pages of this magazine to get an idea of the number of operators that apparently don't know how to determine power output or are unaware of the rules concerning same.

If anything, the current examination for element nine should be made more comprehensive in its content, not less. Experience has shown that with as little as 20 hours of self study any reasonably intelligent individual can successfully complete element nine. If the "star" is unwilling to invest this amount of time in the furtherance of his career then one must seriously question his sense of values.—*Jack Layton, Abington, Pa.*

### Half the time

EDITOR: Your July 14 issue states that I was in Alaska for 26 days. In actuality, I flew to Fairbanks on Sunday, May 18, and departed Anchorage May 29 for Medford, Ore., spoke to the Oregon Broadcasters that evening and flew back to Washington the following day, Friday, May 30. Total elapsed time away from Washington: 13 days.—*Abbott Washburn, member, FCC, Washington.*

### W.C. Thornton Cran

EDITOR: Just for the record: In "Deaths" in the June 30 issue, W.C. Thornton's name should have been W.C. Thornton Cran. He was the retired president of Standard Broadcasting Corp., Toronto.—*Andy McDermott, Andy McDermott Sales, Toronto, Canada.*

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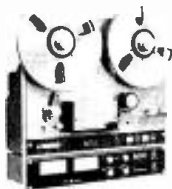
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# Closed Circuit.

Insider report: behind the scene, before the fact

## Not in the family

There's serious talk in Hollywood of legal attack on family-viewing provision recently inserted in National Association of Broadcasters television code. Writers Guild of America, West, has hired Los Angeles law firm of Tuttle & Taylor to research possibility of suit against FCC, networks, NAB, perhaps on antitrust grounds. Guild is soliciting support from producers and other unions.

## Bigger brother

Cable Television Bureau of FCC will present commission this week with draft legislation on cable television regulation. Proposed bill, which would be commission's answer to Office of Telecommunications Policy measure still stuck in White House clearance process, would solidify commission's authority to regulate cable. Among other things, it would define roles of states and localities in regulating cable, but not at expense of reducing commission's role, as OTP bill would do; it would empower FCC to decide regulatory authority nonfederal governments could exercise.

Bill would also eliminate present doubts over commission's authority to limit franchise fees, regulate pay cable, set technical standards and resolve disputes between cable and telephone and power companies over pole attachments. And it would authorize FCC to fine cable systems and exercise cease and desist powers.

## Another yardstick

Prospects for new radio rating service are being explored. Willard R. Simmons's Three Sigma Research Center, New York, reportedly is taking sounding among broadcasters on interest in new approach that would offer more audience demographics than existing syndicated services do. In addition, it would offer optional add-ons, such as comparison of radio audiences with TV and newspaper audiences. Three Sigma handled research for current ARMS II project, marketing-oriented audience study designed by Radio Advertising Bureau and underwritten by stations in New York and Los Angeles.

## Jaundiced eye

FCC Chairman Richard E. Wiley intends to begin new approach to budget making that could lead to major overhaul of commission programs. Instead of simply looking at what bureaus say they need to carry out their missions, commission will assign analysts from Office of Plans and

Policy and executive director's office to review ongoing programs from ground up, to determine value and effectiveness. Commission would get into process after chairman reviewed analysts' findings with staff preparing budget request.

As for budget request for fiscal 1977, which begins Oct. 1, 1976, commission is seeking \$7 million increase that would provide for 300 new positions, with Common Carrier Bureau and chief engineer's office to get most of them. Broadcast Bureau would get about 40, Cable Television Bureau, fewer than 10. Total request to be submitted to Office of Management and Budget is for \$57 million, providing total of 2,400 positions.

## Pay pals

Senate Antitrust Subcommittee staff is working on several options to present to Chairman Philip Hart (D-Mich.) for action to follow hearings on pay-cable access to theatrical films (BROADCASTING, July 14). Among them: filing amicus brief in appeal of FCC pay-cable antisiphoning rules, recommending FCC lift restraints on pay-cable use of films, drafting legislation to shelter pay cable from restrictive regulation.

## Whose voice?

Broadcasters were skeptical last week when Nancy Hanks, chairman of National Endowment for the Arts, told Senate Copyright Subcommittee that administration supports Senator Hugh Scott's performance royalty bill (see page 23). Aide to Miss Hanks said she would not have said it if it weren't true. But spokesman at Office of Management and Budget said Miss Hanks's testimony was not cleared there and that OMB does not know whether her statement is correct. National Association of Broadcasters is hoping legislators studying copyright will write OMB Director James Lynn for clarification.

## Viewers to count

FCC is moving toward measurements of audience rather than signals as means of defining viewability, following intra-agency dispute in which Broadcast Bureau appeared to prevail. At issue is proposal for rulemaking to determine when cable system would not be required to blackout signal of station outside 35-mile protective ring around major markets, 55-mile ring around smaller markets. Cable Television Bureau and Office of Plans and Policy had jointly suggested signal-measurement test; cable system would not be required

to blackout distant signal if it is stronger over community than local station's.

Broadcast Bureau, however, opposed idea, said it would lead to complications, offered audience-measurement test; system would not be required to blackout signal of station whose share of audience was larger than local station's. Commission preferred that approach, and will cite it as proposal in rulemaking, but will also ask for comment on signal-measurement idea.

## Hot properties

Add to signs of FM's coming of age: ABC has one owned FM station and maybe two—KLOS Los Angeles and probably WRIF Detroit—that will make more money this year than some ABC-owned AM stations, which have long been regarded as probably most profitable AM group in country. And it's not case of AM slippage. AM sales reportedly are up 20% from year ago, while FM sales are up 25%. ABC Radio networks are also well ahead of 1974 (as are most other radio networks).

## Plugged up?

Word at White House continues to be that nomination of Robert Wells, broadcaster and ex-FCC commissioner, as director of Office of Telecommunications Policy is still in pipeline, as it has been for weeks. But there are signs it may be stuck in pipe. Its emergence won't be accelerated by charges due for release this week by Albert Kramer, president of National Citizens Committee for Broadcasting, who has been compiling case for opposition to Wells appointment.

## Too much glare

FCC members and staff indicated last week they are not completely taken with idea of government in sunshine. At issue was request from Association of Maximum Service Telecasters for information connected with rulemaking to create Offshore Radio Telecommunications Service. Chief Engineer Raymond Spence would have opened files to AMST lawyers, thus avoiding heavy burden of separating factual stuff clearly subject to Freedom of Information Act from staff opinions that are not. He got some support from general counsel's office. But Broadcast and Common Carrier Bureaus objected, warning that to expose staff opinions would deter staff from putting views in writing in future.

That position prevailed with FCC, which takes up issue this week.

# The Week in Brief

**BRINGING UHF UP TO PAR** □ "Action Plan for Further UHF Development" places main burden on FCC to force upgrading of UHF transmitting and receiving equipment. Aim is parity with VHF. Action comes from noncommercial broadcasters, Council for UHF Broadcasting, Association of Maximum Service Telecasters and NAB. **PAGE 22.**

**LONESOME OPPOSITION** □ NAB had no company in opposing performance royalties at hearings on both sides of Capitol Hill last week. Vincent Wasilewski deplored prospect of "unfair burden on the broadcast industry and windfall for the record industry." **PAGE 23.**

**WJXT(TV) FREE AT LAST** □ FCC law judge ruling, still subject to appeal, denies application of St. John's Television Co. for channel 4 in Jacksonville, Fla., calls filing "overt deception" and "sham." Post-Newsweek's renewal application is granted. **PAGE 24.**

**END IN SIGHT** □ An 11-year contest over channel 3 in Jackson, Miss., verges on resolution with two of five applicants forming a new licensee corporation and others dropping out. **PAGE 26.**

**THE CPB SEVEN** □ It's bound to be downhill from here, as Corporation for Public Broadcasting's seven "noncontroversial" board nominees glide through Senate Commerce Committee hearings. But Joseph Coors, who faces opposition, will be up Sept. 9 and 10. **PAGE 26.**

**DITCHING AN INQUIRY** □ Three citizen groups think the FCC should reconsider its decision to terminate a six-year-old study of conglomerate ownership. Continued inquiry at least and preferably a ruling preventing such ownership are in order, they say. **PAGE 26.**

**NETWORK HOUSECLEANING** □ Affirmative action is for real, FCC's Clarence McKee tells the networks. Consent orders have been served on larger entities, he says, notably AT&T. **PAGE 29.**

**SYNDICATION PICTURE** □ Network O&O's have four potential winners to introduce this fall—Match Game

and High Rollers (ABC), The Bobby Vinton Show (CBS) and Don Adams's Screen Test (NBC). But the syndication trend in general is toward sitcoms and movie packages. **PAGE 30.**

**MILITARY MEDIA** □ Still testing cost effectiveness of broadcast advertising, Defense Department has announced second round of radio spot, this time for Army, Navy, Marines and Air Force. **PAGE 33.**

**BLEMISHED CAREER** □ One-time co-anchor of CBS Morning News, Sally Quinn, documents in a new book the reasons for her exceptional failure on the air. **PAGE 34.**

**NO MALICE** □ \$12 million libel suit against CBS, Walter Cronkite and CBS affiliate WTOP-TV Washington, residue from Watergate scandal, is dismissed by U.S. District Court. **PAGE 35.**

**RTNDA IN SEPTEMBER** □ It will be down to business in Dallas at the annual meeting of the Radio Television News Directors Association. Line-up of speakers accents professionals. **PAGE 35.**

**A WINNING HANDSHAKE** □ Television coverage of joint Soviet-American space venture, including earth landings, flies without a hitch. July 17 meeting of two spacecrafts was viewer favorite. **PAGE 35.**

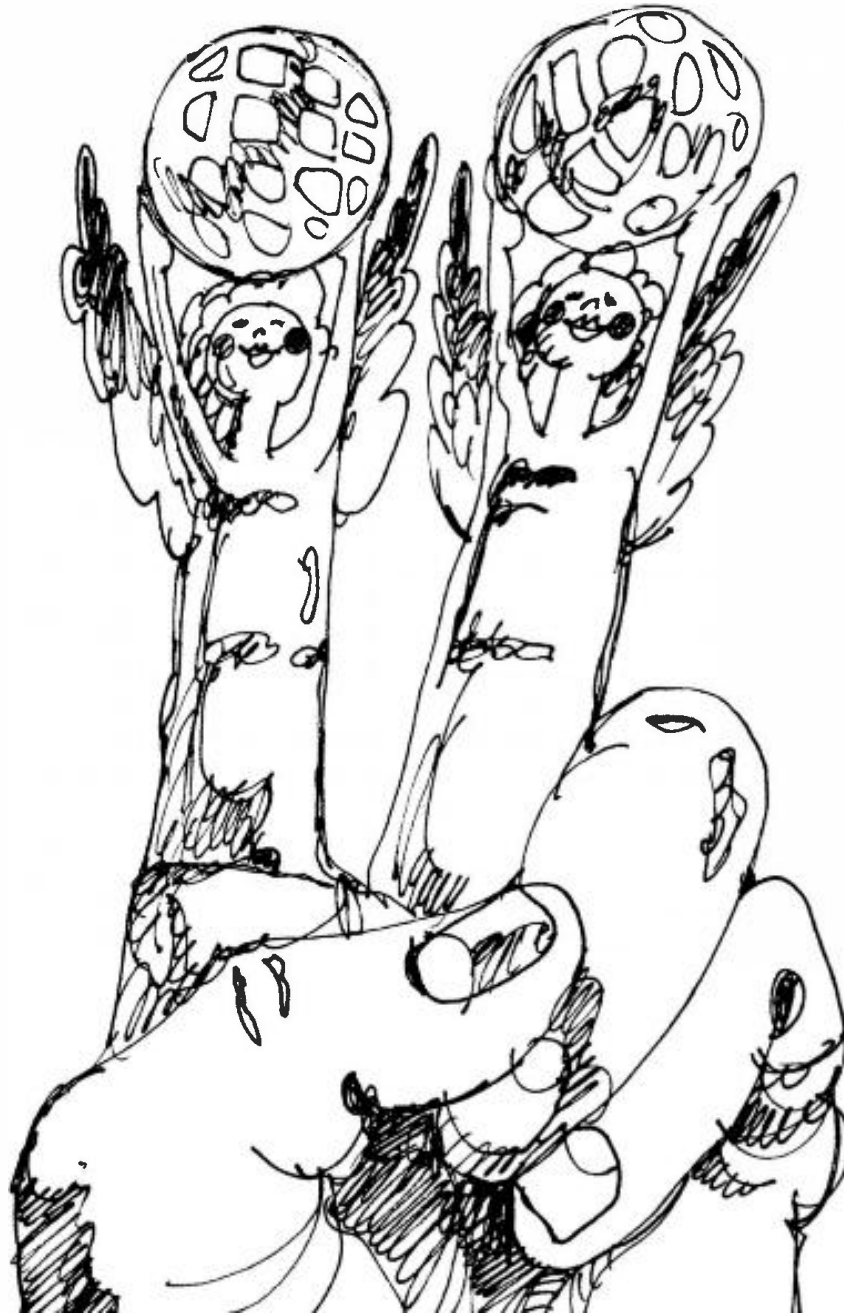
**CATA'S NEW FACE** □ Disturbed about its one-sided image, Community Antenna Television Association is preparing to move beyond copyright into other issues. **PAGE 36.**

**ABC'S SALES AND EARNINGS** □ Disappointing prime-time ratings in the 1974-75 season are blamed for ABC Inc.'s income decline in second quarter and first half of 1975. **PAGE 39.**

**PERFECTIONISM: A TOUGH BOSS.** □ Hard work and strict professionalism have carried Barbara Walters to the top of TV's talk show genre. Overly demanding of herself, she shows no signs of slackening. **PAGE 57.**

Index to departments on back cover





## **TWO TWO'S TAKE TWO.**

WSB-TV, Channel 2 in Atlanta, and KTVU,  
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## Top of the Week

### Broadcasters organize rescue mission for UHF TV

**Wiley promises cooperation  
in plan to elevate standards  
of receiving and transmitting gear  
so U's may compete with V's**

Leaders of five broadcasting organizations last week presented the public and the FCC with a six-point action plan aimed at making UHF television "as comparable to VHF as possible." The FCC is prepared to cooperate.

The plan, a year and a half in the making, sets forth a program to cure the defects in UHF receiving and transmitting equipment and bring a better UHF picture to more people. A third of all U.S. television stations are on UHF channels; nearly two-thirds of the noncommercial stations are U's.

Announcing the plan at a news conference at the Washington headquarters of the National Association of Broadcasters were Richard C. Block, chairman of the Council for UHF Broadcasting; Hartford N. Gunn Jr., president of the Public Broadcasting Service; Lester W. Lindow, executive director of the Association of Maximum Service Telecasters; Henry Loomis, president of the Corporation for Public Broadcasting, and Vincent T. Wasilewski, president of the NAB. The joint conference was attended by lawyers, engineers, FCC staffers and Commissioner Robert E. Lee, in addition to news representatives.

The "Action Plan for Further UHF Development" calls for across-the-board cooperation to reduce UHF receiver noise, facilitate UHF tuning, improve UHF indoor antennas, improve outdoor antennas and lead-in wire, increase the efficiency of UHF transmitters and improve transmitter and antenna installations.

While the plan depends for support from Congress, government agencies, broadcasters, manufacturers and other organizations, the FCC will be asked to bear the brunt of responsibility.

In a cover letter sent with the plan to FCC Chairman Richard E. Wiley, the

groups urged the commission to issue a policy statement affirming its commitment to UHF and supporting the recommended actions. The commission was also asked to resist the reallocation to UHF channels for other services and to create a special committee to coordinate actions on UHF development.

The letter also informed the commission that two related rulemaking petitions will be filed within the next week or two. The first will ask the commission to immediately reduce the highest permissible noise figure from 18 to 14 decibels in UHF tuners and require further reductions in the future.

The plan cites a study showing that, nationally, UHF receivers average nearly six decibels higher in noise than VHF receivers. As the level of noise increases, so does the snow in the picture. The plan says a three-decibel reduction would be the equivalent of doubling the UHF transmitting power. And the first reduction to 14 decibels, it notes, could be handled at minimal cost through quality control on the part of manufacturers.

A later drop to 10 decibels might add \$9 to the retail cost of a set, David Wells, PBS director, engineering/technical operations, explained at the conference. Norman Jack Wayman, senior VP of the Consumer Electronics Group of the Electronics Industries Association, however, set a higher price, between \$15 and \$20.

The other petition will ask the commission to require television sets with permanently attached VHF antennas to have a permanently attached UHF antenna. The plan points out that UHF antennas that purchasers must attach frequently become detached.

Discussing the plan later, Mr. Wayman questioned the practicality of permanently affixed UHF antennas. He said loop antennas would break off in the packaging, and it would be highly expensive to

change package design.

An integrated UHF/VHF tuner would bring real comparability, the group said. But it points out that it is not economically feasible to require one at present. The plan urges the FCC and manufacturers to work on tuner development.

While random access digital tuners are available now, Mr. Wayman said that Magnavox's model, for example, adds \$150 to the price of a set. Through mass production, he said later, the price could be cut to \$75-100 in the foreseeable future. Others at the conference challenged the \$150 figure but did admit that integrated tuners are now out of reach.

However, once inexpensive models are developed, the plan says the FCC will be petitioned to require them.

In the meantime, a public information campaign by broadcasters and others is proposed to inform the public of the proper use of UHF continuous and detent tuners.

Mr. Gunn explained that the Children's Television Workshop is producing a series of spots to demonstrate how to bring in good UHF reception. The spots will feature two Muppets from the *Sesame Street* program and are planned to run on both UHF and VHF stations.

According to the plan, a more knowledgeable public would also demand improvements in outdoor antennas and the lead-in wire that connects them to sets. The Federal Trade Commission was called upon to crack down on false advertising claims and, with consumer organizations, to test the efficiency of various outdoor receiving antennas. The plan recommends the use of a shielded lead-in which is resistant to the dirt and water that cause signal loss. It says master antennas must also be improved.

As for transmitter efficiency, the plan advocates research and development to create transmitters that use less energy



**UHF's angels.** Announcing the coordinated program to help UHF were (l-r) Messrs. Wasilewski, NAB; Loomis, CPB; Block, Council for UHF Broadcasting; Lindow, AMST, and Gunn, PBS. Conference was at NAB's Washington headquarters.

than those now in service. Present UHF transmitters must use 10 to 20 times the energy that VHF antennas use to equalize VHF service, the plan asserts. The broadcasters said energy can be saved through the development of more efficient klystron amplifier tubes and pulse modulation.

The plan also advocates further upgrading of transmitter and antenna installations. For public stations, the plan urges the Congress to increase the funding of the educational broadcasting facilities program which is administered by the U.S. Department of Health, Education and Welfare. Mr. Loomis noted that the current administration bill would do just the opposite and bring it down from about \$13 million this year to \$35 million over a five-year period.

According to Phillip Rubin, CPB's director of engineering research, approximately \$30 million would be needed to upgrade UHF public TV facilities in terms of antenna design and location and power increases. Discussing the plan later, he said about \$150 million would be necessary for those stations to operate "up to snuff."

The plan calls for a campaign to inform broadcasters of the advantages of further upgrading. Although commercial broadcasters would have to pay the price themselves, Robert Cantor, an attorney from the Washington firm of Covington & Burling, commissioned by AMST, claimed the benefits from improved service could reduce or trade off the initial costs. Mr. Cantor noted that for some installations better transmission could be made by just tilting the beam.

After the conference, Mr. Wayman said many of the problems of UHF could be solved through improved programing. His claim is that the consumers themselves would find the answers if the programing were there. He said that viewers in UHF markets such as Wilkes-Barre and Scranton, Pa., and Fresno, Calif., have no complaints. And he also stressed the need for outside antennas as the UHF answer.

Toward the end of August, he said he will be meeting with television receiver engineers to discuss the proposals and possible costs stemming from them. He criticized the sponsors of the plan for being unrealistic about the eventual costs to the consumer. However, broadcasters have said the same of Mr. Wayman.

FCC Chairman Wiley said he was sympathetic to the objectives of the help-UHF campaign and that the FCC would "cooperate." He said he had not studied the limits of the commission's authority over television set manufacturing. It was pointed out that the FCC was given some enforcement powers in the all-channel law of 1962 which required the inclusion of UHF and VHF capacity in receivers.

Mr. Wiley said the commission was already working on receiver standards and detent tuning. A research project aimed at developing a model receiver good enough to permit reduction of UHF taboos is under way (BROADCASTING, June 2).

As for the groups that devised the plan,

they continue to keep meeting. According to Mr. Lindow, they will keep prodding to get some action.

The groups that devised the plan were reportedly brought together at the suggestion of Mr. Block, who was at one time president of the Kaiser group of UHF stations. Each organization is donating its own legal and engineering resources to the UHF-development project.

Mr. Block last week began mailing copies of the plan to all television station licensees. In another two weeks he expects to send a second wave of letters soliciting contributions of \$100 each.

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## Record royalties gain support in new hearings

**Broadcasters are by themselves in opposing bills to make them pay record manufacturers, performers**

Copyright subcommittees on both sides of Capitol Hill last week held hearings on identical pieces of legislation to create a performance royalty which broadcasters, juke-box operators and background-music purveyors would have to pay to record performers and manufacturers. The National Association of Broadcasters was alone in opposing the bill at the hearings, plainly on the defensive against the record industry, the AFL-CIO, two skeptical subcommittee chairmen and the Ford administration.

The performance royalty was stricken from the omnibus copyright revision bill on the Senate floor by a vote of 67 to 8 last year.

Performance royalty had eight supporters in the Senate Judiciary Committee last year, and eight opponents. The eight supporters are still on the committee, but three of the opponents have retired, and the over-all size of the committee has been reduced by one. If Senator Hugh Scott (R-Pa.) author of the performance-royalty bill now in the Senate can hold onto the eight supporters, the bill will pass the Senate Judiciary Committee.

At both hearings last week, NAB President Vincent Wasilewski said, "we are asked to defend ourselves against the payment of a fee which flies directly in the face of trade practices, economic realities and the Constitution of the United States." He said recording artists and record companies "are compensated already, albeit indirectly [by radio stations using and therefore promoting their records] and that any additional assessment would represent an unfair burden on the broadcast industry and a windfall for the record industry."

No one argued Mr. Wasilewski's point that radio sells records. But Representative Robert Kastenmeier (D-Wis.), chairman of the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, before whom Mr.

Wasilewski testified Wednesday, thought more important "the point of whether the so-called performances should be copyrighted." He asked Mr. Wasilewski if "the contributions of musicians are creative under the meaning of copyright law."

Mr. Wasilewski said he agreed performers are creative, but not that they are guaranteed protection under the Constitution. He said the Constitution places greater emphasis on promoting the progress of science and the arts than on securing exclusive rights for creators.

Senator Scott, who presided over the Senate Copyright Subcommittee's hearing Thursday, where Mr. Wasilewski also testified, was clearly persuaded, however, that statutory protection for record performers and manufacturers is mandated by the Constitution. He indicated he relies on the opinion of Barbara Ringer, the register of copyrights, who testified Thursday: "I have no doubt whatsoever about the constitutionality of record performance royalty." Miss Ringer said the absence of copyright protection for performers has produced "tragic" results: "the loss of a major part of a vital artistic profession and the drying up of an incalculable number of creative wellsprings."

Miss Ringer said she objected to some technical features in the bill (S. 1111 by Senator Scott and H.R. 5345 by Representative George Danielson [D-Calif.]), but that creation of a performance royalty is a "matter of justice and fairness" and is of "paramount national interest." Senator Scott called it "simple justice."

Speaking for the Administration, Nancy Hanks said Senator Scott's bill "would go a long way in correcting the present inequitable situation with regard to the commercial exploitation of the creative efforts of performing artists and record producers." Miss Hanks said the National Endowment for the Arts, of which she is chairman, favors weighting the distribution of performance royalties in favor of "symphonic, folk, operatic or other musicians involved in the creation of artistic works which . . . do not have, at this time at least, the ability to generate mass sales."

Miss Hanks argued that the proposed performance royalty would impose "no undue hardship" on broadcasting and the other industries that would be affected.

The bill provides that radio stations would pay annual fees under a compulsory licensing scheme based on their advertising receipts. Initially, stations with gross annual receipts of from \$25,000 to \$100,000 would pay \$250 a year; stations with receipts of from \$100,000 to \$200,000 would pay \$750; stations with gross receipts of more than \$200,000 would pay 1% of their net advertising receipts, or a fraction of that depending on how much time they devote to playing music.

Television stations with gross annual advertising receipts of from \$1 million to \$4 million would pay \$750 annually, and those with more than \$4 million would pay \$1,500.

Leading the allied forces of labor and

the recording industry at the hearings was Sanford I. Wolff, chief executive of the American Federation of Television and Radio Artists. Mr. Wolff expressed moral outrage that broadcasters "have the chutzpah to insist upon perpetuating an unconscionable exploitation." He said: "Where else in these United States does one have to beg to get paid for the use of his work when the users of his work acknowledge the value of the product and grow rich on it?"

In written testimony delivered in his absence by a colleague, Andrew Biemiller, who is legislative director for the AFL-CIO, said broadcasters are a parasite on the record industry just as they claim the cable industry is a parasite on them. He noted that 75% of radio programming "consists of recordings without payment to those who made the recorded works possible."

He said, too, that the "overwhelming number of performers . . . are not famous and wealthy." He quoted 1970 census figures showing that the median income for American musicians was \$4,668. He said there are "thousands" of supporting artists who remain unknown and unemployed. The performance royalty bill, he said, "will insure that these people are justly rewarded for their labor and encouraged to continue in their creative professions."

Stanley Gortikov, president of the Recording Industry Association of America, told both subcommittees that "airplay of sound recordings does more to attract advertising profits to radio stations than it does to sell sound recordings. Only some recordings played over the air benefit performers and companies. But all recordings played over the air benefit the

broadcasters—old recordings, new recordings, popular ones, and classics." Mr. Gortikov said 75% of all recordings released fail to recover their costs and that 95% of all classical recordings lose money.

During the hearing at the Senate, Mr. Scott said he will "explore the possibility" of inserting his performance royalty bill into the over-all copyright revision bill (S.22) now pending before the Judiciary Committee. The House subcommittee is also considering the bill as a possible amendment to the copyright bill (H.R. 2223) pending there.

## McClenning dismisses remaining challenge to Post-Newsweek TV as 'sham' and 'fraud'

**ALJ rejects in initial decision application by St. Johns TV against P-N's WJXT Jacksonville**

The January 1973, the *Washington Post's* Post-Newsweek Stations faced the prospect of defending its two Florida television licenses against challenges of four competing applicants. Last week, an FCC administrative law judge denied the application of the last challenger still in contention—St. Johns Television Co., which was seeking to take over Jacksonville, Fla., channel 4, on which WJXT(TV) now operates—and granted Post-Newsweek's renewal application.

Judge Forest L. McClenning issued his rulings—which are subject to appeal to the commission—in a summary decision in which he lashed St. Johns for practicing "overt deception" in filing its application.

The record indicates that a finding could not be made that a grant of St. Johns' application would be in the public interest, he said, adding, "It is, therefore, concluded that [St. Johns] should be disqualified from becoming a commission licensee."

Judge McClenning ruled on a bona fides issue the commission added to the hearing in response to a Post-Newsweek motion for summary decision. The commission questioned the fact that St. Johns' application underwent substantial change after it was filed, on Jan. 2, 1973, specifically as to St. Johns' financing plans.

Judge McClenning held that the application, hastily assembled over the New Year's, 1973, weekend, was a "sham" designed to circumvent the commission's cut-off rules.

Judge McClenning held that the three original partners—Edward L. Baker, Winthrop Bancroft and George D. Aughter III—did not intend to prosecute the application by themselves or in the form in which it was filed. He also said there was no intent to finance the proposal in the manner stated in the application.

Furthermore, he said, the community-leader survey was "pure sham" and the public survey was done by employees of St. Johns' local counsel, while the program proposals, policies and statements were prepared by a consultant in the office of St. Johns' Washington counsel, Welch & Morgan.

Judge McClenning said St. Johns principals and counsel understood that when the application was filed, the plan was to incorporate "in order to add stockholders representing a strong cross-section of the community." Yet, he said, St. Johns failed to disclose that the application was not filed in good faith, "that the only purpose of its filing was to permit filing by a group to thereafter be organized."

"Stated simply," he said, "a fraud was practiced upon the commission."

If the renewal of WJXT(TV) is upheld, the station will have survived challenges by three applicants. Last January, the other two—Trans-Florida Television Inc. and Florida Television Broadcasting Co.—dropped out.

And in the preceding month, Tropical Florida Broadcasting Co., an applicant challenging Post-Newsweek for channel 10 Miami, on which WPLG-TV operates, withdrew from the contest.

## Headliners



Summers



Zeifang



Revercomb



Krivin

**John B. Summers**, general counsel of National Association of Broadcasters, named executive vice president for legal affairs, and **Donald P. Zeifang**, NAB vice president for government relations, named executive vice president for government relations. Mr. Summers will retain role of general counsel, additionally will be responsible for NAB relations with regulatory agencies and will be NAB spokesman in President Vincent Wasilewski's absence. Mr. Zeifang will be responsible for all NAB legislative programs and will direct government relations staff. **Everett E. Revercomb**, NAB secretary-treasurer and manager of annual convention, announced retirement after 32 years on NAB staff, to be effective when successor is selected . . . **Albert P. Krivin**, senior vice president, Metromedia Inc., resumes, in addition, presidency of Metromedia television division, replacing **A. Kent Replogle**, reassigned as general manager, Metromedia's KMBC-TV Kansas City, Mo. **Ellis Shook**, former KMBC-TV general manager, resigns. Mr. Krivin remains based in Los Angeles.

## FCC shows which way the wind blows on EEO matters

**18 stations in West and two in D.C. are under gun from commission for employment policies**

If further evidence was needed that equal employment opportunity is providing the FCC with a major share of its—and its licensees'—problems it was provided last



## In Brief

week. The commission in one action dealt with renewal applications of 18 stations in five Western states about whose EEO records it had raised questions earlier. It granted conditional renewals to 14 of the stations and directed the remaining four, whose licenses could not be renewed because of other pending matters, to file additional EEO information.

And in another action, it disposed of a "petition to prevent employment discrimination" that had challenged the renewal applications of 17 stations in Washington, D.C. Thirteen of the applications were renewed without EEO conditions. Two were renewed with such conditions, and action on a third was deferred pending submission of information on its affirmative action program. The remaining station faces another petition to deny its renewal.

The two actions came a week after the commission issued its notice of inquiry and proposed rulemaking aimed at establishing guidelines for broadcasters to follow in the employment and promotion of minority-group members and women (BROADCASTING, July 21).

The FCC queried 18 stations in Arizona, Idaho, Nevada, Utah and Wyoming after a staff review of their 1973 and 1974 annual employment reports revealed that the stations employed no minority-group members full time in either year or experienced a decline in full-time employees who were minority-group members or women.

The 18 stations were asked to submit within 30 days a list of local minority or women's groups, agencies, community leaders, schools or colleges with which they will maintain contact each time they want to fill a position, and a list of all position titles in the annual employment report form, from the highest to the lowest paid, specifying the number of incumbents by race and sex.

The commission also directed the stations to file with their next license renewal applications a list of all persons hired between now and then, indicating job title, date hired, referral source, race and sex, and a description of their efforts to broaden the pool of applicants so that minorities and women would have an equal chance to be considered for employment, and the effect of those efforts on the hiring and promotions of minorities and women.

The 14 stations whose renewals were conditioned on the submission of the additional EEO material are KMEQ-AM-FM Phoenix; noncommercial KUAT-TV Tucson, Ariz. KLUC-AM-FM and KVEG-AM-FM Las Vegas; KPTL(AM) and KKBC-FM, both Carson City, Nev.; KLUB-FM and KRSP-AM-FM Salt Lake City, and KVWO-AM-FM Cheyenne, Wyo. The other stations, whose licenses were not renewed but which were directed to submit EEO data, are KFXD(AM) Nampa, Idaho; KOLO(AM) Reno; KHOS(AM) Tucson, and KLUB(AM) Salt Lake City.

The petition aimed at the Washington stations was filed on Sept. 1, 1972, by the Media Task Force and charged racial dis-

crimination on a market-wide basis. It said the stations involved had failed to provide equal employment opportunities for racial minorities and cited citywide statistics to support the claim—71% of the city's population, but only 15% of the stations' 1,131 employees, were black in 1972.

But the commission noted that, in 1974, minorities made up 25.1% of the Washington standard metropolitan statistical area population and 24.5% of the labor force. Those are the proper figures to use in evaluating the petitioner's allegations, not the minority population of the city itself, the commission said.

But the commission did analyze the employment practices and policies of the 17 stations, and found it could renew without conditions the licenses of WETA-FM-TV, WTOP-AM-TV, WMAL-AM-FM-TV, WRC-AM-TV, WWDC-AM-FM WDCA-TV and WASH(FM).

The commission conditioned the renewal of WGMS-AM-FM on its receipt of EEO information that would enable it to

evaluate future affirmative action at the stations following a period of declining over-all minority employment.

The station whose renewal application action was deferred until it supplied additional EEO information is WGAY-FM. Its minority employment declined from four to two between 1972 and 1974 while its over-all employment was increasing. The one station in the market whose qualifications were not reviewed in connection with the Media Task Force petition was WTTG-TV. The commission has yet to consider a second petition to deny the station's renewal, one filed by the Black United Front.

Although WRC-AM-TV were renewed, NBC's renewal troubles in Washington are not over. The commission conditioned the renewal of the stations on the outcome of the Justice Department antitrust suit filed against NBC. In addition, the WRC-TV renewal involved in a sex-bias case now pending before the U.S. Equal Employment Opportunity Commission.

NBC News President Richard Wald said Friday he had agreed to talk to Irving Lazar, agent for former President Nixon about buying **Nixon memoirs** for TV (see page 36). FCC staff reportedly will recommend hearing on transfer of **Washington Star** Communications Inc.'s WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C., along with *Washington Star*, to Joseph Allbritton, Texas banker, who says paper cannot survive without station income. John McGoff, publisher of newspaper chain in Midwest and West, has offered \$25 million for *Star* alone. Case goes before FCC this week. KNTV(TV) San Jose, Calif., executives were to decide last weekend whether to continue running commercial for **Trojan condoms** which provoked 100 protest calls after it was played in-movie between 6 and 8 p.m. Commercial shows brand logo, not product, as young couple talks of family planning. Lehman Bros., New York, reported that public offering of \$100 million in **ABC Inc. 9.35% sinking-fund debentures** due July 15, 2000, was sold out on day of sale, Thursday (July 24). Net proceeds will be used to pay \$30 million borrowed earlier this year and to purchase plant and equipment. Joint committee formed by Association of National Advertisers, American Association of Advertising Agencies and American Advertising Federation to fight Federal Trade Commission's proposed **rules on food advertising**. Food advertisers will be asked to contribute in proportion to ad budgets to fund that Peter Allport, ANA president, sees as reaching \$300,000. Disputants over future of Starr Broadcasting's WCIV(FM) New York are putting **finishing touches on settlement** that breaks new ground. GAF Corp., which plans to buy station for \$2.2 million and restore its classical-music format, will agree to give Chicago group headed by Charles Benton first refusal to acquire station if GAF ever wants to change format or sell. Benton group has filed competing application for WCIV facility. Benton and citizen groups that protested WCIV move to rock music will get 75% of expenses reimbursed, 25% from Starr, rest from foundations solicited by WNCN Advisory Committee created last fall to search for another station to take on classical music. **Daniel H. Ohlbaum**, FCC deputy general counsel, named to FCC review board succeeding **Donald Berkemeyer**, retired. **Werner Hartenberger**, director, FCC's Office of Plans and Policy, succeeds Mr. Ohlbaum. **Dale Hatfield**, who moved to FCC two months ago from Office of Telecommunications Policy, succeeds Dr. Hartenberger. Changes subject to Civil Service Commission approval. **Ward H. White**, minority counsel to Senate Communications Subcommittee for past four years, becomes legislative counsel to Senator Howard Baker (R-Tenn.) on Foreign Relations Relations Committee, effective July 26. **David A. Clanton**, professional staff member on minority side of parent Commerce Committee, is Mr. White's successor. **Weston C. Elliot**, VP, director of network relations, McCaffrey & McCall, New York, named VP, special program sales, NBC-TV. **Alan H. Garson**, NBC attorney in New York, named director, compliances and practices, NBC, succeeding **Jack Samuels**, who has joined Filmway Inc. as VP, legal and business affairs.

## Compromise looms in Jackson, Miss.

**Resolution of long-standing fight for channel 3 is contained in proposed agreement in which principals in two of applicants would form new licensee corporation, paying off certain expenses of others involved in proceeding**

For 11 years, WLBT(TV) has spelled trouble at the FCC. Now, an agreement among the five applicants for the channel on which WLBT operates—channel 3, in Jackson, Miss.—is being worked out and may finally settle things.

Under the proposed agreement, a new corporation would be formed from among residents of Jackson who are now stockholders in two of the applicants—Dixie National Broadcasting Corp. and Jackson Television Inc.—to assume responsibility for operating channel 3.

And the agreement provides that the station, whose previous owner, Lamar Life Broadcasting Co., lost its license because of discrimination against blacks in its programming, would be about 25% owned by blacks. Lawyers for Dixie and Jackson Television say they know of no other major television station in the country with as much minority participation. However, blacks own about 35% of Jackson Television.

None of the other three applicants—Lamar Life, Civic Communications Corp. and Channel 3 Inc.—nor any of their principals or stockholders—would own any interests in the new corporation.

The dispute over channel 3 erupted in 1964, when the United Church of Christ and several local residents petitioned the commission to deny the renewal application of Lamar Life, a subsidiary of Lamar Life Insurance Co., on the ground the station ignored the needs of the local black population.

The commission proved reluctant to take that action. But it was eventually compelled to by the U.S. Court of Appeals, in a strongly worded opinion written by the present chief justice, Warren E. Burger, his last opinion as a member of that lower court, in June 1969 (BROADCASTING, June 30, 1969).

The commission later that year invited new applicants to file for the station, and eventually four did, along with Lamar Life. The others were substantially owned by local residents, many of them blacks. Subsequently, a non-profit organization, Communications Improvement Inc., was granted authority to operate on the channel pending a decision in the hearing.

Notification of the proposed agreement was contained in a letter that lawyers for Dixie and Jackson Television filed with FCC Administrative Law Judge Lenore G. Ehrig, who has been presiding over the comparative hearing.

They said that the successor corporation

would operate with the facilities now being leased by Lamar Life. The new corporation would either lease the facilities or purchase them over a 15-year period. The letter said that Lamar Life's out-of-pocket expenses will be capitalized and paid out over a period years. How many years has not yet been determined.

It also said the new corporation would be capitalized at \$1,500,000, which would be used to pay "provable and substantiated out-of-pocket expenses" incurred by the other applicants. Civic's expenses would be limited to those incurred by one of its major stockholders, Walter G. Hall, a Texas banker, who is said to have spent some \$113,000. Channel 3 Inc. would be reimbursed about \$200,000, and Lamar Life, Jackson Television, and Dixie, between \$225,000 and \$250,000 each.

The letter also indicates that the agreement provides for the removal of a major source of controversy in the case. Rubel Phillips, chairman of the board and 6% power of Dixie National Broadcasting intends to retain his position as general counsel of Dixie National Life Insurance Co., which owns 40% of the applicant. Accordingly, Mr. Phillips has agreed not to acquire any interest in the successor corporation.

Judge Ehrig in April 1973 had issued an initial decision recommending that Dixie be granted the channel. However, the review board remanded the case to her after Civic filed a petition alleging that Mr. Phillips had failed to report his interest in Stirling-Homex Corp. The company is a modular housing concern that filed for bankruptcy and had been investigated by the Securities and Exchange Commission.

## While FCC vacations, lawyers face overtime

**A cry for relief arises from litter of rulemakings**

If the FCC was attempting to find out how much work it could load on a communications lawyer before he hollered for help, it has its answer. Twenty-eight comment and reply filing deadlines in the next two months—19 between July 25 and Labor Day, with as many as five on one day (Aug. 29), four on another (Aug. 11)—are just too many, Warren E. Zwicky, Washington counsel for Storer Broadcasting Co., said in a pleading filed with the commission last week.

Mr. Zwicky related the statistics in support of a plea for some relief in the form of a two-month extension of the comment deadlines in three of the proceedings: Docket 20496—signal contours vs. fixed mileage standards for cable carriage purposes; Docket 20499-501—fraudulent billing, licensee contests and ratings distortion, and Docket 20508—cable access and capacity requirements. The present deadlines are Aug. 11, Aug. 29, and Aug. 18, respectively.

Mr. Zwicky said Storer appreciates the commission's desire to conduct its proceedings expeditiously. But, he added,

there is a point beyond which it is unrealistic to expect meaningful comments from licensees, law firms, engineering firms, citizen groups or the general public. "That point," he said, "has been surpassed here."

Furthermore, he said, the requested deadline postponements would cause no delay in commission action. For the pre-Labor Day period is one in which no special meetings are held "and in which commissioners and staff traditionally seek much-needed vacations."

## Committee saves its strength for Coors on CPB

**Seven other nominees seem headed for unobstructed confirmation**

Seven "noncontroversial" nominees to the board of the Corporation for Public Broadcasting sailed through a hearing before the Senate Commerce Committee last week and are apparently headed for conformation by the Senate, perhaps this week before the Senate recesses for the month of August. Hearings on an eighth nominee, Joseph Coors, whom Communications Subcommittee Chairman John Pastore (D-R.I.) has labeled "controversial," were announced for Sept. 9 and 10.

Mr. Coors, of the Colorado brewery, has been opposed for his conservative political views, for alleged conflict of interest in his ownership of Television News Inc., the TV news service, and for alleged discrimination against minorities in employment (BROADCASTING, June 30).

The seven nominees heard last week were Robert Benjamin, current chairman of CPB; Virginia Bauer Duncan, producer and director for noncommercial KQED(TV) San Francisco; Lucius Gregg, president of the First Chicago University Finance Corp. and vice president, The First National Bank of Chicago; Lillie Herndon, president of the National Congress of Parents and Teachers; Amos Hostetter, executive vice president, treasurer and director of Continental Cablevision Inc.; Donald Santarelli, former administrator of the Justice Department Law Enforcement Assistance Administration, now a partner in the Washington law firm of Amram, Hahn, Sandground & Santarelli, and W. Allen Wallis, chancellor, professor of economics and statistics and trustee of the University of Rochester, Rochester, N.Y.

Mr. Benjamin, a lawyer and executive at United Artists and Transamerica Corp., defended CPB's advances in all areas to date. "My contribution [to public broadcasting] would, I hope, to be continuation of the services I have rendered in public broadcasting the past seven years," he said.

Virginia Duncan said local public stations should be responsible for developing public affairs programming; CPB's money

should be used to develop programs of "more general and broader interest," she said. CPB should encourage local stations to comply with equal opportunity employment laws and the public "should be encouraged to participate in public broadcasting at all levels." She said she will exclude herself from board discussions of funds for the public stations she produces for and will continue to produce on a contract basis with funds raised privately.

Mr. Gregg, a black, said "equal employment should . . . be one of the most important goals to be achieved." He supported long-term financing for CPB and said more attention in programming should be devoted to children.

Lillie Herndon told the committee she has a strong interest in programming for women and that the public "has the right of input."

Amos Hostetter said that "given . . . important demands on public broadcasting's limited resources," and until long-term financing is assured, higher priority should be given to educational and cultural programming than to public affairs. He said CPB "must go beyond mere legal compliance" with equal employment laws by developing model recruiting and training programs.

Mr. Santarelli told the committee "my particular area of interest in public broadcasting will be public affairs," and "I am generally very much in favor of public participation" in CPB policymaking.

Mr. Wallis begged off committing himself to firm stances on controversial questions until he had a chance to familiarize himself with public broadcasting. To insure that public broadcasting's public affairs programming is different from that on commercial stations, he suggested talk shows with scholars as participants rather than journalists and politicians. Public broadcasting should take a "completely independent, fresh look" at public affairs, he said, then added, "I can readily imagine however, that this would be extremely difficult—perhaps impossible—so it would be premature for me to take a position."

All the nominees said they would resist any pressure from the White House or Congress.

This was the second hearing at which the seven nominees appeared. They were recalled after citizen group representatives protested that the questioning at their first hearing (BROADCASTING, June 23) had been superficial.

## Hollings bill seeks five-year renewals, public benefit cited

Senator Ernest Hollings (D-S.C.) last week introduced a broadcast-license renewal reform bill (S. 2147) identical to that passed by the Senate last year. It would lengthen the license term from the present three years to five and would grant the renewal applicant a "presumption" in favor of renewal if the applicant had "sub-



**The way of the handicapped.** General managers of the TV network affiliates in Atlanta (l-r), Paul Raymon, WAGA-TV (CBS); Don Elliot Heald, WSB-TV (NBC), Jack Clifford, WXIA-TV (ABC), agreed to spend part of a day in a wheelchair as part of National Awareness Week, cosponsored by the National Easter Seals Society and the National Paraplegia Foundation. As part of that effort, they wheeled themselves along Peachtree Street to a luncheon held as part of the promotion campaign to create greater public awareness of the problems faced by those confined to wheelchairs.

stantially" met the renewal criteria set out in the bill. (BROADCASTING, Dec. 16, 1974).

"It is my belief that when broadcasters are better informed of what standards they must meet in order to retain their licenses," Mr. Hollings said, "they will then be better able to serve the public." He said the longer license term is needed because "both sides [broadcasters and the FCC] are now spending too much time on the procedural aspects of renewal and too little on the quality of service."

## Conglomerate study: not so fast, FCC

**NCCB, two cable-oriented groups seek commission reconsideration of decision to terminate inquiry**

Three citizen groups do not intend to permit the FCC to walk away as quietly as it might like from its six-year-old inquiry into conglomerate ownership of broadcast properties. The National Citizens Committee for Broadcasting, in one pleading, and the Citizens for Cable Awareness in Pennsylvania and the Philadelphia Community Cable Coalition, in another, have petitioned the commission to reconsider its termination of the inquiry. They say the commission failed to offer any justification for the action; they also say rules are required to ban conglomerate ownership of media.

NCCB, furthermore, filed a freedom of information request for data that the commission compiled in the inquiry. NCCB said it would use the material—including responses to questionnaires sent to the 37

conglomerate licensees involved in the study and staff analyses of the information collected and recommendations made—to amend its petition for reconsideration.

The commission last month ended the inquiry, as well as the reporting requirements that had been imposed on the conglomerates being studied, with a three-paragraph order which said that, although "the study developed factual data of interest and value . . . , that data did not establish a need to continue the inquiry or a need to adopt rules which would treat 'conglomerate' companies in a manner different from other corporate licensees" (BROADCASTING, June 16).

The petitioners contend that the commission failed to heed statutory requirements to state in detail its reasons for concluding the inquiry. What's more, NCCB said, the publicly known facts indicate that a continuation of the inquiry is warranted. It noted that the commission undertook its study of 37 conglomerates in August 1970 after considering the results of a pilot study involving six companies, and that press accounts indicated that the initial study had raised serious questions (BROADCASTING, Aug. 17, 1970).

The petitioners said the commission is moving in the wrong direction on the issue. Instead of terminating the inquiry, NCCB said, the commission should issue a rulemaking aimed at preventing conglomerate ownership of broadcasting and cable properties, and at devising means of measuring the extent of conglomerate control, as well as at preventing abuses such control might cause. The groups interested in cable television said it was "incredible" that the commission should terminate the inquiry rather than adopt rules

barring newspaper-cable crossownership; the groups had filed a letter with the commission indicating that 6% of all operating cable systems are owned by newspapers with some crossownership with newspapers in the same market.

The issue may not be confined to the commission. NCCB was to send copies of its petition to a number of House and Senate members who have indicated an interest in the conglomerate issue.

## Changing Hands

### Announced

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

■ **WHCT-TV Hartford, Conn.:** Sold by Faith Center Inc. to The Christian Broadcasting Network Inc. for assumption of \$462,619 in notes and settlement of \$277,181 in claims against seller. Glendale, Calif.-based seller owns **KHOF-TV San Bernardino, Calif.**, has sold **KIFM(FM) Bakersfield, Calif.**, to International Church of the Foursquare Gospel (see below) and is negotiating to sell **KVOF-TV San Francisco** and **KHOF(FM) Los Angeles** to Trinity Broadcasting Network, licensee of **KLXA-TV Los Angeles**. Price for **KVOF-TV** and **KHOF(FM)** has not been determined. Portsmouth, Va.-based buyer owns **WYAH-TV Portsmouth**; **WHAETV Atlanta**; **KXTX-TV Dallas**, **WXRI(FM) Norfolk, Va.**, and **WBIV(FM) Wethersfield,**

**WEIV(FM) Ithaca, WMIV(FM) South Bristol, WOIV(FM) DeRuyter and WJIV(FM) Cherry Valley, all New York.** It has CP for **WNX-TV Boston (ch. 25)** and has applied for CP for **WMTU-TV Memphis (ch. 30)**. Both buyer and seller are nonprofit corporations. **WHCT-TV** operates on ch. 18 with 158 kw visual, 31.6 kw aural and antenna 6405 feet above average terrain.

■ **WTLD(AM) Evanston, Ill.:** Sold by Cummings Communications Corp. to Kovas Communications Inc. for \$400,000. Seller is Alan H. Cummings who owns **WNAM(AM) Neenah-Menasha, Wis.**; **WRRR(AM) Rockford, Ill.**, and **KARR(FM)-KOPR-FM Great Falls, Mont.** Buyer is owned by Frank S. Kovas Jr. (65%) and son, Kenneth S. Kovas (35%). Frank Kovas owns Chicago broadcast consulting firm and Wheeling, Ill., travel agency and has interest in oil producing firms. Kenneth Kovas is former student. **WTLD** is daytimer on 1590 khz with 1 kw.

■ **WAAK(AM) Dallas, N.C.:** Sold by Fred H. Whitley to Broadband Information Services Inc. for \$300,000. Mr. Whitley also owns **WGTL(AM) Kannapolis, N.C.** Principals in buyer are Charles C. Lenz Jr., publisher, and James A. Lipke, editor, of *Broadcast Management Engineering* and *Cable Management Engineering*. **WAAK** is daytimer on 960 khz with 1 kw. Brokers: John H. Vondell Jr. and Avpro Inc.

■ **KIFM(FM) Bakersfield, Calif.:** Sold by Faith Center Inc. to International Church of the Foursquare Gospel for \$150,000.

Faith Center is negotiating sale of **KVOF-TV San Francisco** and **KHOF(FM) Los Angeles** and has sold **WHCT-TV Hartford, Conn.** (see above). Buyer, nonprofit corporation, owns **KFSG(FM) Los Angeles**. **KIFM** is on 96.5 mhz with 39 kw and antenna 550 feet above average terrain.

■ Other sales reported at the FCC last week include: **KPBA(AM) Pine Bluff, Ark.**, and **KIOT(AM) Barstow, Calif.** (see page 45).

### Approved

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

■ **WTWO(TV) Terre Haute, Ind.:** Sold by Illiana Telecasting Corp. to Fabri Development Corp. for \$4,650,000. Seller, owned by voting trust of Booth Newspapers Inc., which publishes eight Michigan daily and Sunday newspapers and *Parade* magazine, acquired station four years ago for \$5 million (**BROADCASTING**, Jan. 18, 1971). Newspaper firm is publicly traded. John L. Booth who with other members of Booth family is stockholder in Booth newspapers, is president and chairman of Booth American Co., licensee of **WIOU(AM)-WKMO(FM) Kokomo** and **WJVA(AM)-WRBR(FM) South Bend, both Indiana**; **WJLB(AM)-WMZK(FM) Detroit**, **WIBM(AM)-WBBC(FM) Jackson** and **WGSW(AM)-WSBM(FM) Saginaw, both Michigan**; **WABQ(AM)-WKLR(FM) Toledo, Ohio**. Booth family additionally owns cable systems in Michigan and Virginia. Buyer, Malcolm Glazer, is Rochester, N.Y., businessman with interests in banking, shopping centers and mobile-home parks. He has no other broadcast interests. **WTWO(TV)** is an NBC affiliate on ch. 2 with 100 kw visual, 19.5 kw aural and antenna 950 feet above average terrain.

■ **WKWK-AM-FM Wheeling, W. Va.:** Sold by Camptown Industries Inc. to Community Service Broadcasting Inc. for \$650,000. Seller, which also owns **WONS(AM)-WBGW(FM) Tallahassee, Fla.**, is subsidiary of Pubco Corp., Washington-based printing and book publishing firm. Jerome Glassman and sons, Bill and Jim Glassman, are principals in buyer and also own **WMCL(AM) McLeansboro, Ill.**, and **WDXI(AM) Jackson, Tenn.** **WKWK** operates on 1400 khz with 1 kw day and 250 w night. **WKWK-FM** operates on 97.3 mhz with 50 kw and antenna 460 feet above average terrain.

■ **WLYC(AM)-WILQ(FM) Williamsport, Pa.:** Sold by Alpha Broadcasting Co. to Pennsylvania Radio for \$617,500 plus other consideration. George Vajda is president and principal of seller which has no other broadcast interests. Principals in buyer are Kerby E. Confer (50%) and Paul H. Rothfuss (50%). Mr. Confer has interest in and is VP and general manager of **WYRE(AM) Annapolis, Md.**, which has been sold to Atlantic Broadcasting Corp. (Sydney Abel, 51%) for \$950,000, subject to FCC approval (**BROADCASTING**, May 19). Mr. Rothfuss is national sales manager of **WYRE**. **WLYC** is daytimer on 1050 khz with 1 kw. **WILQ(FM)** is on 105.1 mhz with 3.8 kw and antenna 1140 feet above average terrain.



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■ KVOP(AM)-KPLA(FM) Plainview, Tex.: Sold by KVOP Inc. to Plainview Broadcasting Co. for \$500,000. Principals in seller are W.J. "Bill" Harpole, president; Kermit Asby, general manager, and W.L. "Tut" Tawwater, station manager. They have no other broadcast interests. Buyers are William W. Jamar Jr. and William R. Rice. Mr. Jamar owns KBWD(AM)-KOXE(FM) Brownwood and KVKM(AM) Monahans, Tex., has interest in KQTY(AM) Borger, Tex., and has brought KAWA(AM) Waco, Tex., from Centrum Corp. (Dwight Parks, Ron Romanski, David Fricker and Joe Webb) for \$265,000 (BROADCASTING, July 21). Mr. Rice was formerly with WLCY-FM St. Petersburg, Fla. KVOP is on 1400 khz with 1 kw day and 250 w night. KPLA(FM) is on 97.3 mhz with 3 kw and antenna 125 feet above average terrain.

■ Other sales approved by the FCC last week include: KROP(AM) Brawley, Calif.; KUAD(AM) Windsor, Colo.; WKKO(AM) Cocoa, and WKXX(AM) Deland, both Florida; WBLM(FM) Lewiston, Me.; WANB(AM) Waynesburg, Pa.; WYKE-FM Bristol, Tenn. and KWGO-FM Lubbock and KRRV(AM) and KSHN(FM), both Sherman, all Texas (see page 45).

## 11 survive challenges

Petitions to deny 11 broadcast renewal applications have been rejected by the FCC. But the commission was able to renew the licenses of only six of the stations, some with conditions.

The commission rejected petitions the Committee for Open Media filed against KFOG(FM) and KCBS(AM), and one the Community Coalition for Media Change filed against KSFX(FM), all in San Francisco. The licenses of KFOG and KSFX were renewed, although the grant for KSFX was conditioned on the outcome of civil anti-trust suits in which the licensee, ABC, is involved. KCBS still faces another citizen group's petition to deny.

The commission also rejected the petitions the Committee for Black People in Media filed against five stations in San Jose, Calif.—KEEN(AM), KLIV(AM), KLOK(AM), KRRX(AM) and KSJO(FM). However, it renewed the licenses only of KRRX and KLOK—and the latter's renewal was conditioned on its filing information on equal employment practices. Action on the other three was held up by other problems.

The other petitions rejected were those filed by 48 residents of McPherson, Kan., against KNEX(AM) McPherson; by the Community Coalition for Media Change, against KNEW(AM) Oakland, Calif., and by the Bilingual Bicultural Coalition on Mass Media, against KONO(AM) San Antonio, Tex.

The KNEW and KONO licenses were renewed, although the commission attached EEO reporting conditions to the KONO grant. KNEW's renewal was deferred pending resolution of another petition to deny.

## FCC's number-two EEO officer warns networks on hiring

**Look what happened to AT&T, McKee tells gathering in Beverly Hills**

The word is going forth from the FCC that although it does not directly regulate the networks, it is in their self-interest to analyze their equal-employment opportunity records and root out whatever evidence of discrimination against women and minority-group members they find.

Clarence V. McKee, deputy chief of the FCC's industry equal employment unit, who played a major role in drafting the rulemaking notice in which the commission two weeks ago proposed guidelines for implementing its EEO policies (BROADCASTING, July 21), delivered that message last week in a speech to representatives of the broadcasting and motion picture industries in Beverly Hills, Calif., last week.

The networks, he said, should not wait for the Equal Employment Opportunity Commission, some other federal agency or even the courts, to determine "that their practices are discriminatory, if they indeed are." He noted that AT&T and its Bell System, in implementing a consent decree growing out of complaints of dis-

crimination, has paid out more than \$90 million over the past two years.

"If this could happen to AT&T—certainly not one of the smaller or less influential corporations in this world," he said, "then it most certainly could and can happen to ABC, CBS, NBC or any other entity of this massive industry if their houses are not in order."

Mr. McKee said affirmative action programs, such as those the commission has proposed for its licensees, are not designed to "establish preferential treatment for minorities and women." Rather, he said, their purpose "is to eliminate the institutional barriers that minorities and women encounter, in seeking employment and thereby to redress the historic imbalance favoring white males in the job market, in this industry as well as in all others."

To Mr. McKee, discrimination against women and minorities by the networks and independent producers—to the extent it exists—not only harms the persons directly affected but results in a distorted view of minorities and women in television programming. "Discrimination," he said, "eliminates new and innovative approaches to old topics and new issues and discrimination perpetuates old stereotypes of blacks, Spanish surnamed Americans, American Indians, Orientals and women."

Mr. McKee also said that networks and independent producers should not simply dismiss as "militants" or

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## How syndication is shaping up for new season

**New shows on bellwether O&O's are games, Vinton, Don Adams; 'Hee Haw' and Welk still strong; comedies and features are moving**

The line on the hot shows in the prime-access time periods leads to the network-owned stations which have grabbed up both the programs with proved Nielsen track records and the new series that seem to show the most promise for the fall.

However, the balance among off-network reruns in syndication has shifted somewhat in the direction of situation comedies and movie packages because the new family-hour rule is making stations cautious about programming police shows containing violent action ("Closed Circuit," July 21).

In the prime-access area, the network-owned stations are introducing four new syndicated shows beginning in September — *Match Game* and *High Rollers* on the ABC-owned stations, *The Bobby Vinton Show* on the CBS O&O's and *Don Adams's Screen Test* on NBC's. Three of these four — *Match Game* (a Goodson-Todman production, syndicated by Jim Victory Television Inc.), *The Bobby Vinton Show* (a Chuck Barris production, distributed by Sandy Frank Film Syndication Inc.) and *Don Adams's Screen Test* (MCA TV's first venture into prime access) — are being touted as potential winners.

Robert J. Kolb, the sales vice president of Jim Victory, cites *The Match Game's* season-to-date 11.5 Nielsen rating and 35 share as a CBS network program (Monday through Friday, 3:30-4 p.m., NYT) and the fact that it has the celebrity-entertainment appeal of a *Hollywood Squares* (which has chalked up big numbers since it went nighttime in 1972) as the main elements in its favor. At latest count, *The Match Game* had been sold in 71 markets, according to Mr. Kolb.

E. Hal Hough, vice president for program and broadcast services for the CBS-owned television stations division, says the initial turmoil surrounding *The Bobby Vinton Show*, which was caused by the splitting up of Allan Blye and Chris Bearde, the original producers of the program, has subsided with Chuck Barris's entrance on the scene (Mr. Barris is best known for creating and producing *The Dating Game* and *The Newlywed Game*.) "The show now has the look and feel of a *Tony Orlando and Dawn*," says Mr. Hough, referring to the CBS network's weekly variety series (Wednesday, 8-9 p.m.).

In addition to the NBC-owned stations, the following stations are among the 74 to date that have purchased *Don Adams's Screen Test*: WCAU-TV Philadelphia, WWJ-TV Detroit, WAGA-TV Atlanta, WBZ-TV

"troublemakers" those women and minority-group members who seek to have grievances redressed. The industry would do well "to do its best to work in a constructive manner with those women and minorities who are attempting to make them 'see the light' of the law. Is it not better to have problems discussed in an office rather than set forth in an appellate brief to a court as a defendant?"

"The best defense in EEO," he said, "is a good offense."

## Full committee cuts appropriation part of CPB funding bill

**Following subcommittee action it deletes that half of measure, leaving only five-year authorization; indications are that ultimately, funding will only be for three years**

The House Appropriations Committee last week followed a subcommittee recommendation on H.R. 6461, the Public Broadcasting Financing Act, and struck language dealing with appropriations and passed on the remainder, a five-year authorization bill. Chairman George Mahon (D-Tex.) reiterated the subcommittee's recommendation that authorization and appropriation actions belong in separate pieces of legislation (BROADCASTING, July 21).

If both houses pass the authorization-only bill, the Appropriations Committee then will report out a separate appropriations bill, which would provide for three-year appropriations, but require annual reviews.

Public broadcasting officials formally conceded Wednesday, issuing a communique to all public TV and radio stations over the signatures of Henry Loomis, president of CPB; Hartford Gunn, president of PBS, and Matthew Coffey, president of the Association for Public Radio Stations. In it they said, "Although we are disappointed that the Appropriations Committee adversely reported five-year appropriations which would mean true insulation and protection for public broadcasting from undue interference and control, we recognize that some features of the funding mechanism recommended in the report are superior to the present method of annual funding of public broadcasting." The message took heart from an indication that the appropriations would not be less than those funding levels proposed in the authorization section of the bill.

## Telecommunications office to stay under wing of Commerce Department

The Office of Telecommunications of the Department of Commerce will remain under the department and will not be merged with the National Bureau of Standards. Secretary of Commerce Rogers

Morton, in a letter to House Communications Subcommittee Chairman Torbert Macdonald, said he would not implement such a proposal, contained in the President's proposed fiscal 1976 budget. In a hearing earlier this month, witnesses told the subcommittee that the U.S. was falling behind in telecommunications technological development and was becoming a net importer of technology. Mr. Macdonald had written to the secretary that "this proposed merger would further downgrade the role of the telecommunications within the Department of Commerce at a time when that role should be upgraded."

### Media Briefs

**Down but not out.** KOJO(AM) and KIOZ(FM) Laramie, Wyo., whose office and studios were destroyed in July 11 explosion, are temporarily operating from University of Wyoming's campus station, KUWR. School's facility is normally shut down during summer vacation. KOJO News Director Al Harris and disk jockey Wayne Deahl suffered second-degree burns in explosion, initially attributed to gas leaks. Damage to building and contents was estimated at \$65,000 along with \$3,000 for damages to vehicles in stations' parking lot.

**Picking up the tab.** Despite station sales or transfers within last year, FCC has notified licensees that they are liable for full payment of annual fees if they hold license on day fee falls due. Recalculated annual fees, due Aug. 1 as result of commission's decision to suspend broadcast fees while it studied impact of court case that struck down cable annual fees, will also fall on shoulders of party currently holding license.

**Repercussion from '72.** FCC has designated renewal application of KMCM(AM) McMinnville, Ore., for hearing to determine if licensee, Norjud Broadcasting Inc., discriminated among political candidates, aired personal attacks and violated fairness doctrine. Charges were brought by two candidates who ran in 1972 Oregon elections.

## Checkers in Jacksonville

A four-way deal which saw the sales of Jacksonville, Fla., stations WPDQ-AM-FM, WMBR(AM) and WOBS(AM) (BROADCASTING, June 23) caused some complex call letter and frequency changes as of July 19.

WPDQ-FM remained on 96.9 mhz but has taken WAIV(FM) as new call letters. WOBS moved from 1360 to 1460 khz and changed its call to WPDQ(AM). WMBR(AM) moved from 1460 to 600 khz. A new station, WCGL(AM) will take over 1360 khz. WCGL, which will format country music, has FCC authority to remain off the air until Aug. 18. It told the commission that it needed the time because as part of the switch, it received the old WOBS transmitter and tower and the WPDQ(AM) building, studio and office equipment.

Boston, WJZ-TV Baltimore and KRON-TV San Francisco. MCA TV sources say the program will be the most expensive prime-access half-hour on the air (a reported \$60,000 per episode). The format of *Screen Test* is described more in terms of comedy entertainment than of game-show hysterics. Two aspiring actors/actresses re-enact scenes from well-known movies of the past with various guest stars. (Mel Brooks, Don Rickles and Ernest Borgnine are among the dozens of performers who have already taped their bits.) The show captures the flubs and goofs as well as the perfect takes.

*High Rollers* (produced by Heatter-Quigley, syndicated by Rhodes Productions), the fourth new access show on the network-owned stations, was part of a deal that will transfer H-Q's prime-access hit, *Hollywood Squares*, from the NBC-owned stations to the ABC-owned stations, where it will also run twice a week, beginning in September of 1976 (BROADCASTING, Feb. 17). ABC station officials say the deal for *Hollywood Squares* constitutes insurance against a ratings erosion of *Let's Make a Deal* (which runs twice a week on the ABC-owned stations) over the past three years. A spokesman for Worldvision Enterprises Inc., which syndicates the show for Hatos-Hall Productions, said the company had no comment on *Let's Make a Deal's* Nielsen performance.

The February-March 1975 Nielsen sweeps showed that the top two syndicated shows again are Yongestreet's *Hee Haw* (in 191 markets) and Don Fedderson Productions' *The Lawrence Welk Show* (in 198 markets). These two barter shows have not been taken by any of the network-owned station groups, mainly because of their 60-minute length, which makes it too difficult for a network O&O to slot them in access periods.

That same problem forced Abe Mandell, the president of Independent Television Corp., to take his new *Space: 1999* series, a British-produced science-fiction melodrama that also runs 60 minutes, to independent stations in New York, Los Angeles and Chicago. "The network O&O's just didn't have an hour a week available," he says. But he's not complaining now, he adds, because "we've sold it to 126 stations already, including all of the top-10 markets and 46 of the top 50."

Mr. Mandell also claims that if *Space: 1999* had been filmed in this country it would have been "the most expensive one-hour series in the history of television." (The first season's 24 episodes are in the can. Whether or not it goes a second season will depend on the ratings.) He says he has assurances from as many as 85% of the network-affiliated stations that have bought the show that they'll be preempting or delaying network prime-time series for *Space: 1999*.

Returning prime-access shows that seem headed for another solid year, based on past Nielsen performance and on network-owned station deals, are Media Affiliates' *Wild Kingdom*, two from Viacom Enterprises (*The Price Is Right*



**First choices.** Four new syndicated programs being introduced in the fall network O&O line-up that are predicted to be odds-on favorites: (top 1) *High Rollers*, (r) *The Bobby Vinton Show*, (bottom 1) *Don Adams Screen Test*, and (r) *Match Game*.

and *The \$25,000 Pyramid*), Rhodes Productions' twice-a-week *Hollywood Squares*, Len Firestone's *The New Candid Camera*, and two Sandy Frank Film Syndication Inc. shows, *Name That Tune* and *The New Treasure Hunt*.

Syndicators of five stripped game shows have announced the halting of new production. The shows are *Truth or Consequences* (Metromedia Producers Corp.), *What's My Line* (Viacom), *Jeopardy* (also Metromedia), *Diamond Head* (Columbia Pictures Television) and *Dealer's Choice* (also Columbia). William S. Hart, senior vice president in charge of syndication sales for Columbia, said that the company would continue to market the 260 episodes of *Dealer's Choice* and the 130 episodes of *Diamond Head* (some stations haven't played all the half-hours) but that "the rough economy" prompted Columbia to halt production, particularly of *Diamond Head*, which "cost an enormous amount of money because of the technical problems involved in taping it on location in Hawaii."

The two most conspicuous syndicated strip shows continuing in production, according to various sources, are Len Firestone's *To Tell the Truth* (97 markets, at latest count) and Jim Victory's *Concentration* (50 markets to date).

Shifting to the sales picture for off-network reruns, Alan Silverbach, senior vice president of 20th Century-Fox Television, sets the tone when he says, "I'm glad I don't have any big violent cop shows ready to go onto the market right now. If the FCC climate stays the way it's been over the last year or so, these shows will be seriously hurt."

As usual, MCA TV, which traditionally sells at least twice as many new series to the networks as any other major studio, has come up with three off-network drama series that are racking up sales as acceptable family fare. The first of the three, *Adam-12*, the half-hour police series that

ends its successful seven-year run on the NBC network next month, will begin its syndication life a month later in "in excess of 130 markets," according to MCA sources. Lou Friedland, president of MCA TV, says network affiliates will probably strip the series some time between 4:30 and 6 p.m., whereas independent stations will be more likely to strip it at 7:30 p.m. as counterprogramming to the celebrity game shows and wildlife series in prime access.

MCA is also making *Marcus Welby, M.D.* available for syndication in two months despite its continuation in its regular Tuesday-night (10-11 p.m.) time period on the ABC-TV network. (To avoid confusion, its title in syndication will be *Robert Young, Family Doctor*.) "Over 100" markets have already signed for the series, said a source at MCA.

*Emergency*, because its 60-minute episodes stress rescue-of-people-in-jeopardy rather than violent gunplay, is a hot pre-sale property for MCA, according to various sources. Stations are buying it now for a September 1976 start. (The show is about to begin its fifth year on the NBC network and if it continues to harvest solid ratings, *Emergency* may end up, like *Marcus Welby*, running simultaneously on the network and in syndication.)

A number of stations have reported somewhat disappointing ratings for MCA's *Ironsides*, starring Raymond Burr, and Mr. Friedland concedes that "we expected fantastic numbers for the series and ended up with only adequate numbers."

Syndication experts like Columbia's William Hart say that in general the hour-long off-network series haven't done as well as sitcoms and movie packages. For one thing, Mr. Hart says, it's much more painful for a viewer to look a second or third time at a half-hour comedy or a big-budget movie with a lot of production

values than it is to tune in again to a repeat episode of an *FBI* or an *Ironside*, shows that tend to rely on "gimmicks," as he puts it (like Chief Ironside's wheelchair, or *Mission: Impossible's* quick cutting).

The ABC-owned stations' Phil Boyer, who buys more movie packages than his two competitors and who hasn't picked up any off-network series in recent years, puts his emphasis on "the production values, the stars, the budgets" of theatrical movies, which "you just can't match in the typical episode of an off-network series."

And, besides, Mr. Boyer continues, "you can be more flexible with a movie package—you can take specific themes and run a week, say, of outdoor-adventure films or a Doris Day week."

Jack Jacobson, the vice president and program manager of WGN-TV Chicago and of the other WGN Continental stations, suggests that *The FBI* hasn't performed all that well in a number of markets because "of all the bad publicity the FBI has gotten in recent years." However, Jim Terrell, the vice president, general manager and film buyer of KTVT(TV) Fort Worth, says he gets great results stripping *The FBI* at 7 p.m. A spokesman for Warner Bros. Television, which distributes *The FBI*, said the company had no comment on the ratings performance of that series.

Mr. Hart at Columbia Pictures Television and sources at Paramount Television say their companies will stress comedies and feature packages (although the latter has *Star Trek* in 142 markets, *Mission: Impossible* in 95 markets and *The Untouchables* is 80 markets). Mr. Hart says that *The Partridge Family* sitcom, which began in syndication last September, is now playing in "about 80" markets, and the company's hardy perennial, *Bewitched*, has "over 100" stations in the fold. In addition, "we're making a push for *The Monkees*, which we think is perfect for the family hour," he says. The Monkees were a Beatles-imitation musical group that achieved brief popularity in the sixties, and the 58 half-hours feature zippy editing and screwball comedy (like the Beatles' two live-action theatrical movies "A Hard Day's Night" and "Help!").

Columbia is about ready to market a new theatrical-movie package (with titles like "The Guns of Navarone," "The New Centurions," "A Man for All Seasons" and "Dollars"), Mr. Hart said, adding that its current package ("The Bridge on the River Kwai," "Easy Rider" and "To Sir With Love" are among the titles) has racked up sales in 65 markets.

Paramount's family-hour fare is led by the newly available off-network situation comedy, *The Brady Bunch* (89 markets), and the umpteenth reruns of *The Lucy Show* (119 markets). The company is sitting on *Mannix* (coming off CBS after a lucrative eight-year run on the network), company sources say, until the industry gets a fix on the family hour and how it will eventually affect the sales of heavy-action shows. Paramount's current feature package ("Love Story," "Barefoot in the

Park" and "Gunfight at the O.K. Corral") has been sold in 94 markets. Also, as reported recently ("Closed Circuit," July 21), Paramount has begun to sell another family-hour-slanted situation comedy, *The Odd Couple*, which is just coming off a healthy five-year run on the ABC network, to stations for use beginning in September of 1976.

At least three other series currently holding down slots on CBS's prime-time schedule—MGM's *Medical Center*, MTM's *The Mary Tyler Moore Show* (through Viacom) and Twentieth Century-Fox's *M\*A\*S\*H*—are being pre-sold to stations. *M\*A\*S\*H*, if it continues to chalk up big numbers in its new time slot (Friday, 8:30-9 p.m., opposite NBC's comedy blockbuster, *Chico and the Man*), may not be available for actual station use until the fall of 1979. But if *Chico* damages it in the Nielsens, *M\*A\*S\*H* could become available sooner.

MGM sources acknowledge that *Medical Center* sales have been slow going (12 markets so far, with a proposed starting date of September 1976) but they say the company is putting its stress on the series of six half-hour originals called *America: The Young Experience*, which it's bartering to stations in association with Avco Broadcasting and Meredith Broadcasting (BROADCASTING, May 19). So far, 74 markets have agreed to take the series.

Viacom's Bill Andrews says his company's leading situation comedy these days (with 96 markets in the fold) is *Family Affair*, which stations started stripping last September.

Mr. Andrews adds that Viacom is doing well with a recently put-together feature package ("The African Queen," "Walking Tall," and "The Autobiography of Miss Jane Pittman," along with 18 others), which has already been bought by 51 stations. The 226 hours of *Gunsmoke* that became available for syndication this summer, he continues, have run into an inventory logjam in the major markets, but 43 smaller-market stations have signed up.

## ABC out in prime time for two weeks in Huntington

Much to the distress of ABC-TV, its affiliate WOWK-TV Huntington, W. Va., will pre-empt the entire network prime-time line-up for 15 days late in August and early September and will run two movies each evening.

The station has installed a new antenna, tower and transmitter set-up and hopes to attract viewers to its improved signal and give the new-season network line-up a strong lead-in.

The station culled 30 films from five distributors. The titles include old and new box-office successes such as "Bullitt," "Bonnie and Clyde," "On the Waterfront," "All the King's Men," "The Wild One," "Hombre," "Von Ryan's Express" and "Mr. Smith Goes To Washington."

Richard L. Beesemyer, ABC-TV vice

president in charge of affiliate relations, was obviously upset by WOWK-TV's move. He told a reporter that "we're talking with them" in an effort to dissuade station officials, or at least get them to pre-empt less, but he did not appear overly hopeful. In response to another question he said there was no other station available to carry the pre-empted network programs into the area—a circumstance that presumably did nothing to daunt WOWK-TV in reaching its original decision to pre-empt on such a scale.

## Program Briefs

**Humaness in writings.** Humanitas Prizes, sponsored by the Human Family Educational and Cultural Institute, Los Angeles, went to David Seltzer for his 90-minute special, *Larry*, about young man mistakenly thought to be retarded, broadcast by CBS April 23, 1974, \$25,000; Joel Olianski for his "Complaint Amended" 60-minute segment of NBC's *The Law* series, broadcast March 19, 1975, \$15,000, and M. Charles Cohen for his "Angel of Doom" 30-minute episode in NBC's *Sunshine* series, broadcast April 24, 1975, \$10,000. Institute, whose president is the Reverend Ellwood Kieser, CSP, is funded by Lilly Endowment of Indianapolis. Prizes were first Humanitas awards, established only last year.

**Developing.** Cy Chermak, former executive producer of *Ironside*, *Amy Prentiss* and *Night Stalker* at Universal TV, and currently producing *Barbary Coast* at Paramount TV, has signed for development several projects at 20th Century-Fox Television, Hollywood.

**Disco sight and sound.** Half-hour weekly program, *Disco '76*, for national syndication on TV and utilizing stereo radio simulcast is planned by Marcus Productions, North Miami, Fla. Disk jockey and dancing format will be directed by Steve Marcus, produced by Arnie Wohl, with technical supervision by Ken Chambliss, head of Video Tape Associates. Firm plans August syndication sales and for September half-hour special on Miami station.

**Sellers for sale.** Gold Key Entertainment, New York, will syndicate, on straight cash basis, 101-minute British theatrical movie "Alice's Adventures in Wonderland" (1972). Movie, which stars Peter Sellers, Ralph Richardson and Dudley Moore, features live-action photography interspersed with elaborate special effects.

**Fruit and veggies.** One minute daily television feature, "Joe Carcione—The Greengrocer," is available for national syndication. Information on buying and preparing fresh produce, economic and nutritional pointers, are included. *Mighty Minute Programs Ltd., 155 Montgomery Street, San Francisco 94104.*

**Four for CBS.** Three stations, all former NBC Radio affiliates, have joined CBS Radio: WQAI(AM) San Antonio, Tex., WJAX(AM) Jacksonville, Fla., and KOCY(AM) Oklahoma City.



## All services to test radio in recruiting

**With signs of resistance crumbling in Congress, Defense Department wants to try balance in media mix**

The Department of Defense is planning a second test of paid radio advertising, a 13-week experiment to run in 16 cities beginning Sept. 8. This one will involve all the services—Army, Navy, Marines and Air Force. The test that began last May involved only the Army (BROADCASTING, April 21).

A Defense Department spokesman last week cautioned that this does not mean the armed services are preparing to accord broadcasting permanent status in their media plan. This is just another step, he said, in the department's ongoing analysis of the "relative cost effectiveness" of paid broadcast advertising.

The department has a hunch that paid broadcast advertising will improve its media mix, as evidenced in a policy statement it released last March. That statement said that the department "continues to favor a balanced media approach to recruitment advertising, free from prohibitions with respect to media options." But there has been an implicit prohibition on the use of the broadcast media to advertise for recruits in recent years, largely due to the objections of Representative F. Edward Hebert (D-La.), chairman of the House Armed Service Committee until he was ousted by the House Democratic caucus at the start of this session.

The spokesman said the amount of money that will be devoted to the fall test has not been finally determined, nor have the station buys been finalized. He did release a tentative list of cities in which the spots will be placed, however. They are Bowling Green, Ky.; Columbus, Ohio; Augusta, Ga.; Lansing, Mich.; Boise, Idaho; Atlanta; Dothan, Ala.; Knoxville, Tenn.; Denver; Louisville, Ky.; Valdosta, Ga.; Altoona, Pa.; Kansas City, Mo.; Seattle; Baton Rouge, and Spokane.

The campaign is being coordinated by the Defense Department, but the commercials are being produced and placed by the services' agencies, N.W. Ayer for the Army, Grey Advertising for the Navy, D'Arcy-MacManus & Masius for the Air Force and J. Walter Thompson for the Marines.

## NH&S sues Falstaff

Needham, Harper & Steers Advertising Inc., New York, has filed a suit in New York State Supreme Court for approximately \$1.8 million against Falstaff Brewing Co., St. Louis. NH&S claims this

amount is owed to the agency by Falstaff for advertising and commissions, principally during the second quarter of this year. Falstaff notified NH&S in late May that it would lose the account on Aug. 1 (BROADCASTING, June 9). Brewery has named Asher/Gould Advertising, Beverly Hills, Calif., as agency for an estimated \$5.2 million in billings, of which more than \$4 million is in broadcast. Falstaff said last week it is reviewing all bills from Needham and will pay those it considers legitimate.

## PRO Time merges with Meeker radio

Merger of the Meeker Co.'s radio division with PRO Time Sales to form PRO/Meeker Radio, a radio-only station representation firm, was announced last week, effective Aug. 1 ("Closed Circuit," July 14).

Fin Hollinger, who has been president of the Meeker radio division, will be chairman of the board of directors of the new firm and will also head its plans board. Sam Brownstein, president of PRO Time Sales, will be president and chief executive of PRO/Meeker.

The new firm will have 13 U.S. offices, divided into three sales divisions. The eastern division, headed by Mr. Brownstein at the New York headquarters, also includes offices in Philadelphia, Atlanta, Raleigh, N.C., and Memphis. The central division, under Tom Hayes of PRO Time Sales in Chicago, also includes Detroit, Dallas, Kansas City, Mo., and Denver. The Pacific division, under Bill Warren, also of PRO Times Sales, is composed of offices in Los Angeles, where Mr. Warren is based, and San Francisco and Seattle.

The Meeker radio division and PRO Time Sales represent something more than 100 stations each. Officials said about 20 would be dropped because of conflicts, and that the two companies were assisting these in finding new reps. When the conflicts have been resolved, they estimated PRO/Meeker Radio will represent about 150 markets.

The Meeker Co., headed by Robert L. Dudley, plans to concentrate on TV station representation, which led it to initiate the radio merger. Meeker will have an unspecified stock interest in PRO/Meeker but officials said it will not be involved in day-to-day operations of the new company.

## Comment on premiums asked

Before taking final action on its proposed guide on the advertising of children's premiums on television, the Federal Trade Commission is inviting public comment about two items in which it seeks further input. They are: "Advertising of Children's Premiums on Television: An Experimental Evaluation of the FTC's Proposed Guide" by Terence A. Shimp, Robert F. Dyer and Salvatore Divita; and "Proposed Standards for Advertising Pre-

miums on Children's Television," submitted by the Cracker Jack Division of Borden Foods, Borden Inc. Written comments must be filed by Aug. 7.

## Advertising Briefs

**No telling when.** Federal Trade Commission has postponed indefinitely public hearings on its proposed food advertising regulation rule, previously scheduled for September.

**More comment time.** Federal Trade Commission has extended from July 21 to Aug. 20 time for filing comments on its three proposed guides on endorsements and testimonials in advertising (BROADCASTING, May 26).

**Buying help.** Katz Radio has issued 18th edition of its *Spot Radio Budget Estimator*, designed for quick estimating of spot-radio costs in top-150 markets. For first time *Estimator* includes audience data, making it possible to obtain cost-per-thousand data for any of top-four stations in more than 100 surveyed markets. As in past, booklet contains listing of top-150 markets ranked by FCC billing figures and TV ADI population for comparison with metro area numbers. Copies are available from Katz Radio at 245 Park Avenue, New York 10017 or from Katz branch offices.

**Thirty for translators.** FCC has increased amount of time permitted for locally originated announcements for UHF and FM

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translators from 20 to 30 seconds effective Aug. 29. National Translator Association claimed that 20-second announcements—used primarily for advertising—were unworkable because television stations now use 30-second announcements. NTA said viewers are confused because rules forced rebroadcast of, remaining 10 seconds of announcement from primary stations.

**Tax exemption.** In amendment to tax law, New York City's Bureau of Budget excluded ad agencies from 4% gross receipts tax on income, extended to other kinds of services. American Advertising Federation had wired Mayor Abe Beame, calling tax "discriminatory," "double taxation on income," and "counterproductive by possibly narrowing base upon which New York City's reputation as the center of advertising is derived." Amendment was announced July 8.

## Frey proposes panel to aide in self-regulation of children's advertising

**Advisory group of FCC, FDA, NAB, ANA, network, safety commission and citizen group representatives would work with eye toward recommendations for TV code**

Representative Louis Frey (R-Fla.), ranking Republican on the House Communications Subcommittee, in a letter last week to the subcommittee chairman, Torbert Macdonald (D-Mass.), suggested formation of an "advisory group" to deal with broadcast advertising and its effects on children.

This group, said Mr. Frey, would be composed of representatives of the FCC, the Federal Trade Commission, the Food and Drug Administration, the Consumer Product Safety Commission, the National Association of Broadcasters, the Association of National Advertisers, the television networks and citizen groups. The advisory panel, he said, "would be able to approach this problem in a nonadversary setting, determine the relevant issues and quickly bring about an improved self-regulation."

Among the first tasks of the group, Mr. Frey wrote, would be a study of the feasibility of a "single, comprehensive code" to regulate Saturday morning advertising of products that are directed at children as "primary consumers of the product." Another: recommending uniform standards for all advertisements aired before 9 p.m., "when most children are watching."

"It may be that legislation will be necessary to bring about such a group," said Mr. Frey. "If so, I will consider introducing such a bill."

The subcommittee two weeks ago held four days of hearings on the subject of TV advertising and children (BROADCASTING, July 21).

## Apologia pro Sally Quinn

**Former 'Morning News' co-anchor puts burden of her failure on network in new book, 'We're Going To Make You a Star,' and in excerpt in current 'Esquire'**

Sally Quinn's much-publicized failure as co-anchor of the *CBS Morning News* a couple of years ago was due in large part to CBS News's failure to provide help for either her or the newscast. That's her side of it, at least, as she writes it in a book to be published next month and in an article, based on the book, in the August issue of *Esquire* magazine, now on the newsstands. For its part, CBS News had no official position—or comment—on either article or book.

A lot of things contributed to her spectacular failure, Ms. Quinn acknowledges, and among these was the spectacular build-up she was given beforehand. By far the worst of that lot, she writes, was the *New York* magazine cover story that, in her words, "was written in a snide way, a sort of pornographic primer of 'Look, look, see Sally run, see Sally sleep her way to the top.'"

"I think the *New York* article was most responsible for my unhappy experience at CBS," she writes in the book, "We're Going To Make You a Star" (New York: Simon & Schuster, 256 pages, \$7.95). "Clearly there were a hundred other reasons for it, but that article set the tone for the rest of the publicity, and the publicity created an atmosphere of open hostility and resentment toward me. Instead of sympathy for being caught in a corporate disaster or for my own lack of experience, I got destroyed, almost always in a personal way, by the majority of critics and reporters, who continued to write about me long afterward."

In addition to being "vastly over-promoted" and "painfully under-prepared," she offers a long catalogue of

problems, starting with a sore throat and fever on the morning of her first broadcast. Among others there were the highly publicized gaffes she pulled on the air, and the unpublicized difficulties she (and co-anchor Hughes Rudd) had in adjusting to the early-morning schedule, which led them both to discover, she writes, "that the only way to sleep in the afternoon was to get drunk enough [at lunch] to pass out."

But repeatedly she emphasizes the absence of help from CBS News—aside from that given by co-anchor Rudd, whom she describes as sympathetic and supportive. She says that Jim Ganser, one of the *Morning News* producers, was "the only one at CBS who really tried to help me." Gordon Manning, then CBS News director of news (now director of special events at NBC News), is cast as the key figure in talking her into taking the job but is given few brownie points for help thereafter.

"We were constantly making suggestions and never hearing about them again," she writes. Early on, she says, producer Ganser had told her that "you're a big star now [and] nobody's going to stick his neck out to help you." Indeed, she writes, some of the strongest encouragement she received came—privately—from NBC News's John Chancellor and Barbara Walters.

Ms. Quinn lasted a little over five months before she resigned in mid-January 1974 to join the *New York Times* (though she went back instead to the *Washington Post*, where she writes for the "Style" section). By her own account CBS News went along with her at the end, giving her time to find a new job so she could make "a good exit" that "had class."

## CBS won't play ball by Ghandi rules; ABC, NBC will, but with disclaimer

ABC News and NBC News have agreed and CBS News has refused to comply with restrictions on news reporting instituted in India by Prime Minister Indira Ghandi. The restrictions forbid the reporting of the



**Happier days.** Sally Quinn and her then co-anchor, now the sole anchor, of the *CBS Morning News*, Hughes Rudd, rehearsing before the debut of the show.



views of opposition members in the Indian Parliament, as well the divulging of names of political prisoners. The government continues to require scripts of all unprocessed film or tape sent out of the country.

By refusing to sign an agreement to the restrictions, CBS News runs the risk of having its personnel expelled from the country. NBC News and ABC News will sign the agreement under protest, and will tag any broadcast reports from India with the information that they have been subject to government censorship. Such tagging would violate another government restriction, which forbids any announcements of censorship, and the networks are likely to have the disclaimer read by anchorpeople in New York after any broadcasts, rather than risk jeopardizing their correspondents by having them mention the censorship in their reports.

None of the networks intends to leave India voluntarily in response to the restrictions.

Last Wednesday (July 23), the British Broadcasting Corp. announced that it was recalling its New Delhi correspondent, Mark Tully, saying that the government's new censorship guidelines have become "so severe as to be unacceptable."

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## Buchanan suffers second setback

**Flannery rules no malice proved in 'CBS Evening News' report**

A U.S. District Court judge has followed his dismissal of a \$12-million libel suit against the Associated Press (BROADCASTING, June 30) with a dismissal of a \$12-million libel suit against CBS, Walter Cronkite and CBS's Washington affiliate, WTOP-TV. As in the first case, Judge Thomas A. Flannery said, in issuing a summary judgment, the plaintiff could not prove "malice."

The suits had been filed two years ago, as the Watergate scandal was unfolding, by Henry Buchanan, a Bethesda, Md., accountant and brother of former White House aide Patrick Buchanan, as the result of a story that moved on the AP wire on May 8, 1973, and that provided the lead item on the *CBS Evening News* that evening.

The AP story, based on a court hearing, said Mr. Buchanan's accounting firm had been used to convert Nixon campaign checks into cash during 1971 and then went on to note an earlier "revelation" concerning the cashing of checks for the Nixon campaign—that involving the "Miami bank account of convicted Watergate conspirator Bernard L. Barker." Mr. Cronkite's account used the term "launder," shorthand for a technique used to hide the source of funds.

Mr. Buchanan said that both accounts were defamatory and that the court hearing which provided the basis for the story dealt only with campaign expenditure

checks, not contribution checks, and that AP and CBS reports attributed criminal activities to Mr. Buchanan's firm.

Judge Flannery had held that the AP report of the court proceeding was an "accurate and fair abridgement" but that the addition of the Barker analogy created an issue of fact as to whether the report was defamatory. The CBS version, he added, made the analogy "much more pronounced."

However, Judge Flannery concluded that malice could not be proved against any of the defendants—that anyone persisted in broadcasting a report known to be false. He said the malice test was appropriate since Mr. Buchanan was a "public figure."

CBS reporter Leslie Stahl had covered the hearing and filled in Ed Fouhy, a CBS Washington bureau producer, who in turn telephoned Paul Greenberg, then executive producer of the *Evening News*, in New York. However, Judge Flannery said there is "no clear and convincing evidence" to support a finding that Mr. Fouhy told Mr. Greenberg "the actual details" of the court hearing and that CBS "nevertheless consciously published a different account." The evidence indicates "the main facts were learned from the AP wire," Judge Flannery said.

Ms. Stahl has said she recorded a radio spot detailing the court hearing, and Mr. Buchanan has cited that assertion in support of claim of malice on CBS's part. However, Judge Flannery noted that there is no record of the recorded spot being broadcast in Washington, or being sent to New York and broadcast there or of being transcribed in New York, with copies distributed to the *Evening News* staff.

Judge Flannery said there is no evidence that Mr. Cronkite knew the account was false. And as for CBS, he said, it would be liable if Charles West, the *Evening News* writer who prepared the piece, knew the story was false or entertained serious doubts about it. Mr. West denies discussing the Barker analogy with Mr. Fouhy.

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## RTNDA concentrates on itself at upcoming convention

**September conference in Dallas features newsmen as speakers, shirtsleeves workshop sessions**

According to conference chairman John Salisbury, the Radio Television News Directors Association annual meeting in Dallas, Sept. 17-19 at the Farmont hotel will be a working convention. "We have had bids from people in industry and government eager to present their views to us on a number of subjects. We have turned them down because the thrust of this conference is to be *our* profession, its problems and its challenges," he said in an open letter to RTNDA members.

A keynote address will be given Wednesday, Sept. 17, by NBC newsman

Bill Monroe, past president of RTNDA. Luncheon speakers are Tom Brokaw, NBC White House correspondent, and Charles Kuralt, CBS roving correspondent. Among scheduled seminars are: a TV workshop coordinated by Ernie Schultz, WKY-TV Oklahoma City, including discussion of ENG and ethics; a radio workshop coordinated by Bud Miller, WLS(AM) Chicago; a news and management session led by Ed Godfrey, KGW-TV Portland, Ore., and a workshop on economics, led by Curtis Beckmann, WCCO-AM-FM Minneapolis.

Other convention activities include elections of new officers, presentation of Paul White Memorial awards and RTNDA national awards

John Salisbury, KXL-AM-FM Portland, Ore., current vice president, will be installed as president succeeding Tom Frawley of Cox Broadcasting, Washington. Nominees for VP are Roger Allan, WRKO-AM Boston and Wayne Vriesman, KWGN-TV Denver. Nominees for directors-at-large (from which two will be selected) are Charles Bundlie, WDAZ-TV Grand Forks, N.D.; Ted Landphair, WMAL-AM-FM Washington; Tom Petersen, KWVL-AM-TV Waterloo, Iowa, and Bob Schaefer, KMOX-TV St. Louis.

The advance registration fee—before Sept. 1—is \$75, payable to Rob Downey, executive secretary, RTNDA, c/o WKAR, Michigan State University, East Lansing, Mich. 48824. Fee is \$90 after Sept. 1.

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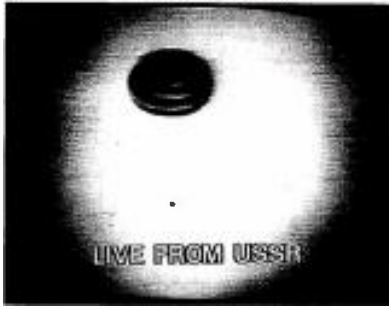
## TV coverage almost as flawless as Apollo-Soyuz itself

**Tune-in favorite was space handshake with Soviet landing a welcome extra**

As the Apollo spacecraft prepared for splashdown late last week, all had gone with impressive precision in the first link-up between Soviet and American spacecraft, and American broadcast media had covered the major events of the mission much as they had expected. Early ratings information showed NBC's coverage to be the New York television audience's favorite.

ABC, CBS, and NBC all tallied close to the seven hours of live television coverage they had anticipated. The heavy favorite among viewers was the July 17 meeting between the American and Soviet astronauts, which also featured greetings from President Gerald Ford and Soviet Chairman Leonid Brezhnev: NBC estimated the total television audience for the Thursday afternoon event at 30 million, with 26 million tuned in for the historic astronauts' handshake.

The pleasant surprise for radio and television was that the Soviets elected to provide coverage of the touchdown of the Soyuz module, the first time a spacecraft's touchdown on land had been televised. Viewers saw the Soyuz land in a cloud of dust, which was followed by close-ups of the cosmonauts emerging from the vehi-



CBS News photo

**From Russia with live.** Soviet cosmonauts parachute to earth in a satellite transmission carried in the U.S.

cle. Coverage lasted from 6:30 a.m. Monday, July 21, until about 7:15 a.m. NYT.

National ratings for the launches and official ceremonies in space will be available this week. New York ratings of the linkup, conducted by the A.C. Nielsen Co., gave NBC on 8.9-37, CBS a 7.1-29, and ABC a 5.1-21. The handshake and greetings later that afternoon also went to NBC in New York, with an 8.2-30, to CBS's 6.3-23 and ABC's 5.3-19.

## Westin alters own status

Av Westin, executive producer of documentaries and executive in charge of the *ABC Evening News* for that network, last week gave up his news vice presidency in a move that was largely motivated by financial considerations, and will apparently not affect his duties at ABC News.

By relinquishing his title, officials said, Mr. Westin will earn more in salary than he could as a vice president. He will receive less, however, in other compensations, including stock and profit shares. The decision to opt for greater cash benefits was said to be Mr. Westin's, and details were worked out between him and ABC corporate officials.

He gives up neither of his principal ABC responsibilities in the move. He will continue to oversee the creative areas of the *Evening News* and of ABC News' documentary programming.

## Radio-TV spotlights on law earn lion's share of ABA awards

Forty-six broadcast organizations were among the 73 winners of Silver Gavel awards and certificates of merit given annually by the American Bar Association to communications media and the entertainment industry for "outstanding public service." The awards will be presented at ABA's annual meeting Aug. 12 in Montreal. Gavel winners included:

ABC News, CBS News, NBC News and PBS for their coverage of the House Judiciary Committee impeachment proceedings; CBS News for its three-part program, *What's It All About*; NBC for its documentary, *A Case of Rape*.

WNBC-TV New York, for its program from *Critical*

*Issues: Critical Minds Series*, "Legal Ethics: What's Happening?"; KATU(TV) Portland, Ore., for *Is It Justice*; WCCO-TV Minneapolis, for *The Time Machine*; WTTW(TV) Chicago, for *Criminal Court*; Indiana University Radio and Television Service, Bloomington, for *The Role of the Lawyer*; Complete Channel TV Inc., Madison, Wis., for its cable program, *Halfway to Somewhere*. CBS News Radio for its 30-part *A Hearing for American Justice*; NBC News Radio for its *Second Sunday* documentary, "Capital Punishment: Dead or Alive"; WCBS(AM) New York for its 20-part *Rape: The Law and You*, a *WCBS Progress Report*; WWVA(AM) Wheeling, W. Va., for its coverage of the investigation, indictment and trial of United Mine Workers president Tony Boyle for the murder of Joseph Yablonski; WHLO(AM) Akron, Ohio, for its five-part, *Inside the Grand Jury*; American Forces Network, Europe, for its documentary, *High Crimes and Misdemeanors*.

Certificate of merit winners included:

NBC News for its "Hastings House" from *NBC News Presents: Special Edition*; WNBC-TV New York, two certificate of merit awards, for *New York Illustrated: Does Parole Work?* and *New York Illustrated: Rape*; WKYC-TV Cleveland, for *Man to Man*; WMAQ-TV Chicago, for *Victim*; Metromedia Television, KTTV(TV) Los Angeles, for "Prison Preventer" from *Broadcast Explorer-11 Program*; WFAA-TV Dallas for *Texas Prisons: from the Inside Out*; KTAR-TV Phoenix for *The Role of Justice, Part I, Civil Court*; WCCO-TV Minneapolis, for "Grand Jury on Trial" from *Scene Tonight*; WKY-TV Oklahoma City, for "Riot Plus One" from *Spectrum* series; WKEF(TV) Dayton, Ohio, for *Crime and Alternatives*; KOMO-TV Seattle, for *Closing Down the Prisons*; WBNS-TV Columbus, Ohio, for *Municipal Court-Small Claims*; KSL-TV Salt Lake City, for *The Justices*; WTPA(TV) Harrisburg, Pa., for its *Newseries* program; KTVV-TV Austin, Tex., for *Constitution '74, the People's Mandate: Rejected*, KTCM(TV) Helena, Mont., for *Montana Student Profile*; National Public Affairs Center for Television for *The United States Versus Richard M. Nixon*; WGTW(TV) Athens, Ga., for *Me... A Cop?* KLVX(TV) Las Vegas, for *The Keepers & the Kept*; WNET(TV) New York, for "A Question of Impeachment" from the weekly public affairs series, *Bill Moyers' Journal*; Mississippi Authority for Educational TV for "Our Friend the Policeman" from *Words Are For Reading* program.

KMOX(AM) St. Louis, for its seven-part series, *The Grand Jury: Protector or Persecutor*; WBZ(AM) Boston, for its 10-part series, *Disorder in the Court System*; WIRE(AM) Indianapolis, for its documentary, *A Matter of Life and Death*; KOY(AM) Phoenix, for *Behind Closed Doors*; WGRE(FM) Greencastle, Ind., for *Perspectives in Legal Training: Preparing the Lawyer for the 21st Century*; Wisconsin Educational Radio Network, for *Freedom of Religion*.

## Nixon tells all ... well almost.

The literary agent for former President Richard M. Nixon last week began contacting television networks concerning the possibility of a broadcast interview or "television memoir" with the former President, who apparently has given his approval to such negotiations. The agent, Irving Lazar, made his first overtures to CBS News, where the network confirmed that CBS News President Richard Salant had turned down a suggested "memoir" for which CBS would pay and that would exclude discussion of Watergate. No specific payment or format were said to have been discussed. Officials at ABC News and NBC News said that they had not been contacted by Mr. Lazar, but were skeptical of the chances of their broadcasting an interview such as was suggested to CBS News.

# No longer just a copyright crusader, CATA seeks new issues to conquer

Having been labeled a one-issue organization, NCTA's competitor now addresses wider problems

"FCC involvement in the daily and weekly affairs of cable operators is a much more important issue than copyright," contends Robert Cooper, executive director of the Community Antenna Television Association. Indeed for an organization that Mr. Cooper admits held onto copyright as the "all-important rallying point two years ago," CATA is now showing signs of diversification.

Two summers ago, a meeting of more than two dozen cable operators in Dallas called by Kyle Moore to discuss the copyright issue, sparked the formation of CATA. Last May, Mr. Moore launched a test of the FCC's authority to regulate cable by challenging the commission to close down his system in Gridley, Kan., which had been operating without a certificate of compliance (BROADCASTING, May 26). That challenge is still pending further litigation. In June, CATA for the first time initiated a rulemaking with the FCC seeking to waive all signal carriage restrictions in time of national and local emergency. Additional rulemaking initiatives can be expected from CATA at the rate of one a month, said Mr. Cooper, who declined to outline what the next rulemaking inquiry will involve.

Since hiring Richard Brown as its Washington-based legal counsel last May, CATA now expects to file in various commission docket cases concerning cable regulation. Furthermore, CATA has made overtures to AT&T which is at an impasse with the National Cable Television Association over pole rates. In a different approach, CATA has suggested a formula designed on a regional basis (BROADCASTING, July 7).

Another noncopyright venture has been the publication of its monthly *Community Antenna Television Journal* designed to provide technical information for CATV operators. Mr. Cooper claims *CATJ's* paid circulation is upward of 4,000 and hopes to contribute any excess profits from the publication into CATA's operating revenues. Those revenues are only a "fraction" of NCTA's, conceded Mr. Cooper, but there has been a "subtle change in the last four or five months" in the size of systems joining CATA. Before that time, most systems represented under 1,000 subscribers, but 5,000-subscriber systems are more the norm today, explained Mr. Cooper. Total mem-



bership in CATA is put at "about" 500 by Mr. Cooper.

Mr. Cooper is disturbed at any copyright-only image of CATA and prefers to see the association as "an alternative choice to NCTA policy." In particular, Mr. Cooper suggested that rather than accept "trade offs"—which he attributes to NCTA—for some easing of FCC regulation, CATA seeks to prove fundamentally whether the commission has a legal right to interfere in cable operators' daily business. "Gridley is only the tip of the iceberg," claimed Mr. Cooper.

## Rule on radio-cable urged

The National Association of Broadcasters has asked the FCC to require cable television systems providing aural origination programming to carry all local radio station signals in those cases where the attachment to the subscriber's receiver prevents off-air reception of other radio signals.

In a petition for rulemaking, NAB cited an earlier FCC position that further inquiry into cable carriage of radio signals was warranted. NAB also argued that cable systems should not be allowed to stifle competition by depriving subscribers of access to certain radio signals.

Compliance with the rule would not be overly burdensome and could be handled in a variety of ways including broadband signal processing, NAB said.

## Cable Briefs

**File opened.** FCC has granted National Cable Television Association's freedom of information request to inspect certain records relating to network program exclusivity rules. Commission has opened up only records it deemed "severable and factual" and has deleted deliberative matter and financial data relating to particular stations.

**Hands across the seas.** Biro Associates, Princeton, N.J., CATV consulting engineers, have formed Birauteil, new operating company to serve Scandinavian market. New venture is partnership between Swedish-based Autelcon and Biro which will be headquartered at Autelcon's Stockholm offices. Birauteil will supply similar services abroad as Biro does in U.S., with emphasis on engineering appraisals, proof-of-performance testing and adaptation of U.S. cable technology to North European market.

**More data sought.** National Citizens Committee for Broadcasting has filed freedom of information request with FCC for release of staff reports and memoranda relating to proposed amendment of cable television cross-ownership rules. Similar request made earlier (BROADCASTING, June 2) was granted and accordingly NCCB received chart listing 50 crossownerships compiled from 1971 waiver requests. Now NCCB wants to see staff analysis of each waiver, since FCC decision to reopen crossownership rulemaking is based on those analyses.

## Equipment & Engineering

### Circularly polarized antenna to be tested by California station

**Modesto TV will experiment with Jampro equipment designed to improve picture reception**

Before the end of this month, a TV station in California will be test-broadcasting from a circularly polarized TV antenna—the second such station in the country to undertake the new mode of telecasting that is said to improve reception, particularly through the elimination or reduction of ghosting on receivers using rabbit ears or loop antennas.

The antenna, built by Jampro Antenna Co., Sacramento, is being tested at KLOC-TV Modesto, Calif. (ch. 19). An FCC authority permits the station to broadcast with 324 kw of power during the tests that will take place for two hours in the morning and three hours during the afternoon and evening, according to Peter Onnigian, president of Jampro. The station does not broadcast to the public in those time periods.

Last year, RCA and ABC tested a circularly polarized TV antenna on WLS-TV Chicago. At the present time, only FM broadcasters are authorized to use circularly polarized transmitting antennas.

Jampro and KLOC-TV expect to file a final report with the FCC by October.

## Technical Briefs

**Lighting the air waves.** To conform with Federal Aviation Administrations standards, FCC has adopted rules permitting use of high intensity (strobe) lighting of antenna structures as alternative to customary painting and red obstruction lighting. Although antenna owners may express lighting preference, commission said it reserves right to prescribe method after considering FAA recommendations. Commission noted that rules would apply primarily to new structures judged by FAA to need increased visibility.

**Intelsat solicits proposals.** Proposals for

design, manufacture and test of seven Intelsat V satellites are being requested by International Telecommunications Satellite Organization, Washington. Series will replace, starting in 1979, Intelsat IV-A series. Design lifetime of satellites, is seven years. Options for up to eight additional satellites are also requested, to be exercised one to five years from date of contract.

**Hold on.** K and H Products Ltd., North Bennington, Vt., has announced Porta-Brace PB-3800, designed to accommodate portable video-cassette color systems. Camera brace features cantilevered camera arm, and padded Cordura nylon cases for VCR deck and camera with easy access flaps to cassette loading door and control panel. Two-wheeled cart to carry Porta-Brace with VCR equipment mounted is also available and is designated wheelbase WB-2.

**Modulation meter.** Marconi Instruments, Northvale, N.J., has announced automatic AM-FM modulation meter, model 2304. Unit features automatic levelling and RF tuning and is aimed at mobile radio production and service markets. It measures AM to 100% and FM to 150 khz deviation to an accuracy of 3%.

## Seed money for PSSC

The U.S. Department of Health, Education and Welfare and the National Aeronautics and Space Agency have provided a \$475,000 grant to help launch the newly organized Public Service Satellite Consortium.

PSSC was organized last February by many of the agencies that participated in health and education experiments on NASA's ATS-6 international satellite. Headed by H. Rex Lee, former FCC commissioner (1968-73), PSSC will assess the practicality and need for domestic satellite service in fostering social services.

The federal grant will enable PSSC to initiate policy and technical studies as well as establish and staff a headquarters office in San Diego. "This seed money," said PSSC Chairman Lee, "will enable the consortium to begin identifying potential uses and users" for a satellite service directed at addressing social needs.

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# The Broadcasting Playlist **Jul 28**

These are the top songs in air-play popularity in two categories on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. A (▲) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

## Contemporary

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a 10a	3-7p 3p	7-12p 7p	12p	
1	1	Love Will Keep Us Together (3:15) Captain & Tennille—A&M	1	1	1	1
4	2	Listen to What the Man Said (3:53) Paul McCartney—Apple	2	3	2	2
3	3	Hustle (3:27) Van McCoy—Avco	3	2	4	3
5	4	I'm Not in Love (3:40) 10 C.C.—Mercury	5	4	5	4
2	5	Magic (3:30) Pitot—EMI	4	5	3	6
7	6	One of These Nights (3:29) Eagles—Asylum	7	6	6	5
6	7	Please Mr. Please (3:24) Olivia Newton-John—MCA	8	7	7	7
8	8	Wildfire (4:47) Michael Murphey—Epic	6	9	10	9
13	9	Someone Saved My Life Tonight (6:45) Elton John—MCA	12	8	9	8
14	10	Jive Talkin' (3:45) Bee Gee's—RSO	10	10	8	10
10	11	Swearing to God (3:58) Frankie Valli—Private Stock	9	12	11	13
17	12	Why Can't We Be Friends (3:45) War—United Artists	11	15	12	12
11	13	Rockin' Chair (3:15) Gwen McCrae—Cat	16	13	13	11
9	14	When Will I Be Loved (2:52) Linda Ronstadt—Capitol	14	14	14	14
12	15	The Way We Were/Try to Remember (4:48) Gladys Knight & the Pips—Buddah	15	11	16	15
15	16	Midnight Blue (3:25) Melissa Manchester—Arista	13	16	15	20
19	17	Sister Golden Hair (3:16) America—Warner Bros.	17	21	18	17
16	18	Love Won't Let Me Wait (3:18) Major Harris—Atlantic	18	18	17	24
22	19	Rockford Files (3:06) Mike Post—MGM	21	17	19	18
25	20	How Sweet It Is (To Be Loved by You) (3:33) James Taylor—Warner Bros.	19	20	20	19
24	21	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	20	19	21	21
20	22	Dynamite (3:30) Tony Camillo's Bazuka—A&M	24	24	22	16
27	23	Morning Beautiful (3:03) Tony Orlando & Dawn—Elektra	22	22	24	22
31	24	Fallin' in Love (3:13) Hamilton, Joe Frank & Reynolds—Playboy	23	23	25	23
23	25	Pinball Wizard (3:48) Elton John—Polydor	25	28	23	34
26	26	Only Women (3:29) Alice Cooper—Atlantic	30	25	28	26
18	27	I'm Not Lisa (3:19) Jessi Colter—Capitol	32	26	30	25
30	28	Misty (2:53) Ray Stevens—Barnaby	27	35	29	27
29	29	Hey You (2:33) Bachman-Turner Overdrive—Mercury	26	32	26	38
21	30	Take Me in Your Arms (Rock Me) (3:39) Doobie Brothers—Warner Brothers	28	29	27	35
28	31	Thank God I'm a Country Boy (2:47) John Denver—RCA	31	27	31	39
35	32	At Seventeen (3:56) Janis Ian—Columbia	34	30	32	36
—	33	Fight the Power (5:05) Isley Bros.—T-Neck	29	37	35	37
47	34	Get Down Tonight (3:06) K.C. & Sunshine Band—TK Records	33	31	33	40
48	35	Fame (3:30) David Bowie—RCA	39	39	39	28
43	36	There's Nothing Stronger than Our Love (2:52) Paul Anka—United Artists	36	34	36	42

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a 10a	3-7p 3p	7-12p 7p	12p	
37	37	I'm on Fire (3:03) Dwight Twilley Band—Shelter	48	42	41	29
46	38	Rendezvous (3:30) Hudson Bros.—MCA	42	44	46	31
32	39	Philadelphia Freedom (5:39) Elton John Band—MCA	43	33	45	41
40	40	Black Superman All (3:32) Johnnie Wakelin—Pye	45	56	42	30
—	41	Tush (2:14) ZZ Top—London	46	55	43	32
33	42	Killer Queen (3:00) Queen—Elektra	37	41	37	44
42	43	Could It Be Magic (3:37) Barry Manilow—Arista	36	44	44	43
38	44	Help Me Rhonda (2:48) Johnny Rivers—Epic	38	40	38	46
36	45	Bad Time (2:55) Grand Funk—Capitol	35	*	34	*
44	46	'Til the World Ends (3:30) Three Dog Night—ABC	49	38	47	45
—	47	Just a Little Bit of You (2:37) Michael Jackson—Motown	*	*	50	33
39	48	Holding on to Yesterday (3:18) Ambrosia—20th Century	40	43	49	47
41	49	Long Tall Glasses (3:05) Leo Sayer—Warner Bros.	41	*	40	*
49	50	That's When the Music Takes Me (3:35) Neil Sedaka—MCA	*	48	*	*

## Country

6	1	Touch the Hand (3:20) Conway Twitty—MCA	1	2	1	2
15	2	Feelins' (3:00) Conway Twitty & Loretta Lynn—MCA	2	1	2	6
4	3	Please Mr. Please (3:24) Olivia Newton-John—MCA	6	4	4	3
1	4	Everytime You Touch Me (2:59) Charlie Rich—Epic	7	3	5	1
18	5	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	3	5	6	4
2	6	Just Get Up & Close the Door (1:58) Johnnie Rodriguez—Mercury	5	6	3	10
3	7	The Seeker (2:59) Dotly Parton—RCA	8	7	7	5
25	8	Bouquet of Roses (2:24) Mickey Gilley—Playboy	4	8	9	12
7	9	The First Time (3:04) Freddie Hart—Capitol	9	9	8	8
5	10	Deal (2:30) Tom T. Hall—Mercury	10	11	10	9
21	11	Dear Woman (3:03) Joe Stampley—Epic	11	10	11	15
8	12	Hello Little Bluebird (2:25) Donna Fargo—Dot	12	12	12	19
10	13	I've Never Loved Anyone More (2:42) Lynn Anderson—Columbia	14	14	14	24
22	14	If I Could Only Win Your Love (2:36) Emmylou Harris—Reprise	13	15	13	26
11	15	Bandy the Rodeo Clown (2:54) Moe Bandy—GRT	15	13	15	17
—	16	Woman in the Back of My Mind (2:48) Mel Tillis—MGM	16	17	16	*
—	17	Even If I Have to Steal (2:50) Mel Street—GRT	18	18	17	*
16	18	I'll Go to My Grave (Loving You) (2:46) Statler Bros.—Mercury	20	15	18	*
—	19	Say Forever You'll Be Mine (1:55) Dotly Parton & Porter Wagoner—RCA	21	19	19	*
—	20	Things (2:30) Ronnie Dove—Melodyland	19	20	20	*
20	21	That's When My Woman Begins (2:37) Tommy Overstreet—Dot	17	21	21	14
9	22	Lizzie & the Rainman (3:05) Tanya Tucker—MCA	22	22	22	18
—	23	You're My Best Friend (2:43) Don Williams—ABC/Dot	23	24	23	20
—	24	Reconsider Me (3:27) Narvel Felts—ABC/Dot	25	23	24	*
17	25	I Don't Love Her Anymore Johnny Paycheck—Epic	24	25	25	25

## Tracking the 'Playlist'

**Captain and Tenille maintains hold on number-one spot in top 40, Twitty tops the country chart**

The Captain and Tennille's *Love Will Keep Us Together* enjoys its fourth turn as the nation's most-heard single this week, while Paul McCartney & Wings' *Listen to What the Man Said* and Ten CC's *I'm Not in Love* make significant airplay jumps within the top five of the pop "Playlist."

*Jive Talkin'* will apparently surpass *Lonely Nights* as the Bee Gees' most popular single, as it makes its first top-10 appearance. War's *Why Can't We Be Friends* is the biggest gainer in the rest of the top 20, and is now added to almost every major top 40 station. Playboy Records' biggest pop hit continues to grow: Hamilton, Joe Frank & Reynolds' *Fallin'* in *Love* moves to 24, as Mickey Gilley, the label's best-established country artist, takes his *Bouquet of Roses* to 25 on the country chart. The Isley Brothers, absent from pop lists since their giant hit *That Lady* two years ago, return in style with *Fight the Power*, a dance hit given a major boost last week by additions at several New York stations. Miami's most recent disco sensation, *Get Down Tonight* by KC and the Sunshine Band, is also moving rapidly upwards, now at 34.

Conway Twitty this week has one of the biggest airplay shares of his career, with his *Touch the Hand* moving to number one, and his duet with Loretta Lynn, *Feelins'*, making a large leap to the second spot on the country "Playlist." Glen Campbell's comeback, *Rhinestone Cowboy*, jumps to five, and *Bouquet of Roses* becomes Mickey Gilley's second success since *City Lights*, at eight. Joe Stampley's *Dear Woman* jumps to 11 via several adds at major market stations. Country newcomer Emmylou Harris has her first airplay hit with *If I Could Only Win Your Love*, now at 14.

## Extras

The following new releases, listed alphabetically by title, are making a mark in BROADCASTING'S contemporary "Playlist" reporting below the first 50:

- *Daisy Jane*, America (America).
- *Disco Queen*, Hot Chocolate (Big Tree).
- *Feelings*, Morris Alpert (RCA).
- *Glasshouse*, Temptations (Gordy).
- *Goodnight Vienna*, Ringo Starr (Apple).
- *Keep our Love Alive*, Paul Davis (Bang).
- *Love Being Your Fool*, Travis Wannack (Capricorn).
- *Rock*, Austin Roberts (Private Stock).
- *Saturday Night Special*, Lynyrd Skynyrd (MCA).
- *Send in the Clowns*, Judy Collins (Elektra).

- *Sure Feels Good*, Elvin Bishop (Capricorn).
- *Sweet Emotions*, Aerosmith (Columbia).
- *That's the Way of the World*, Earth, Wind & Fire (Columbia).
- *Third Rate Romance*, Amazing Rhythm Aces (ABC).
- *Wasted Days & Wasted Nights*, Freddy Fender (ABC).

The following new releases, listed alphabetically by title, are making a mark in BROADCASTING'S country "Playlist" reporting below the first 25:

- *Blue Eyes Crying in the Rain*, Willie Nelson (Columbia).
- *Daydreams About Night Things*, Ronnie Milsap (RCA).
- *Dreaming my Dreams with You*, Waylon Jennings (RCA).
- *Home*, Loretta Lynn (MCA).
- *I Love the Blues & the Boogie Woogie*, Billy (Crash) Craddock (ABC).
- *Lonely Rain*, Wynn Stewart (Playboy).
- *Love in the Hot Afternoon*, Gene Watson (Capitol).
- *Love is Strange*, Buck Owens & Susan Raye (Capitol).
- *A Poor Man's Woman*, Jeannie Pruitt (MCA).
- *Same Old Story*, Hank Williams Jr. (MGM).
- *Storms Never Last*, Dotsy (RCA).
- *Wasted Days & Wasted Nights*, Freddie Fender (Dot).

## Breaking In

**Run, Joey, Run—David Geddes** (*Big Tree*) ■ Summer seems to bring on a renaissance in morbid pop songs: Austin Roberts's *Rocky* is quickly adding stations with its saga of a bride's death (BROADCASTING, July 21), and this debut effort by David Geddes takes the theme a step further with the story of a father, angry at the young man carrying on with his daughter, who goes after the Romeo with a gun and ends up shooting his daughter by mistake. The song's melodramatic effects recall *The Leader of the Pack* and *Tell Laura I Love Her*, but, like most past hits of the genre, it's the woman who loses out. Mr. Geddes seems to be winning, however, as WRKO(AM) Boston has added the single.

**Fight the Power Part 1—Isley Brothers** (*T-Neck*) ■ The Isley Brothers' *That Lady* of two years ago still stands as one of the most innovative soul hits of the seventies, and the rapid airplay success this latest single has achieved indicates that the appeal the Isleys first demonstrated with *Twist and Shout* and other hits in the early sixties is still in force. *Fight the Power* is a disco natural, and while it lacks the soaring instrumental work of *That Lady*, it still boasts a fuller sound and better musicianship than many disco hits. It has been added by WABC(AM) New York, WIXY(AM) Cleveland, WCUE(AM) Cuyahoga Falls, Ohio, and WHOT(AM) Campbell, Ohio.

## Poor ratings season shows up in ABC's first-half report

Net income at ABC Inc. dropped in the second quarter and the first half of 1975 although revenues rose in both periods.

For the six months ended last June 28, ABC reported last week, net income fell to \$20,665,000 (\$1.20 per share) on revenues of \$508,239,000 from \$27,474,000 (equal to \$1.63 per share) on revenues of \$461,790,000 in the first half of 1974. In the second quarter of the year, revenues climbed to \$257,346,000 from \$231,757,000 in the comparable 1974 period, while net income dropped to \$13,616,000 (79 cents per share) from \$17,481,000 (\$1.03 per share) in the prior year quarter.

Commenting on the results, ABC Chairman Leonard H. Goldenson and President Elton H. Rule in a joint statement said, "Our television network's revenues and profits are still suffering from the effects of the disappointing prime time ratings of the season that began in the fall of 1974." The statement said that the ABC-owned TV stations "reported a decline in revenues and profits, resulting from the recent slowdown in national spot advertising accentuated by the impact of earlier network ratings." They

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said radio continued to show substantially improved revenues and profits.

Touching on other parts of ABC Inc. business, the statement said the recorded music operations had sizable revenue gains but declining profits because of write-offs of obsolete inventory; ABC Theaters reported a modest increase in revenues but a lowering of profits because

of sharply increased operational expenses, and the company's Florida scenic attractions showed some revenue and earnings improvement.

The statement ventured that net income in the third quarter would decrease markedly from the same period a year ago, principally because of the softness in the television advertising marketplace and the

continuing high cost of restructuring the company's recorded music operations.

"It is not known yet," the statement said, "to what extent the delayed announcement of fall television network program schedules and the resulting delay in commencement of the 1975-76 selling season will affect the fourth quarter of 1975 and the full year."

## Broadcasting's index of 134 stocks allied with electronic media

Broadcasting	Stock symbol	Exch.	Closing Wed. July 23	Closing Wed. July 16	Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ARC	ARC	N	22 7/8	22 3/4	+ 1/8	+ .54	28 3/8	12 3/8	8	17,171	392,786
CAPITAL CITIES	CCR	N	39 1/2	43 1/2	- 4	- 9.19	43 1/2	19 1/2	13	7,208	284,716
CBS	CRS	N	47 1/2	50 1/4	- 2 3/4	- 5.47	53 1/8	20 1/8	12	28,313	1,344,867
CONCERT NETWORK		D	1/4	1/4		.00	7/8	1/8		2,200	550
COX	COX	N	26 1/4	23 3/4	+ 2 1/2	+ 10.52	26 1/2	9 3/8	13	5,831	153,063
GROSS TELECASTING	GGG	A	11	11		.00	13 5/8	6 3/8	8	800	8,800
LIN	LINA	D	8 3/4	9 1/2	- 3/4	- 7.89	9 1/8	2	9	2,297	20,098
MOONEY	MOON	O	2 1/8	2 1/4	- 1/8	- 5.55	3 5/8	1	6	385	818
RAHALL	RAHL	O	5 3/4	5 7/8	- 1/8	- 2.12	5	1 3/4	12	1,297	7,457
SCRIPPS-HOWARD	SCRP	O	21 1/2	22	- 1/2	- 2.27	22	13 1/2	8	2,589	55,663
STARR	SRG	M	4 1/2	4 1/2		.00	9	3 1/4	4	1,091	4,909
STORER	SRK	N	17 3/4	19 7/8	- 2 1/8	- 10.69	20 5/8	10 7/8	9	4,624	82,076
TAFT	TFR	N	23 3/4	27 1/4	- 3 1/2	- 12.84	27 1/4	10 3/4	8	4,045	96,068
WOODS COMM.		D	1/2	1/2		.00	1 1/4	1/4	4	292	146
TOTAL										78,143	2,452,017
<b>Broadcasting with other major interests</b>											
ADAMS-RUSSELL	AAR	A	2 1/4	2 3/8	- 1/8	- 5.26	2 1/2	3/4	13	1,265	2,846
AVCO	AV	N	6 1/2	7 1/4	- 3/4	- 10.34	9 7/8	2 1/8	2	11,481	74,626
BARTELL MEDIA	AMC	A	1 1/8	1 1/8		.00	2 3/8	5/8	2	2,257	2,539
JOHN BLAIR	BJ	N	5 7/8	5 3/8	+ 1/2	+ 9.30	7 1/2	3 1/2	28	2,403	14,117
CAMPTOWN IND.*		D	1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	5	5 1/8	- 1/8	- 2.43	5 7/8	1 1/2	19	4,164	20,820
COMBINED COMM.	CCA	N	12 1/2	12 5/8	- 1/8	- .99	16 1/8	5 1/8	8	4,568	57,100
CDWLES	CWL	N	8	8 7/8	- 7/8	- 9.85	8 7/8	3 7/8	7	3,969	31,752
DUN & BRADSTREET	DNR	N	26 3/8	26 1/2	- 1/8	- .47	36	14 5/8	18	26,514	699,306
FAIRCHILD IND.	FEN	N	8 3/8	8 3/4	- 3/8	- 4.28	9 3/4	3 3/4	7	4,550	38,106
FUDIA	FQA	N	6 3/4	7 1/8	- 3/8	- 5.26	10 3/4	3 1/8	11	8,671	58,529
GANNETT CO.	GCI	N	35	38 1/2	- 3 1/2	- 9.09	38 1/2	20 1/2	21	21,089	738,115
GENERAL TIRE	GY	N	16 1/2	17 3/8	- 7/8	- 5.03	18 1/4	10 1/4	5	21,523	355,129
GLOBETROTTER	GLRTA	O	2	2		.00	4 3/4	7/8	10	2,731	5,462
GRAY COMMUN.		O	7	6 3/4	+ 1/4	+ 3.70	8 1/2	5	5	475	3,325
HARTE-HANKS	HNN	N	19 1/4	19 3/8	- 1/8	- .64	19 3/8	6	12	4,369	84,103
JEFFERSON-PILOT	JP	N	32	36 1/4	- 4 1/4	- 11.72	38 1/4	20 1/2	13	24,064	770,048
KAISER INDUSTRIES	KI	A	3 3/4	11 3/8	- 1 5/8	- 14.28	11 3/8	4 1/4	6	27,487	267,998
KANSAS STATE NET.	KSN	O	3 5/8	3 5/8		.00	4 1/8	2 3/4	6	1,815	6,579
KINGSTIP	KTP	A	5 3/4	6 5/8	- 7/8	- 13.20	6 3/4	1 1/2	11	1,154	6,635
KNIGHT-RIDDER	KRN	N	29 1/4	32 5/8	- 3 3/8	- 10.34	32 3/4	9 1/4	19	8,305	242,921
LAMB COMMUN.*	P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593	
LEE ENTERPRISES	LNT	A	19	19 3/8	- 3/8	- 1.93	19 3/8	10 3/4	10	3,352	63,688
LIBERTY	LC	N	10 3/8	11	- 5/8	- 5.68	15 5/8	7 1/8	5	6,762	70,155
MCGRAW-HILL	MHP	N	11 5/8	11 5/8		.00	13 1/2	5 1/2	10	24,569	285,614
MEDIA GENERAL	MEG	A	32 3/8	32 5/8	- 1/4	- .76	32 3/4	15 1/2	12	3,596	116,420
MEREDITH	MDP	N	12 1/8	13 3/8	- 1 1/4	- 9.34	13 3/8	8	5	2,995	36,314
METROMEDIA	MET	N	13 5/8	15	- 1 3/8	- 9.16	15	4 1/2	10	6,553	89,284
MULTIMEDIA	MMED	O	13 3/4	14	- 1/4	- 1.78	14 1/4	8 3/4	9	4,389	60,348
NEW YORK TIMES CO.	NYKA	A	13 1/4	14 1/2	- 1 1/4	- 8.62	14 1/2	6 7/8	8	10,231	135,560
OUTLET CO.	OTU	N	15 1/2	15 7/8	- 3/8	- 2.36	62	7	6	1,381	21,405
POST CORP.	POST	D	7 1/2	6 1/4	+ 1 1/4	+ 20.00	15 1/2	4 3/4	30	870	6,525
PSA	PSA	N	4 3/4	5 1/4	- 1/2	- 9.52	10	1 1/2	10	3,181	15,109
REEVES TELECOM	RBT	A	2 1/4	1 3/4	+ 1/2	+ 28.57	2 1/4	5/8	9	2,376	5,346
ROLLINS	RDL	N	19 1/2	21	- 1 1/2	- 7.14	22	6 1/2	14	13,341	260,149
RUST CRAFT	RUS	A	7	7 7/8	- 7/8	- 11.11	10 1/4	5 1/8	5	2,328	16,296
SAN JUAN RACING	SJR	N	10	11 3/8	- 1 3/8	- 12.08	13 3/8	5 1/2	7	2,509	25,090
SCHERING-PLOUGH	SGP	N	54 1/2	56	- 1 1/2	- 2.67	74 3/8	44 3/4	23	53,920	2,938,640
SONDERLING	SDR	A	7 1/8	7 1/4	- 1/8	- 1.72	10	3 1/2	5	727	5,179
TECHNICAL OPERATIONS	TO	A	5 1/8	5	+ 1/8	+ 2.50	6 3/4	2 3/8	6	1,344	6,888
TIMES MIRROR CO.	TMC	N	19	19 1/8	- 1/8	- .65	19 1/2	9 1/4	11	31,385	596,315
WASHINGTON POST CO.	WPO	A	27 1/4	28 1/8	- 7/8	- 3.11	28 3/4	14 3/4	9	4,751	129,464
WOMETCO	WDM	N	14 1/2	16 7/8	- 2 3/8	- 14.07	16 7/8	6 1/4	9	5,775	83,737
TOTAL										370,802	8,448,317
<b>Cablecasting</b>											
AMECO**	ACD	D	3/8	3/8		.00	1 7/8	1/8		1,200	450
AMER. ELECT. LABS	AELBA	D	2	2 1/8	- 1/8	- 5.88	2 1/8	1/2	15	1,672	3,344
AMERICAN TV & COMM.	AMTV	O	16	15	+ 1	+ 6.66	19 1/4	5 1/2	29	3,313	53,008
ATHENA COMM.** *		O	1/4	1/4		.00	3 1/2	1/8		2,125	531
BURNUP & SIMS	BSIM	D	6 1/2	6 3/4	- 1/4	- 3.70	24 1/8	2 1/2	12	8,268	53,742
CABLECOM-GENERAL	CCG	A	6 7/8	6 1/2	+ 3/8	+ 5.76	7 1/4	1 1/2	13	2,560	17,600
CABLE FUNDING	CFUN	D	6	6		.00	7 3/8	3 7/8	150	1,121	6,726
CABLE INFO.		O	1/4	1/4		.00	1 1/4	1/8	1	663	165
COMCAST		O	3	3		.00	3 1/4	3/4	13	1,708	5,124
COMMUNICATIONS PROP.	COMU	O	2 1/4	2 1/2	- 1/4	- 10.00	3 1/2	1	14	4,761	10,712
COX CARLE	CXC	A	11 5/8	13	- 1 3/8	- 10.57	15 7/8	3 3/4	18	3,560	41,385
ENTRON	ENT	O	1 1/4	1	+ 1/4	+ 25.00	1 1/4	3/8	9	1,358	1,697
GENERAL INSTRUMENT	GRL	N	12 1/8	13 1/4	- 1 1/8	- 8.49	17 1/8	5/8	8	7,201	87,312



Stock symbol	Exch.	Closing Wed. July 23	Closing Wed. July 16	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
GENERAL TV	D	5/8	5/8		.00	1 1/2	1/4	31	1,000	625	
SCIENTIFIC-ATLANTA	SFA	16 3/8	15 3/8	+ 1	+ 6.50	17 3/8	4	14	963	15,769	
TELE-COMMUNICATION	TCOM	3 7/8	3 5/8	+ 1/4	+ 6.89	5 3/4	7/8	2	5,181	20,076	
TELEPROMPTER	TP	7 3/8	8 1/4	- 7/8	- 10.60	9	1 3/8	16	16,013	118,095	
TIME INC.	TL	57 1/2	59 1/4	- 1 3/4	- 2.95	59 1/4	24 7/8	12	9,960	572,700	
TDCOM	TDCM	2 1/4	2 1/4		.00	4 7/8	1 3/4	5	634	1,426	
UA-COLUMBIA CARLF	UACC	9 3/4	9 3/4		.00	12 3/4	3 3/4	14	1,695	16,526	
UNITED CABLE TV	UCTV	3	2 3/4	+ 1/4	+ 9.09	4 5/8	1/4	6	1,879	5,637	
VIACOM	VIA	8 1/4	9 1/4	- 1	- 10.81	9 1/4	2 5/8	11	3,665	30,236	
VIKOA**	VIK	1 7/8	2	- 1/8	- 6.25	4	1/2	1	2,534	4,751	
TOTAL									83,034	1,067,637	
<b>Programming</b>											
COLUMBIA PICTURES	CPS	N	7 3/8	8 3/8	- 1	- 11.94	9 1/2	1 5/8	28	6,748	49,766
DISNEY	DIS	N	47 1/2	52 3/4	- 5 1/4	- 9.95	54 3/4	18 3/4	26	29,755	1,413,362
FILMWAYS	FWY	A	5 1/8	5 1/2	- 3/8	- 6.81	6	2 1/8	7	1,792	9,184
FOUR STAR			3/8	3/8		.00	1 3/8	1/8	1	666	249
GULF + WESTERN	GW	N	40 5/8	42 1/2	- 1 7/8	- 4.41	42 1/2	18 3/8	6	14,470	587,843
MCA	MCA	N	73 1/2	78 1/2	- 5	- 6.36	81	19 1/4	10	8,477	623,059
MGM	MGM	N	15 3/4	17 5/8	- 1 7/8	- 10.63	32 1/2	9 1/4	7	12,180	191,835
TELE-TAPE** *	D		1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.	D		4 1/8	4 1/8		.00	5	1 1/4	9	943	3,889
TRANSAMERICA	TA	N	9	9 5/8	- 5/8	- 6.49	10 3/8	5 1/2	14	64,945	584,505
20TH CENTURY-FDX	TF	N	13 3/8	12 3/4	+ 5/8	+ 4.90	14 7/8	4 1/2	13	7,532	100,740
WALTER READE**	WALT	D	3/8	3/8		.00	1/2	1/8		4,467	1,675
WARNER	WCI	N	18 3/8	20 7/8	- 2 1/2	- 11.97	20 7/8	6 7/8	7	15,139	278,179
WRATHER	WCO	A	4 1/8	4 5/8	- 1/2	- 10.81	8 1/8	1 1/4	8	2,229	9,194
TOTAL									171,533	3,854,027	
<b>Service</b>											
BDDO INC.	BDDO	O	17	19 1/4	- 2 1/4	- 11.68	19 1/4	9 7/8	7	2,513	42,721
COMSAT	CO	N	41 7/8	43 5/8	- 1 3/4	- 4.01	46	23 3/4	9	10,000	418,750
DOYLE DANE BERNBACH	DOYL	O	11 7/8	11 3/4	+ 1/8	+ 1.06	11 7/8	5 5/8	7	1,816	21,565
ELKINS INSTITUTE** *	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237
FODTE CONE & BELDING	FCB	N	8 3/4	8 3/4		.00	11 1/4	5 3/8	6	2,009	17,578
GREY ADVERTISING	GREY	O	7 3/8	7 1/2	- 1/8	- 1.66	8 3/8	5 5/8	4	1,213	8,945
INTERPUBLIC GROUP	IPG	N	18 1/8	19	- 7/8	- 4.60	19	8 1/8	6	2,249	40,763
MARVIN JOSEPHSON	MRVN	O	8 3/8	9 3/4	- 1 3/8	- 14.10	9 3/4	3 1/4	6	1,800	15,075
MCI COMMUNICATIONS	MCIC	D	3 1/4	3 3/8	- 1/8	- 3.70	4 1/2	1		13,339	43,351
MOVIELAR	MOV	A	1 5/8	1 5/8		.00	1 3/4	1/2	9	1,407	2,286
MPO VIDEOTRONICS	MPO	A	3 7/8	4	- 1/8	- 3.12	4	1	22	537	2,080
NEEDHAM, HARPER	NDHMA	O	5 1/2	5 3/8	+ 1/8	+ 2.32	7 1/2	3 5/8	8	892	4,906
A. C. NIELSEN	NIELB	D	18 1/4	20 1/2	- 2 1/4	- 10.97	28	7 3/8	17	10,598	193,413
OGILVY & MATHER	OGIL	O	19 1/2	20	- 1/2	- 2.50	23 1/2	10	6	1,805	35,197
J. WALTER THOMPSON	JWT	N	7 5/8	8 1/2	- 7/8	- 10.29	12	4 1/4	10	2,649	20,198
UNIVERSAL COMM.*		O	1/4	1/4		.00	3/4	1/8		715	178
TOTAL									55,439	867,243	
<b>Electronics/Manufacturing</b>											
AMPEX	APX	N	6 3/4	7 1/8	- 3/8	- 5.26	8 3/8	2 1/4	7	10,885	73,473
CCA ELECTRONICS*	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC	CEC	A	2	1 7/8	+ 1/8	+ 6.66	2 1/8	1	10	2,319	4,638
CDHU, INC.	CDH	A	3	3 1/4	- 1/4	- 7.69	3 7/8	1 1/4	33	1,617	4,851
CONRAC	CAX	N	20 5/8	21	- 3/8	- 1.78	21 3/4	10	9	1,261	26,008
EASTMAN KODAK	EASKD	N	35 3/8	40 1/2	- 7 1/8	- 6.95	40 1/2	63	24	161,347	15,388,470
GENERAL ELECTRIC	GE	N	49 3/8	50 1/2	- 1 1/8	- 2.22	65	30	16	182,885	9,029,946
HARRIS CORP.	HRS	N	25 3/8	25 3/4	- 3/8	- 1.45	33 1/2	13 1/8	363	6,152	156,107
HARVEL INDUSTRIES*	HARV	O	6 1/2	6 1/2		.00	9	2 1/2	41	480	3,120
INTERNATIONAL VIDEO	IVCP	O	2 5/8	3 3/8	- 3/4	- 22.22	7 1/2	1 1/4	5	2,730	7,166
MAGNAVOX	MAG	N	8 7/8	8 3/4	+ 1/8	+ 1.42	9 7/8	3 3/4	8	17,799	157,966
MICROWAVE ASSOC. INC	MAI	N	18 3/4	22 3/4	- 4	- 17.88	24 7/8	9 3/4	9	1,320	24,750
3M	MMM	N	57 1/2	61 1/8	- 3 5/8	- 5.93	60 1/2	7 5/8	29	114,240	6,568,800
MOTOROLA	MOT	N	50	51 3/4	- 1 3/4	- 3.38	61 7/8	34 1/8	23	28,191	1,409,550
OAK INDUSTRIES	DEN	N	9	10 5/8	- 1 5/8	- 15.29	12 7/8	5 1/4	3	1,639	14,751
RCA	RCA	N	18 1/4	20 5/8	- 2 3/8	- 11.51	21 1/2	9 7/8	14	74,484	1,359,333
ROCKWELL INTL.	ROK	N	24 1/4	24 1/2	- 1/4	- 1.02	28 3/8	18 3/8	7	30,802	746,948
RSC INDUSTRIES	RSC	A	2 1/8	2 1/8		.00	2 1/4	1/2	7	3,440	7,310
SONY CORP.	SNE	N	11 3/8	12 1/8	- 3/4	- 6.18	29 7/8	4 3/4	30	172,500	1,962,187
TEKTRONIX	TEK	N	38	41	- 3	- 7.31	47 3/4	18 1/2	13	8,671	329,498
TELEMATION	TIMT	O	1	1		.00	2 3/4	1	6	1,050	1,050
VARIAN ASSOCIATES	VAR	N	15 7/8	15 1/4	+ 5/8	+ 4.09	17 3/4	6	15	6,838	108,553
WESTINGHOUSE	WX	N	18	19 3/4	- 1 3/4	- 8.86	26	8 1/2	50	86,989	1,565,802
ZENITH	ZE	N	26 1/4	27 5/8	- 1 3/8	- 4.97	31 5/8	10	109	18,797	493,421
TOTAL									937,317	39,443,808	
GRAND TOTAL									1,696,268	56,133,049	

Standard & Poor's Industrial Average

101.1

106.2

-5.1

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Coast Stock Exchange

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.

\*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.

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

Company	Period/Ended	CURRENT AND CHANGE				YEAR EARLIER		
		Revenues	Change	Net Income	Change	Revenues	Net Income	Per Share
Bartell Media.....	yr 12/31	32,460,904	- 2.1%	(3,704,491)	*	33,148,935	(1,470,631)	(.65)
Comsat.....	6 mo. 6/30	71,065,000	+ 12%	24,320,000	+ 16%	63,322,000	21,013,000	2.10
Disney.....	9 mo. 6/30	347,098,000	+ 24%	37,012,000	+ 33%	279,312,000	27,737,000	93
Dun & Bradstreet.....	6 mo. 6/30	271,741,000	+12.8%	20,490,000	+ 3%	240,908,000	19,895,000	.76
Harte-Hanks.....	6 mo. 6/30	42,416,000	+ 15%	3,597,000	+ 21%	37,009,000	2,961,000	.68
Kansas State Network.....	3 mo. 5/31	2,894,619	+ 90%	356,345	+11.2%	2,657,619	320,426	.18
Metromedia.....	6 mo. 6/29	100,727,211	+10.4%	5,519,631	*	96,671,900	1,972,251	.30
MGM.....	9 mo. 5/31	190,230,000	+ 9%	24,537,000	+ 57%	174,924,000	15,600,000	1.05
Taft.....	3 mo. 6/30	24,437,848	+ 4%	2,004,487	- 38%	23,445,995	3,231,097	.81 <sup>1</sup>
Tele-Communications.....	6 mo. 6/30	19,555,000	+ 16%	(499,000)	*	16,903,000	(2,356,000)	(.49)
Viacom.....	6 mo. 6/28	19,799,000	+ 13%	1,417,000	+ 17%	17,471,000	1,212,000	.32
Zenith.....	6 mo. 6/30	399,000,000	- 13%	5,700,000	- 36%	458,200,000	10,100,000	.54

\*Change too great to be meaningful

<sup>1</sup>Includes nonrecurring gain of .10 from sale of Australian subsidiary.

## Fates & Fortunes

### Media

**Pierre DesRoches**, assistant chief operating officer, Candian Broadcasting Corp., Ottawa, elected executive VP, CBC.

**John Sadowski**, chief accountant and secretary, Woods Communications Corp., Winston-

Salem, N.C., assumes additional duties as general manager, WRUN(AM) Utica, N.Y. **Gordon Hood**, general manager, WRUN, named to same post, WSSB(AM) Durham, N.C., succeeding **J. Mitchell Russell**. **John Woods**, president of parent company, assumes general manager post at WTOB(AM) Winston-Salem, replacing **Charles Westbrook**. **Bill McQuage**, program director, WTOB, named operations manager. All are Woods Communications stations.

**John Soller**, local sales manager, WKRC(AM) Cincinnati, named general manager of affiliated WKRF(FM) Cincinnati.

**Paul Porvaznik**, former manager, Chicago office of CBS Radio Spot Sales, named executive VP-general manager, KFJH(AM) and KBRA(FM) Wichita, Kan.

**Peter Dupont**, graduate of Wharton Graduate School of Business, University of Pennsylvania, Philadelphia, named manager of administration, WCBS-AM-FM New York.

**Wes Meyers**, station manager, KUIC(FM) Vacaville, Calif., named operations manager, KPRO(AM) and KPIP(FM) Roseville, Calif. He is succeeded by **John Hart**, sales manager, KUIC.

**Gary R. Drum**, copy and production director, WEZK(FM) Knoxville, Tenn., named creative director, WATO(AM)-WUUU(FM) Oak Ridge, Tenn.

**Diane Blumenthal**, graduate of Harvard Business School, named press and publicity associate, NBC, New York.

Colorado Broadcasters Association's newly elected officers: **Al Perry**, KOSI-AM-FM Aurora, president; **Carl Q. Anderson**, KREX-AM-FM-TV Grand Junction, president-elect; **George Jeffrey**, KKTV(TV) Colorado Springs, and **Gene Koehn**, KCSJ(AM) Pueblo, directors.

**Joseph C. Drilling**, KJEO(TV) Fresno, was elected chairman of the California Broadcasters Association. Mr. Drilling succeeds **Don Curran**, Kaiser Broadcasting Co. Other officers elected: **Frank McLaurin**, KSRO(AM) Santa Rosa, vice chairman; **Russ Coughlan**, KGO-TV San Fran-

cisco, vice chairman-TV; **George Nicholaw**, KNX(AM) Los Angeles, vice chairman-radio; Theodore J. Wolf, KGMS(AM) Sacramento, secretary-treasurer.

### Broadcast Advertising

**George E. Davidson**, sales manager, KRON-TV San Francisco, named general sales manager, succeeding **Paul Wischmeyer** appointed VP-general manager of commonly owned WOWT(TV) Omaha, Neb. (BROADCASTING, July 14). Other KRON-TV appointments: **James Smith**, local-regional sales manager, named national sales manager; **James Myers**, account executive, named local sales manager.

**Dennis J. Berger**, creative supervisor of BBDO, New York, **Robert A. McVeigh**, treasurer, and **Charles R. Miesmer**, creative supervisor, elected VP's.

**Richard D. Mendelson**, VP and treasurer of Peetry Television, New York, appointed VP and director of corporate development of The Katz Agency. **Gordon H. Hastings**, director of new business development for Katz, named divisional VP of Katz Radio and Television.

**Georgette Houghton**, account executive, NBC Spot Sales, named sales manager, WFLD-TV Chicago.

**William C. Strong**, sales manager, KPPIX-TV San Francisco, named general sales manager, KDKA-TV Pittsburgh. Both are Westinghouse stations.

**Kevin O'Brien**, account executive, WNEW-TV New York, named general sales manager, WTCN-TV Minneapolis. Both are Metromedia stations.

**Ted Gary Moore**, with WRBQ(FM) Tampa, Fla., named local sales manager.

**Jerry Thomas**, announcer, WKRC(AM) Cincinnati, named local sales manager.

**Charles Bachrach**, account supervisor in broadcast department of Ogilvy & Mather, New York, elected VP.

**Leonard J. Lieboff**, senior associate, Vitt

**Anchormen  
News Directors  
Program Directors  
Sports Reporters  
Sales Managers  
Meteorologists  
Promotion Directors  
News Reporters  
Executive Producers  
News Producers  
General Managers**

We've placed some of the best professionals in television station operation in their present jobs. In all size markets. From the smallest to the Top Ten, and in all parts of the country.

Just call us, tell us what you're looking for, and we'll go to work. Free. No fee is paid until we find the right person for the position and you hire our candidate.

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**Sherlee Barish**  
**(212) 355-2672**

Broadcast Personnel Inc.  
527 Madison Avenue, N.Y.C. 10022

Media International Inc., New York, elected VP and senior associate.

**Kenneth S. Kagen**, director of research, TeleRep, New York, named director of research and promotion, H-R Television, New York. **C. William Coldwell**, salesman, H-R Television, New York, named VP/sales manager, Television Two, H-R Television.

**Richard Barlow**, with Parkson Advertising Agency, New York, elected VP-television and radio production.

**Victor Ferrante** and **Richard Goldstein**, divisional VP's, Katz Television, New York, elected regional sales VP's for Midwest and Eastern sales, respectively.

**James Brytowski** and **Richard Hazlett**, associate creative directors, Needham, Harper & Steers, Chicago, elected VP's. **Pat Edwards**, research supervisor, NH&S, Chicago, named associate research director. **Dale Lampertz**, **Belle Mest** and **Tom Watkins**, research associates, NH&S, Chicago, named research supervisors.

**Fern Volkman**, assistant in public relations and promotion departments, Clinton E. Frunk, San Francisco, named director of promotions.

**Joy Spracklin**, media planner-supervisor, Lee King Partners, Chicago, named to same post, W.B. Doner & Co., Baltimore.

**Bruce A. Braun**, account executive, CBS-owned KNXT(TV) Los Angeles, named Western manager, CBS/FM Sales, Los Angeles.

**Keith Gould**, VP and art-TV group head, McCaffrey & McCall, New York, named associate creative director, Kenyon & Eckhardt, New York.

**Richard Craiglow**, account supervisor, Tracy-Locke Advertising and Public Relations, Dallas, named management supervisor. **Lawrence H. Spiegel**, director of media planning, Tracy-Locke Advertising, named media director.

**William P. Hamilton**, creative group head, Ketchum, MacLeod & Grove, Pittsburgh, elected VP.

**Basil D. Storrs Jr.**, sales executive, WVEZ(FM) Louisville, Ky., named local sales manager, WIAS-FM Louisville.

**Dick Gideon**, VP-sales strategy division, Blair Television, New York representative firm, has formed his own consultation firm. Dick Gideon Enterprises, 230 Mamaroneck Road, Scarsdale, N.Y. 10583, (914) 723-5722.

## Programming



Castell

Angels. Mr. Shayne succeeds **Ethel Winant**,

**George C. Castell**, vice president and treasurer, Viacom International, New York, named to newly created post of VP-corporate development, designed to speed corporate expansion.

**Alan Shayne**, director of creative affairs, Warner Bros., named VP-talent, CBS Television Network, Los

who resigned to join Children's Television Workshop.

**Terry M. Keegan**, VP-program development, NBC-TV, Burbank, Calif., named VP-creative affairs, Paramount Television Division, Hollywood.

**Alan Silverbach**, VP-worldwide syndication, named senior VP, 20th Century-Fox Television, Hollywood.



Silverbach

Tebet

**David W. Tebet**, VP in charge of talent, NBC-TV New York for 15 years, elected senior VP.

**Lewis R. Hunter**, manager-motion pictures for television, NBC-TV Network, Burbank, Calif., named director, program development.

**Michael Rollens**, co-producer of *The Mike Douglas Show*, Group W Productions, named director of daytime program development, NBC-TV. **Lorna Bitensky**, senior administrator, NBC-TV, named director, program and talent negotiation, NBC-TV New York. **Sil Caranchini**, production manager, NBC-TV, named manager, unit managers, Burbank. **Sil Caranchini**, production manager, NBC-TV, named manager, unit managers, Burbank. **James W. Moore**, manager, program budgets and financial administration, business affairs, West Coast, NBC-TV, Burbank, named manager, film production, business affairs, NBC Television Network there.

**Don Ringe**, news producer, KABC-TV Los Angeles, named executive producer, WNAC-TV Boston.

**Geoffrey Fischer**, casting director, Universal Television, named casting department head.

**Richard Brockway**, post-production supervisor, named executive editorial supervisor, Quinn Martin Productions, Los Angeles. Other QM promotions: **John Elizalde**, music supervisor, to executive music supervisor; **Kenneth Wilhoit**, dubbing supervisor, to executive post-production supervisor in charge of all dubbing.

**Dick Kent**, assistant VP and program director, WLAC(AM) Nashville, elected VP.

**Norman Powell**, creator and co-producer of *Bob Crane Show* (NBC), named executive producer, CBS Television Network, Hollywood.

## Broadcast Journalism



Scali

**John Scali**, former U.S. ambassador to United Nations, will return to ABC News in September ("Closed Circuit," July 21). Officials said he will be correspondent, based in Washington, but that final details of his assignment and signing of contract await his return from vacation.

**Ted Kavanau**, managing news editor, WPIX-TV New York, named managing editor, WABC-TV New York.

**Cynthia Samuels**, assistant foreign editor, CBS News, New York, named to newly created position of assistant New York bureau manager.

**Charles L. Woolsey**, managing editor and news editor, ABC News, Washington bureau, named manager, CBS News bureau, Beirut, Lebanon.

**Tenold R. Sunde**, producer-writer, CBS News, New York, named director of editorials, WCBS-AM-FM New York.

**Ed Tobias**, reporter and anchorman, WASH(FM) Washington, named news director.

**Carolyn Wean**, assistant news director, WJZ-TV Baltimore, named to same post, WBZ-TV Boston. Both are Westinghouse stations.

**John Kline**, assignment editor, KOMO-TV Seattle, named assistant news director.

**Dave Walker**, news director, WESH-TV Daytona Beach, Fla., named anchorman, KOVR(TV) Stockton, Calif.

**Frank Van Cleave**, host and co-producer of public affairs programs, KCST-TV San Diego, named director of broadcast affairs.

**Edward Merton Fishel**, local broadcast editor, Washington bureau of Associated Press, named news operations manager, WMAL-AM-FM Washington. **Joy Epps**, writer-researcher, WMAL-AM-FM's public affairs department, named public affairs director.

**Peter Nolan**, reporter, WMAQ-TV Chicago, named general assignment reporter, WBBM-TV Chicago.

**JoAnn Smith-Jackson**, formerly with WGCL(FM) Cleveland, named newscaster, WWDC(AM) Washington.

**James F. Ruddle**, reporter and anchorman, noncommercial WTTW(TV) Chicago, named senior editor and correspondent.

**Stephen Handelsman**, reporter, WHFV-TV Fredericksburg, Va., named general assignment reporter, WLWT(TV) Cincinnati.

**Stephen Kroft**, reporter, WSYR-AM-FM-TV Syracuse, N.Y., named reporter, WJXT(TV) Jacksonville, Fla.

**Andy Gastmeyer**, reporter, WAVY-TV Norfolk, Va., named correspondent, TVN's Washington bureau.

**Ernest De Camp**, news director, KWTO-AM-FM Springfield, Mo., named to same post. **KGBX(AM) Springfield**. **Randy Sissel**, graduate, Missouri School of Journalism, joins KGBX as reporter.

## Cable

**Mark W. Cutten**, customer services coordinator, Hughes Television Network, New York, named to newly created position of communications coordinator, Home Box Office Inc., New York.

**William O. Mays**, Valparaiso (Ind.) University graduate, named manager of Lincoln Cablevision, Lincoln, Ill., affiliate of Continental Cablevision Inc.

Newly elected to board of Community Antenna Television Association, Oklahoma City, are: **Jim Kimrey**, Magnolia CATV, Magnolia, Ark.;

**Carl Schmauder**, Lincoln TV System Inc., Lincoln City, Ore., and **Ben Willie**, TVIQ Inc., Eagle Grove, Iowa.

## Equipment & Engineering

**George P. Sampson**, senior VP, Communications Satellite Corp.'s international division, Washington, retires today (July 28). Mr. Sampson will be succeeded by **H. William Wood**, assistant VP-operations, who becomes VP, U.S. Intelsat division in charge of operations, and **Martin J. Votaw**, assistant VP-engineering, who becomes VP of Intelsat management division.

**Meade Sutterfield**, assistant to VP-corporate marketing, Scientific-Atlanta Inc., Atlanta, named manager of instrumentation engineering liaison, European operations, based in London.

**James P. Rodgers**, video-tape recorder product specialist, International Video Corp., Sunnysvale, Calif., named VTR product manager.

**Frank N. Cambria**, engineering supervisor, WSNL-TV Patchogue, N.Y., named assistant manager, Eastern service center, Harris Corp.

**Joseph Ewansky**, regional sales manager, Philips Broadcast Equipment Corp., Montvale, N.J., named to same post for Northeast region, Robert Bosch Corp., Saddle Brook, N.J. marketer of TV camera systems and accessories. **Robert Blair**, product line manager, Philips Broadcast Equipment Corp., named product manager, Bosch Corp.

**Walter A. Shubin**, branch manager, Telemation Inc., Los Angeles, named Western regional sales manager, CMX Systems, Los Angeles.

**H. Warren Gieffers**, manager of business development for Japan, Motorola Inc., elected

president, electronics division, Oak Industries Inc., Crystal Lake, Ill.

## Allied Fields

**Avram Butensky**, senior VP, Dancer-Fitzgerald-Sample, New York, elected president of International Radio and Television Foundation Inc., educational and funding arm of International Radio and Television Society. **Joseph Dougherty**, president of broadcast division, Capital Cities Communications Inc., elected VP.

**Walter K. Scott**, former executive director, Radio Liberty, Munich, named to newly created position of executive VP of both Radio Liberty and Radio Free Europe, based in Munich, with responsibility for all European operations.

**Max D. Paglin**, 61, one-time FCC general counsel, retires July 31 from staff of Atomic Energy Commission. He will become communications consultant.

**A. Prose Walker**, one-time director of engineering for National Association of Broadcasters and chief of Amateur and Citizens Division of FCC's Safety and Special Radio Service Bureau, Washington, since 1971, retires from commission at end of this month.

**Jim Cohen**, deputy assistant director, division of national advertising, Federal Trade Commission and head of nutritional advertising rule study, will resign or take leave from commission by Sept. 1.

**Richard K. Doan**, *TV Guide* columnist and staff writer, retired July 25 on reaching age 65, after nine years at *Guide* in career that also included service as TV-radio columnist of old *New York Herald-Tribune*, program director of WCBS-TV

New York, VP of C.E. Hooper ratings firm, writer for AP, *Television* magazine and other publications.

**Douglas A. Smith**, VP-general manager, WFBC-TV Greenville, S.C., elected chairman, South Carolina Arts Commission, state agency charged with promoting arts.

**Bob McBride**, station manager, WJBK-TV Detroit, received honorary doctor of science in business administration degree from Cleary College, Ypsilanti, Mich.

## Deaths

**Walter B. Haase**, 68, retired vice president and general manager of WDRG(AM) Hartford, Conn., of which he was also a co-founder, died July 19 at Hartford Hospital. Survivors include his wife, Margaret, and one son, Richard.

**Robert E. Early**, 49, formerly correspondent for U.S. Information Agency and later on government relations staff, CBS, Washington, died July 21 of kidney failure at Veterans Administration hospital, Washington. Mr. Early was nephew of late Stephen Early, press secretary to President Franklin Roosevelt. He is survived by his wife, Carmalita, and children, Charles and Jacqueline.

**Rodney A. Huggan**, 26, former general manager, noncommercial WGLS(FM) Glassboro, N.J., and announcer at WWBZ(AM) Vineland, N.J., died July 14 following extended illness. He is survived by his wife, Janet, and one daughter.

**Paul M. Lund**, 50, vice president in charge of public relations and employe information, American Telephone & Telegraph Co., died of cancer July 17 in New York Hospital. He is survived by his wife, Virginia, and five children.

# For the Record®

As compiled by BROADCASTING, July 14 through July 18 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New stations

### TV application

■ St. Cloud, Minn.—Northwest Theater Corp. seeks ch. 41 (632-638 mhz); ERP 1000 kw vis., 200 kw aur., HAAT 757 ft.; ant. height above ground 800 ft. P.O. address: Central Ave., Chippewa Falls, Wis. 56301. Estimated construction cost \$1,153,000; first-year operating cost \$350,000; revenue 480,000. Legal counsel not given; consulting engineer John B. Heffelfinger. Principals: Merle Harberts (52%) et al, will build dinner theatre to finance construction of station. Ann. July 16.

### TV actions

■ Fayetteville, Ark.—Arkansas Educational Televi-

sion Commission. Broadcast Bureau granted VHF ch. 13 (210-216 mhz); ERP 297.5 kw vis., 59.5 aur. HAAT 1,687 ft.; ant. height above ground 1,349 ft. P.O. address: c/o Lee Reaves, 350 S. Donaghey Street, Conway, Ark. 72032. Estimated construction cost \$995,383; first-year operating cost \$55,600. Legal counsel Pierson Bell & Dowd, Washington; consulting engineer Oscar Reed, Principal: Lee Reaves, director (BPET-491).

■ \*Fresno, Calif.—Fresno County Board of Education. Broadcast Bureau granted UHF ch. 18 (494-500 mhz); ERP 513 kw vis., 51.3 aur. HAAT 2,223 ft.; ant. height above ground 245 ft. P.O. address: 2314 Mariposa Street, Fresno 93721. Estimated construction cost \$574,113; first-year operating cost \$220,321; revenue none. Consulting engineer Jacob H. Wiens, Woodside, Calif. Principals: Ernest A. Poore is superintendent of Fresno County Board of Education. (BPET-480). Action July 10.

■ \*St. Cloud, Minn.—Minnesota Independent School District. Broadcast Bureau granted ch. 25 (536-542 mhz); ERP 575 kw vis., 115 kw aur., HAAT 560 ft.; ant. height above ground 609 ft. P.O. address: 13th Ave. & 7th St. S., St. Cloud 56301. Estimated construction cost \$630,226; first-year operating cost \$149,615. Legal counsel Howard Donahue, St. Cloud; consulting engineer Wayne Mayer. Principal: Kermit L. Eastman, superintendent of schools (BPET-426). Action July 11.

### AM action

■ Huron, S.D.—Dakota Communications Ltd. Broadcast Bureau granted 1190 khz, 500 w-D. P.O. address: 215 West Broadway, Pierre, S.D. 57501. Estimated construction cost \$37,159; first-year operating cost

\$99,060; revenue \$98,000. Principals: Thomas C. Adams (75%), Pierre attorney, and wife Patricia A. Adams (25%). Action July 8.

### AM licenses

Broadcast Bureau granted following licenses covering new stations:

■ WJEB Gladwin, Mich., Gladwin Broadcasting Co. (BL-13859). Action July 14.

■ WPUP Bay St. Louis, Miss., Bay Broadcasting Corp. (BL-13622). Action July 16.

### FM applications

■ Anchorage—Christian Voice of Alaska seeks 100.5 mhz, 25 kw., HAAT —307.5 ft. P.O. address: 3824 De Barr Rd., Anchorage 99504. Estimated construction cost \$49,750; first-year operating cost \$56,000; revenue \$126,380. Format: gospel. Principals: Jack D. Gwaltney, Jerry W. Nichols and Bret R. Allard (33 1/3% each) Mr. Gwaltney is insurance agent, Mr. Nichols is director of communication for airline and former chief engineer for KJNP(AM) North Pole, Alaska, and Mr. Allard is petroleum engineer. Ann. July 15.

■ Mariposa, Calif.—Mariposa Broadcasting seeks 104.7 mhz, 1.4 kw., HAAT 2,079 ft. P.O. address: 5194 Park Ave., Mariposa 95338. Estimated construction cost \$68,700; first-year operating cost \$65,536; revenue \$65,700. Format: MOR country. Principals: Robert C. and Wanda E. Hughes (26% each), Larry E. Milliken, Charles S. Hughes and Paul E. Brown (16% each). Robert Hughes is real estate salesman and earth moving contractor and employs his wife, Wanda and son Charles. Charles Hughes and Mr. Milliken are part



time announcers for KAMB(FM) and KWIP(AM) both Merced, Calif. Paul E. Brown is chief engineer for KAMB(FM). Ann. July 15.

#### FM actions

- Broadcast Bureau granted following CP modifications to extend completion to date shown: KIKO-FM Globe, Ariz.—To Dec. 13, 1975 (BMPH-14510); WSKG-FM Binghamton, N.Y.—To Jan. 10, 1976 (BMPEG-1262).
- Copperas Cove, Tex.—Application by Cove Broadcasting Co. for new FM on 103.1 mhz returned. Channel not available in that area. Ann. July 14.

#### FM starts

- KCOL-FM Fort Collins, Colo.—Authorized program operation on 107.9 mhz. ERP 100 kw, HAAT 470 ft. Action July 2.
- WSNT-FM Sandersville, Ga.—Authorized program operation on 94.3 mhz. ERP 3 kw, HAAT 185 ft. Action June 30.
- \*WIDR Kalamazoo, Mich.—Authorized program operation on 89.1 mhz. TPO 10 w. Action June 27.
- WLKM-FM Three Rivers, Mich.—Authorized program operation on 95.9 mhz. ERP 3 kw, HAAT 290 ft. action July 1.
- WXLY Bay Springs, Miss.—Authorized program operation on 93.5 mhz. ERP 3 kw, HAAT 140 ft. Action June 30.
- KIBC Ogallala, Neb.—Authorized program operation on 93.5 mhz. ERP 3 kw, HAAT 300 ft. Action July 3.
- KPAS El Paso, Tex.—Authorized program operation on 93.9 mhz. ERP 100 kw, HAAT 980 ft. Action July 2.
- WYVA-FM Yorktown, Va.—Authorized program operation on 94.1 mhz. ERP 50 kw, HAAT 500 ft. Action July 2.

#### FM licenses

Broadcast Bureau granted following licenses covering new stations:

- \*KDUR Durango, Colo., Fort Lewis College (BLED-1399). Action July 16.
- WFPR-FM Hammond, La., Airweb Inc. (BLH-6367). Action July 16.
- \*WSHL-FM Eason, Mass., Stonehill College (BLED-1305). Action July 16.
- WATW-FM Ashland, Wis., WATW-FM Inc. (BLH-5800). Action July 16.

## Ownership changes

#### Applications

- KPBA(AM) Pine Bluff, Ark. (AM: 1590 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Radio Pine Bluff to KPBA Inc. for \$155,000. Sellers: Bruce and John K. Gresham own WJPR(AM) Greenville, Miss. Buyers: Larry S. Tabor (30%) is executive director of nursing home and real estate broker, Frank M. Deramus (30%) is attorney in Mississippi. Dan W. Curran (30%) is pharmacist and part owner of drugstores in Mississippi. Dan D. Moulds (10%) is general manager of WMBC(AM)-WJWF(FM) Columbus, Miss. Ann. July 15.
- KIFM(FM) Bakersfield, Calif. (96.5 mhz, 39 kw)—Seeks assignment of license from Faith Center to International Church of the Four Square Gospel for \$150,000. Seller: Faith Center, R.A. Schoch, president, is licensee of KHOF(FM) Los Angeles-KHOF-TV San Bernardino, Calif., KVOF-TV San Francisco and is in process of selling WHCT(TV) Hartford, Conn. (see below). Buyer: Nonstock, nonprofit corporation is licensee of KFSG(FM) Los Angeles. Ralph K. McPherson is president. Ann. July 15.
- KIOT(AM) Barstow, Calif. (AM: 1310 khz, 5 kw-D)—Seeks assignment of license from Prudential Broadcasting Co. to Joshua Tree Broadcasting Co. for \$19,000. Mortgage is to be assumed by buyer. Seller: John Parker, president. Buyers: A.C. Royden Stone and Noma L. Stone (50% each). Mr. Stone has interest in program supplier for pay TV and is general manager of cable TV company. Mrs. Stone is corporate secretary. Ann. July 15.
- WHCT-TV Hartford, Conn. (ch. 18)—Seeks assignment of CP from Faith Center to The Christian Broadcasting Network for assumption of notes worth \$462,619 and settlement of claims of \$277,181. Seller:

Faith Center (see KIFM(FM) Bakersfield, Calif., above). Buyer: The Christian Broadcasting Network is nonprofit, nonstock corporation. M.G. Robertson, president. Network has extensive broadcast interests including WYAH-TV Portsmouth, Va., WHAE-TV Atlanta, WXNE-TV Boston and KXTX-TV Dallas. Ann. July 18.

- WCNZ(AM)-WNCK(FM) Flint, Mich. (AM: 1570 khz, 1 kw-D; FM: 105.5 mhz, 3 kw)—Seeks transfer of control of Heritage Broadcasting Co. from John W. Nogaj, William Bishop, Bernard Norko and L. James Hicks (100% before; none after) to Realin Corp. (none before; 100% after). Consideration: \$638,000. Principals: Mr. Nogaj is president and general manager of WCNZ(AM)-WWCK(FM). Frazier Reams Jr. and John R. Linn each own 50% of Realin Corp. Mr. Reams owns WKBZ(AM) Muskegon, Mich. and has interest in WCWA(AM)-WIOT(FM) Toledo, Ohio, real estate and auto muffler franchises. Mr. Linn also has interest in WCWA(AM)-WIOT(FM) and real estate. Ann. July 15.

- \*WTGM(FM) Norfolk, Va. (89.5 mhz, 26.5 kw)—Seeks assignment of license from Virginia Cultural Foundation to Hampton Roads Educational Television Association. No consideration. Hampton Roads is licensee of \*WHRO-TV Norfolk. Assignment is being requested so stations can combine administrative services and fund raising efforts and relieve financial difficulties of WTGM(FM). Forrest P. Clay is executive vice president of Virginia Cultural Foundation. Robert E. Fulton is chairman of board of Hampton Roads. Ann. July 15.

#### Actions

- KROP(AM) Brawley, Calif. (1300 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Ronke Inc. from Boyd Kelley, Floyd Shelton, Jack Crosby and Glenn Weber to John B. Stodelle. Consideration: \$240,000 and grant fee. Principals: Mr. Kelly has interest in KKDA(AM) Grand Prairie, KDWT(AM) Stamford and KBID(FM) Wichita Falls, all Texas. Mr. Shelton has interest in KERB(AM) Kermit and KRIO(AM) McAllen, both Texas. Mr. Crosby also has interest in KRIO. Mr. Stodelle has been active in broadcasting for more than 30 years. Last position was director of accounts for KCST(TV) San Diego (BTC-7730). Action July 8.

- KCSJ(AM)-KDJQ(FM) Pueblo Colo. (AM: 590 khz, 1 kw-DA-1; FM: 97.9 mhz, 100 kw)—Broadcast Bureau granted transfer of control of American Radio Corp. from Robert D. Freeman, Lowell D. Denniston and Frank L. Carney to American Media. Transfers own one-third each of American Media stock (see KBUL-AM-KEYN-FM Wichita Kan. and KOFM(FM) Oklahoma City). (BTC-7773). Action July 8.

- KUAD(AM) Windsor, Colo. (1170 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Harry P. Brewer to KUAD-AM Inc. for \$200,000 and assumption of liabilities. Seller: Mr. Brewer wishes to assign license to corporation controlled by his son and daughter. Buyers: Philip P. Brewer (66%) and Margaret Albert (10%). Philip Brewer is general manager of KUAD (BAL-8393). Action July 8.

- WSUB-AM-FM Groton, Conn. (AM: 980 khz, 1 kw-D; FM: 105.5 mhz, 3 kw)—Broadcast Bureau granted involuntary transfer of negative control of Southeastern Connecticut Broadcasting Co. from Thomas J. Noonan to Lucille N. Noonan, executrix of estate of Mr. Noonan (BTC-7789). Action July 8.

- WKKO(AM) Cocoa, Fla. (860 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Cocoa One Inc. to Emcom Associates Ltd. for \$340,000. Seller: Theodore A. Eiland, principal stockholder, wishes to curtail ownership activities due to health reasons. Buyers: Howard and Jane Maschmeier (32% each), et al. Mr. Maschmeier is broadcast consultant and former manager of WNHC-TV New Haven, Conn. (BAL-8394). Action July 16.

- WKXX(AM) Deland, Fla. (1310 khz, 5 kw-D)—Broadcast Bureau granted transfer of control of Deland Broadcasting Inc. from Gussie E. Lehrman and Gordon H. Monroe (each 50% before; none after) to David R. Hill (none before; 67% after) and Gene N. Stuart (none before; 33% after). Consideration: \$92,799. Principals: Mr. Lehrman and Mr. Monroe wish to withdraw from broadcasting. Mr. Hill is owner of real estate syndication and management firm in La Grange Park, Ill. and Mr. Stuart is general manager of firm (BTC-7765). Action July 8.

- KBCI-TV Boise, Idaho—Application for assignment of license from Boise Valley Broadcasters to Donrey Communications Co. dismissed at request of

licensee (BALCT-4559). Ann. July 14.

- KBUL-AM-KEYN-FM Wichita, Kan. (AM: 900 khz, 250 w-D; FM: 103.7 mhz, 58 kw)—Broadcast Bureau granted relinquishment of positive control of Mr. D's Radio Inc. by Lowell D. Denniston through transfer of stock to Robert D. Freeman and subsequent transfer of control of Mr. D's Radio to American Media (Lowell D. Denniston, Robert D. Freeman and Frank L. Carney, 33 1/3% each) (See KCSJ(AM)-KDJQ(FM) Pueblo, Colo. and KOFM(FM) Oklahoma City) (BTC-7772). Action July 8.

- WEQO(AM) Whitley City, Ky. (1220 khz, 500 w-D)—Broadcast Bureau granted relinquishment of negative control of Country Roads Broadcasting Corp. by W.R. Carrigan (60% before; 45% after) through sale of stock to Sandra Lavender, Marc A. Beaubien and Gary I. Darnell (none before; 5% each after) (BTC-7775). Action July 10.

- WBLM(FM) Lewiston, Me. (107.5 mhz, 30 kw)—Broadcast Bureau granted transfer of control of Stereo Corp. from Edward F. Bock (99% before; none after) to Robert F. Fuller and Joseph Jeffrey Jr. (none before; 100% after). Consideration: \$124,950. Principals: Mr. Bock, who lives in Council Bluffs, Iowa, feels station could be more conveniently run by residents of Maine. Mr. Fuller (50%) is broadcasting consultant and has past experience in broadcasting. Mr. Jeffrey is radio personality for WLS(AM) Chicago (BTC-7760). Action July 16.

- KOFM(FM) Oklahoma City (104.1 mhz, 96 kw)—Broadcast Bureau granted transfer of control of American Radio Corp. from Robert D. Freeman, Lowell D. Denniston and Frank L. Carney to American Media. Transfers own one-third each of American Media stock (see KCSJ(AM)-KDJQ(FM) Pueblo, Colo. and KBUL-AM-KEYN-FM Wichita, Kan.) (BTC-7774). Action July 8.

- KWRO(AM) Coquille, Ore. (630 khz, 5 kw-D)—Broadcast Bureau granted involuntary transfer of control of KWRO Inc. from William E. Walsh to Marian K. Walsh, personal representative of estate of Mr. Walsh (BTC-7788). Action July 8.

- \*KBOO(FM) Portland, Ore. (90.7 mhz, 3.5 kw)—Broadcast Bureau granted assignment of license from Jack Straw Memorial Foundation to the KBOO Foundation for assumption of liabilities. Seller: Jack Straw Memorial Foundation, also licensee of \*KRAB(FM) Seattle, wishes to transfer station to local control. Buyer: KBOO Foundation is nonprofit corporation; John M. Ross, station manager (BAPLED-8). Action July 16.

- WANB(AM) Waynesburg, Pa. (1580 khz, 250 w-D)—Broadcast Bureau granted transfer of control of Commonwealth Broadcasters from James E. Pattison (90% before; none after) to Kenneth R. Strawberry (5% before; 95% after). Consideration: \$15,000 and grant fee. Principals: James E. Pattison wishes to devote time to other interests. Kenneth R. Strawberry formerly held interest in station in Pennsylvania and is special assistant to U.S. Department of State (BTC-7741). Action July 8.

- WLYC(AM)-WILQ(FM) Williamsport, Pa. (AM: 1050 khz, 1 kw-D; FM: 105.1 mhz, 3.8 kw)—Broadcast Bureau granted assignment of license from Alpha Broadcasting Co. to Pennsylvania Radio for \$617,500 and one-half grant fee. Seller: George Vajda, president, has no other broadcast interests. Buyers: Kerby E. Confer (50%) and Paul H. Rothfuss (50%) are employees of WYRE(AM) Annapolis, Md. Mr. Confer is stockholder, vice-president and general manager. Mr. Rothfuss is national sales manager (BAL-8401, BAPLH-179). Action July 10.

- WKYE-FM Bristol, Tenn. (96.9 mhz, 10 kw)—Broadcast Bureau granted assignment of license from Highland Development Corp. of Bristol to Bristol Broadcasting Co. for \$125,000. Sellers: William J. Tilley Jr. and James K. Daniel own WKYE(AM) Bristol. Buyers: W. L. Nininger (92%) is general manager at WFHG(AM) Bristol. Estate of W.C. Nininger (8%) (BALH-2042). Action July 8.

- KWGO-FM Lubbock, Tex. (99.5 mhz, 44 kw)—Broadcast Bureau granted assignment of license from Clyde R. Stevens and Robert D. Craig to Clyde R. Stevens and Mexican American Services for \$30,000. Mr. Craig (49%) has sold his interest of partnership to Mexican American Services, owned by 19 Texas citizens (BAPLH-181). Action July 8.

- KRRV(AM) Sherman, Tex. (910 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Grayson Radio to Sher-Den Communication for \$450,000 and one-half grant fee. Seller: John H. Hicks

III, executive vice president. Buyers: Lon H. Williams (94%) et al. Mr. Williams has interest in KIXS-AM-FM Killeen, Tex. and KLAW(FM) Lawton, Okla. and has also been granted KSHN(FM) Sherman (see below) (BAL-8407). Action July 10.

■ KSHN(FM) Sherman, Tex. (96.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Texas Airwaves to Sher-Den Communications for \$100,000 and grant fee. Seller: Albert W. Brown, president. Buyers: Lon H. Williams (94%) et al (see KRRV(AM) above) (BALH-2129). Action July 10.

■ WHFV(TV) Fredericksburg, Va.—Application for transfer of control of Television Fredericksburg from Charles B. McDaniel, Jerry W. Leonard, Keith E. Angstadt, Edward Z. Angstadt and John L. Fenlon to Release the World for Christ dismissed (BTC-7682). Ann. July 14.

■ KYAC(AM) Kirkland, Wash. (1460 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Carl-Dek Inc. to Glo-Lee Broadcasting Co. for \$225,000. Seller: Carl-Dek has been granted KTW(AM) Seattle, (see below). Buyer: Howard Slobodin is Portland, Ore., physician. Action July 15.

■ KTW(AM) Seattle (1250 khz, 5 kw)—Broadcast Bureau granted assignment of license from Sterling Recreation Organization Co. to Carl-Dek Inc. for \$350,000. Seller: Frederick A. Danz and wife, Selma (23% jointly), own KZOK(FM) Seattle and have been granted KUUU(AM) Seattle (see below). Buyer: Dudley Communications Ltd., parent company of Carl-Dek, has sold KYAC(AM) Kirkland (see above). Donald T. Dudley (33.3%) also has interest in Seattle management and financial consulting firm. Action July 15.

■ KUUU(AM) Seattle (1590 khz, 5 kw, DA-N)—Broadcast Bureau granted assignment of license from Big Wind Broadcasting Co. to Sterling Recreation Organization Co. for \$600,000. Seller: Davis Broadcasting Co., parent company of Big Wind, is owned by M. Philip Davis estate and various family trusts. Davis owns KWIZ-AM-FM Santa Ana and KLOK(AM) San Jose, both California. Buyers: Frederick A. and Selma Danz (see KTW(AM) Seattle, above). Action July 15.

## Facilities changes

### TV actions

■ KERO-TV Bakersfield, Calif.—Broadcast Bureau granted request for authority to operate aux. trans. by remote control from 321 21st St., Bakersfield (BRCTV-266). Action July 14.

■ \*KOCE-TV Huntington Beach, Calif.—Broadcast Bureau granted CP to install alt. exciter (BPET-514). Action July 11.

■ WVUE New Orleans—Broadcast Bureau granted CP to change type of aux. ant. (BPCT-4869). Action July 16.

■ WHAG-TV Hagerstown, Md.—Broadcast Bureau granted request for authority to operate trans. by remote control from Hagerstown Motor Inn, Center Square, Hagerstown (BRCTV-263). Action July 14.

■ WFMY-TV Greensboro, N.C.—Broadcast Bureau granted CP to make changes in transmitting equipment (BPCT-4845). Action July 11.

■ WKBN-TV Youngstown, Ohio—Broadcast Bureau granted mod. of CP to change ERP to vis. 865 kw, aur. 86.5 kw; change type trans. and ant.; and make changes in ant. system (BMPCT-7580). Action July 14.

■ KGW-TV Portland, Ore.—Broadcast Bureau granted request for authority to operate trans. by remote control from 1501 S.W. Jefferson, Portland (BRCTV-260). Action July 14.

■ WPHL-TV Philadelphia—Broadcast Bureau granted request for authority to change studio location to 50th St. and Wynnefield Ave., Philadelphia; and operate trans. by remote control from studio location (BRCTV-275). Action July 11.

■ WCIV Charleston, S.C.—Broadcast Bureau granted CP to make changes in transmitting equipment (BPCT-4846). Action July 11.

### AM applications

■ WHVN Charlotte, N.C.—Seeks CP to change ant., trans. location & operate by remote control from studio location. Ann. July 16.

■ WBQN Barceloneta, Puerto Rico—Seeks CP to in-

## Call letters

### Applications

Call	Sought by
	<b>New AM's</b>
WKYR	Cumberland County Broadcasting Co., Burkesville, Ky.
WPPI	Radio Carrollton, Carrollton, Ga.
	<b>New FM's</b>
*KRPS-FM	Marcopa County Community College District, Phoenix
KGRA	D J of Lake Charles, Lake Charles, La.
WCLJ	Neison Broadcasting Co., Crest Hill, Ill.
*WBKT	Brockport Central School District, Brockport, N.Y.
*WZLY	Wellesley College, Wellesley, Mass.
*KRTU	Trinity University, San Antonio, Tex.
	<b>Existing AM</b>
WPVC	WZUM Carnegie, Pa.
	<b>Existing FM's</b>
KKOS	KARL Carlsbad, Calif.
WTCO	WVOP-FM Vidalia, Ga.
WADI	WWTX Corinth, Miss.
KTRI	KVEG-FM Las Vegas

### Grants

Call	Assigned to
	<b>New TV</b>
*WEAO	Northeastern Educational Television of Ohio, Akron, Ohio
	<b>New FM's</b>
KITA	Kilbro Broadcasting Corp., Modesto, Calif.
KSEN-FM	Tri-County Radio Corp., Shelby, Mont.
	<b>Existing TV</b>
WOWT	WOW-TV Omaha
	<b>Existing AM</b>
KADI	KXLW Clayton, Mo.
	<b>Existing FM's</b>
KRGI-FM	KMEZ Grand Island, Neb.
KKDQ	KKXL-FM Grand Forks, N.D.
KICG	KXIC-FM Iowa City
KGOT	KYAK-FM Anchorage

crease power to 1 kw DA-2-U and make changes in ant. system. Ann. July 15.

### AM actions

■ KGBS Los Angeles—Broadcast Bureau granted CP to change hours of operation from limited to unlimited; change trans. site to 6th Ave. and Proctor Ave., Industry City, Calif.; change type trans. (BP-19647). Action July 10.

■ WDAF Kansas City, Mo.—Broadcast Bureau granted CP to install new alt. main trans. (BP-19965). Action July 15.

■ KSWS Roswell, N.M.—Broadcast Bureau granted CP to increase nighttime power from 10 kw to 50 kw; construct three new antennas; make changes in nighttime directional ant. system; change studio location to 1717 West 2nd St., Roswell (BP-19646). Action July 10.

### AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KZAM Bellevue, Wash. (BP-18,308), July 2; WFTN Franklin, N.H. (BP-19,828), July 2 and WLOX Biloxi, Miss. (BP-19,848), June 27.

### FM applications

■ KPLX Fort Worth—Seeks CP to change trans. location to Belt Line Rd., 1.6 miles south of Rt. 67, Cedar Hill; change studio and remote control location to 6465 Spur 303, Ft. Worth; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO and HAAT: 1,678 ft. (H&V). Ann. July 15.

■ \*WNUB-FM Northfield, Vt.—Seeks CP to change frequency to 89.5 mhz. Ann. July 15.

### FM actions

■ \*WHIL-FM Mobile, Ala.—Broadcast Bureau granted CP to install new antenna (BPED-1965). Action July 15.

■ KYAK-FM Anchorage—Broadcast Bureau granted mod. of CP to change trans.: ERP 26 kw (H&V); ant. height — 66 ft. (H&V); condition (BMPH-14534). Action July 11.

■ KZEN Seaside, Calif.—Broadcast Bureau granted CP for changes: ERP 680 w (H&V); ant. height 570 ft. (H&V); remote control permitted (BPH-9484). Action July 15.

■ \*KEPC Colorado Springs—Broadcast Bureau granted CP to install new trans. and new transmission line; make changes in transmitting equipment: ERP 3.7 kw (H&V); ant. height — 1,180 ft.; remote control permitted (BPED-2039). Action July 15.

■ WXBW-FM Milton, Fla.—Broadcast Bureau granted CP to install new aux. trans. and aux. ant.; ERP 3.7 kw; ant. height 250 ft. (BPH-9482). Action July 15.

■ WMDH New Castle, Ind.—Broadcast Bureau granted mod. of CP to change trans. location (same site); change studio location and remote control to 1114 Broad St., New Castle; change ant. height 440 ft. (H&V); ERP 21 kw (H&V) (BMPH-14523). Action July 8.

■ KFBD-FM Waynesville, Mo.—Broadcast Bureau granted CP to change trans., studio and remote control location to city route 66 east, St. Robert, Mo.; install new trans. and ant.; make changes in ant. system: ERP 3 kw (H&V); ant. height 255 ft. (H&V); condition BPH-9454). Action July 15.

■ \*KIOS-FM Omaha—Broadcast Bureau granted CP to change trans. location to Maple at 52nd St., Omaha; make changes in ant. system: ERP 24.5 kw (H&V); ant. height 490 ft. (H&V); remote control permitted; condition (BPED-2029). Action July 10.

■ \*KUNM Albuquerque, N.M.—Broadcast Bureau granted CP to change trans. location to Sandia Crest Facility, Albuquerque; operate by remote control from studio site at New Mexico Union Building, University of New Mexico, Albuquerque; install new trans.; install new ant.: ERP 8.7 kw (H&V); ant. height 4070 ft. (H&V); condition (BPED-1824). Action July 9.

■ WSTS Laurinburg, N.C.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system: ERP 100 kw (H&V); ant. height 600 ft. (H&V); remote control permitted (BMPH-14488). Action July 11.

■ KGOU Norman, Okla.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system: ERP 3 kw (H&V); ant. height 180 ft. (H&V); remote control permitted (BPH-9480). Action July 15.

■ \*WTGP Greenville, Pa.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system (BPED-2031). Action July 15.

■ WQWK State College, Pa.—Broadcast Bureau granted CP to install new ant.; ERP 3 kw (H&V); ant. height 78 ft. (H&V); conditions (BPH-9485). Action July 15.

■ KHQ-FM Spokane, Wash.—Broadcast Bureau granted CP to install two trans.: ERP 94 kw; ant. height 2,030 ft. (BPH-9483). Action July 15.

### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KSET-FM El Paso (BPH-9406), June 27; WBKV-FM West Bend, Wis. (BPH-9230), July 2; WQCR Burlington, Vt. (BPH-8752), July 1.

## In contest

### Designated for hearing

■ Chatsworth, Ga., **FM proceeding**: John Harold Totten Sr. and Cohutta Broadcasting Co., competing for 99.3 mhz (Docs. 20432-33)—Broadcast Bureau designated for hearing mutually exclusive applications of John Harold Totten Sr. and Cohutta Broadcasting Co. Issue to be determined is which proposal would, on comparative basis, better serve public interest. Action July 8.

■ Eveleth, Minn., **FM proceeding**: Mesabi Communications Systems and Eveleth Radio, competing for 100.1 mhz (Docs. 20526-7)—Broadcast Bureau designated for hearing mutually exclusive applications of Mesabi Communications Systems and Eveleth Radio. Issue to be determined is which proposal would, on comparative basis, better serve public interest. Action July 8.

■ Camden, Tenn., **FM proceeding**: Ray Smith and Camden Broadcasting Co., competing for 98.3 mhz (Docs. 20534-35)—Broadcast Bureau designated for hearing mutually exclusive applications of Ray Smith and Camden Broadcasting Co. Issues to be determined include whether Camden Broadcasting will have available funds committed by Bank of Camden, whether in event that loan is available, necessary additional funds are available to Camden Broadcasting to meet deficiency in its proposal and whether Camden Broadcasting is financially qualified to construct and operate its proposed station. Action July 9.

■ Huntingdon, Tenn., **FM proceeding**: The Bouldin Corp. and Magic Valley Broadcasting Co., competing for 100.9 mhz (Docs. 20524-25)—Broadcast Bureau designated for hearing mutually exclusive applications of The Bouldin Corp. and Magic Valley Broadcasting Co. Issues to be determined include efforts made by Magic Valley to ascertain community needs and interests of area to be served and means by which they propose to meet those needs and interests and whether Magic Valley is financially qualified to construct and operate proposed station. Action July 8.

## Fines

■ WKEU(AM) Griffin, Ga.—Broadcast Bureau notified Radio Station WKEU that it was apparently liable for \$100 forfeiture for willful or repeated violation of rules in that station's operating power was determined by indirect method since March 21, 1974, but that operating logs did not contain daily entries of efficiency factor F with notation as to its derivation. Action July 9.

■ WNGO(AM) Mayfield, Ky.—Broadcast Bureau notified West Kentucky Broadcasting Co. that it was apparently liable for \$800 forfeiture for willful or repeated violations of rules because completion dates for equipment performance measurements were more than 14 months apart and for operating station during presunrise hours with full daytime power. Action July 9.

■ WWIN(AM) Baltimore—Broadcast Bureau notified Belvedere Broadcasting Corp. that it incurred apparent liability for forfeiture of \$250 for willful or repeated violation of rules by operating station with excessive power or by failing to cease operation by remote control when malfunction occurred resulting in inaccurate meter readings. Action July 14.

■ WYTV-TV Waltham, Mass.—Broadcast Bureau notified WYTV Inc. that it was apparently liable for \$100 forfeiture for willful or repeated violation of rules in that no entry was found in maintenance log to indicate that quarterly tower light inspection had been formed during period Jan. 15, 1974-Jan. 2, 1975. Action July 9.

■ WHFB(AM) Benton Harbor, Mich.—Broadcast Bureau notified Palladium Publishing Co. that it was apparently liable for \$2,000 forfeiture for willful or repeated violation of rules by failing to enter into operating log total plate voltage and total plate current of last radio stage along with antenna current at beginning of operation of various dates and failing to make entries in operating log with regard to facts. Action July 9.

■ WCGC(AM) Belmont, N.C.—Broadcast Bureau notified Central Broadcasting Co. that it incurred apparent liability for forfeiture of \$1,000 for willful or repeated violation of rules by operating with excessive power during nighttime hours or by making incorrect logging entries. Action July 14.

■ WHVN(AM) Charlotte, N.C.—Broadcast Bureau notified WKTC Radio Corp. that it incurred apparent liability for forfeiture of \$1,000 for willful or repeated violation of rules by failing to file annual financial reports for calendar years 1973 and 1974; by using remote reading antenna ammeter, accuracy of which was questionable, or by erroneously recording readings in logs; by failing to make calibrations or by failing to make entries in maintenance logs. Action July 11.

■ WFAI(AM) Fayetteville, N.C.—Broadcast Bureau notified Beasley Broadcasting Co. that it was apparently liable for \$500 forfeiture for willful or repeated violation of rules by increasing station's operating power from 250 w to 1 kw 15 minutes early. Action July 10.

■ WIAM-AM-FM Williamston, N.C.—Broadcast Bureau notified Fargay Broadcasters that it was apparently liable for \$200 forfeiture for violating rules by failing to log daily tower light observations on various

dates. Action July 9.

■ KTHI-TV Fargo, N.D.—Broadcast Bureau notified Spokane Television that it was apparently liable for \$500 forfeiture for willful or repeated violation of rules in that operator with expired first-class radiotelephone license was on duty. Action July 9.

■ WMGS(AM) Bowling Green, Ohio—Broadcast Bureau notified C. Richard Marsh, receiver, that he was apparently liable for \$300 forfeiture for repeated or willful violation of rules by failing to make equipment performance measurements of main transmitter for calendar year. Action July 9.

■ WGPA(AM) Bethlehem, Pa.—Broadcast Bureau denied application for mitigation or remission of \$2,000 forfeiture. Action July 14.

■ WROL(AM) Knoxville, Tenn.—Broadcast Bureau notified WROL Inc. that it was apparently liable for \$500 forfeiture for willful or repeated violation of rules by having station operated by operator who did not hold radio operator license or permit of grade specified. Action July 9.

■ KVLF(AM) Alpine, Tex.—Broadcast Bureau notified Big Bend Broadcasters that it incurred apparent liability for forfeiture of \$250 for willful or repeated violation of rules by operating with excessive power or by failing to use indirect method of determining power. Action July 14.

■ WQRK(FM) Norfolk, Va.—Broadcast Bureau notified Musicradio Broadcasting Corp. that it was apparently liable for \$100 forfeiture for willful or repeated violation of rules by not observing station's antenna tower lights on various dates. Action July 9.

■ WPVA(AM) Petersburg, Va.—FCC canceled Notice of Apparent Liability against station WPVA. Action withdrew forfeiture of \$1,000 levied against station. On basis of information furnished by licensee in response to Notice of Apparent Liability, commission was unable to find that licensee violated rules cited in Notice. Action July 16.

## Other actions

■ FCC denied motion by Washington law firm of Haley, Bader & Poits requesting ruling on broadcast station's promotional practices. Firm asked that commission issue general statement as to promotional practices in which station may engage, particularly in sale of advertising and with regard to representations concerning its coverage area, its day and nighttime power and similar matters. FCC found it would not be practical or useful to attempt to specify what is and is not proper in this area. It pointed out that there were numerous possibilities for depicting station coverage and methods of describing authorized facilities in promotional materials that have not been subject of FCC consideration. FCC stated that its basic policy should be well understood—that full disclosure and candor were expected of licensees in dealing with potential advertisers regarding their stations' coverage area, power and other matters relating to audience potential. Action July 8.

■ Rockford-Freeport, Ill.—FCC denied motion by WCEE-TV Inc., licensee of WCEE-TV Freeport for stay of new cable TV nonduplication rules as they apply to Rockford-Freeport, Ill., TV market. Provisions in question established specified zones of network nonduplication protection for TV stations whose signals are carried by cable systems. WCEE-TV said that under new section which entitles WCEE-TV to 35-mile zone of nonduplication protection measured from station's city of license, its signal would be subject to deletion in number of cable communities. However, it pointed out, WTVO and WREX Rockford would continue to enjoy equal priority with Madison stations. FCC found that WCEE-TV's petition failed to show that station would be irreparably harmed if application of rules were not stayed and had fallen short of presenting convincing arguments as to remaining factors it must prove before stay would be granted. Action July 8.

■ Minneapolis-St. Paul—FCC reimposed condition on United Television, licensee of KMSP-TV Minneapolis, regarding shared-use of certain antenna structures located on antenna farm near Shoreview, Minn. Action July 8.

■ WRFE(FM) Aguada, Puerto Rico.—Broadcast Bureau denied request to identify as Aguada-Mayaguez. Action July 2.

■ WPRO(AM) Providence, R.I.—FCC admonished

Capital Cities Communications, licensee of WPRO, for broadcasting program similar to 1938 "War of the Worlds" broadcast. On October 30, 1974, from 11:03 p.m. to 12:07 a.m., WPRO broadcast contemporary version of dramatization of imaginary invasion of earth by "Martians." FCC said after reviewing circumstances in this case, it had determined Capital Cities did not comply with its responsibility as licensee to operate in manner consistent with public interest when it failed to broadcast sufficiently explicit announcements at proper times during program to prevent public alarm or panic. Action July 16.

■ WESP(FM) Charlotte Amalie, V.I.—FCC denied request of WESP to remain silent. Station WESP went off air Jan. 16 for financial reasons. FCC also declared station's license forfeited and deleted call letters from FCC lists. Action July 9.

## Allocations

### Petitions

FCC received following petitions to amend TV table of assignments (ann. July 15).

■ Maryland Center for Public Broadcasting, Owings Mills, Md.—Seeks to delete reserved educational ch \*36 from Cumberland, Md. and assign it to Oakland, Md. (RM-2563).

■ Channel Seventeen Inc., KCBJ-TV Columbia, Mo.—Seeks to delete ch. \*36 from Jefferson City, Mo. and reassign as commercial channel to Columbia. Reserve presently assigned ch. 8 for noncommercial educational use at Columbia (RM-2561).

FCC received following petitions to amend FM table of assignments (ann. July 15).

■ Irvanna Broadcasting Co., WIRV(AM) Irvine, Ky.—Seeks to assign ch. 292A to Irvine and delete ch. 292A from Lancaster, Ky. (RM-2560).

■ Webster County Broadcasting Co., KEMM(AM) Marshallfield, Mo.—Seeks to assign ch. 285A to Marshallfield (RM-2565).

### Action

FCC took following action on FM allocations:

■ Billings, Mont.—Broadcast Bureau proposed assigning ch. 275 to Billings as that community's fourth FM assignment. Action was in response to petition by Matco Inc., licensee of KOOK(AM) Billings (RM-2478). Action July 9.

## Rulemaking

### Petitions

■ Federal Communications Bar Association, Washington—Requests amendment of rules to establish procedures for exclusion and review of order of exclusion, of attorneys from further participation as counsel in proceedings pending before ALJs and Review Board. (RM-2562). Ann. July 15.

■ Edith and Don Martindale, St. Paul; Henry A. Terry, Minneapolis—Request to amend rules with respect to broadcast of recorded conversations. (RM-2564). Ann. July 15.

### Actions

■ FCC proposed to adopt fixed standards for its broadcast regional concentration of control policy and to specify extent of ownership participation to be allowed for minority stockholders in stations which could not be commonly owned under its multiple ownership rules. Proposed regional concentration policy would limit to four, number of stations licensee or its principals could operate within state. New rule would be prospective only, and no divestitures would be required. Action July 16.

■ FCC instituted inquiry and rulemaking proceeding to improve its guidelines on nondiscrimination in broadcasters' employment policies and practices. Commission said it felt its existing Equal Employment Opportunity Program guidelines fail to adequately describe measures broadcasters should undertake "to promote full realization of equal opportunity in employment for all qualified individuals." Action July 16.

■ FCC ruled that auction programs broadcast over radio and television stations in which bids are placed via telephone calls to stations, and from which stations

## Summary of broadcasting

### FCC tabulations as of June 30, 1975

	Licensed	On air STA*	CPs on air	Total on air	CPs not on air	Total authorized**
Commercial AM	4,417	0	28	4,448	40	4,488
Commercial FM	2,659	0	39	2,698	149	2,847
Educational FM	734	0	23	757	93	850
<b>Total Radio</b>	<b>7,810</b>	<b>0</b>	<b>90</b>	<b>7,903</b>	<b>282</b>	<b>8,185</b>
Commercial TV	699	1	6	706	53	759
VHF	508	1	2	511	9	520
UHF	191	0	4	195	44	239
Educational TV	224	9	10	243	13	256
VHF	89	3	4	96	3	99
UHF	135	6	6	147	10	157
<b>Total TV</b>	<b>923</b>	<b>10</b>	<b>16</b>	<b>949</b>	<b>76</b>	<b>1,015</b>

\*Special temporary authorization

\*\*Includes off-air licenses

receive proceeds from sales made, constitute program-length commercials and are to be logged as commercial matter. Ruling was result of requests from several licensees and communications counsel concerning proper manner by which to classify auction programs for logging purposes. Action July 16.

■ FCC extended from 20 to 30 seconds, limitation on locally originated slide and voice announcements by UHF and FM translators stations. Extended time would eliminate viewer confusion while not altering rebroadcast nature of translators. FCC said. Action July 16.

### Translators

#### Actions

■ K55BB and K58AK North Kenai, Alaska—Broadcast Bureau granted CPs for new translators, rebroadcasting KENI-TV Anchorage and KTVA Anchorage (BPTT-2821-2). Action July 9.

■ K10JK Hinsdale and north rural area, Mont.—Broadcast Bureau granted CP for new translator, rebroadcasting KRTV Great Falls, Mont., via translator K73BN. (BPTT-5303). Action July 9.

### Cable

#### Applications

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

■ Arizona Cable TV, for Maricopa county, Ariz. (CAC-05354): Requests certification of existing operations and to add KTLA, KTTV Los Angeles.

■ H B Cable TV, for Humboldt county, Calif. (CAC-05329): Requests certification of existing operations.

■ Copper Mountain Metropolitan District, c/o Mr. Don G. Peterson, Sec., Box 195, Copper Mountain, Colo. 80443, for Copper Mountain Metropolitan District, Colo. (CAC-05332): KWGN-TV, KOA-TV, KMGH-TV, KBTW, KRMA-TV Denver.

■ United Cable Television Corp. of Connecticut, for Bristol (CAC-05344), Farmington (CAC-05345), Plainville (CAC-05346), New Britain (CAC-05347), and Berlin (CAC-05348), all Connecticut: Add WXTV Paterson, N.J.

■ City of Newberry, Fla., for Newberry (CAC-05342): Requests certification of existing operations.

■ Reception Cable TV Co., 108 E. Washington St., Indianapolis 46204, for French Lick (CAC-05339) and West Baden (CAC-05340), both Indiana: WHAS-TV, WLKY-TV, WDRB-TV, WAVE-TV Louisville, Ky; WTWO, WTHI-TV Terre Haute, Ind.; WTTV, WTIU-TV Bloomington; WTVW Evansville; WISH-TV, WLWI, WRTV Indianapolis, all Indiana.

■ General Communications, 1250 Broadway, New York 10001, for Gas, Kans. (CAC-05335): WDAF-TV, KCMO-TV, KMBC-TV, KMBA-TV Kansas City; KODE-TV, KUHI-TV Joplin, both Missouri; \*KTWU, WIBW-TV, KTSB Topeka; KOAM-TV Pittsburgh, both Kansas.

■ Diversified Communications, for Jay (CAC-05349), Livermore (CAC-05350) and Livermore Falls (CAC-05351), all Maine: Add WLVI-TV Cambridge, Mass.

■ General Electric Cablevision Corp., Box 765, Schenectady, N.Y. 12301, for Grand Rapids, Mich. (CAC-05330): WKZO-TV Kalamazoo; WOTV, WZZM-TV, WGVC Grand Rapids; WUHO-TV Battle Creek, all Michigan; WGN-TV, WSNS Chicago; WKBD-TV Detroit.

■ Adirondack Cablevision, Box 311, Liberty, N.Y. 12754, for Adams (town of) (CAC-05352), and Adams (village of) (CAC-05353), both New York: WWNY-TV Carthage; WHEN-TV, WNYU-TV, WSYR-TV, WCNY-TV Syracuse, both New York; CKWS-TV Kingston, Ontario; CJOH-TV Ottawa, Ontario; WNPE-TV Watertown, N.Y.

■ Warner Cable of Columbus, for Columbus (CAC-05357) and Franklin county, (CAC-05358), both Ohio: Add WOUB-TV Athens, Ohio.

■ Warner-CCC, Inc. 751 Rockefeller Plaza, New York 10019, for Hilliard, Ohio (CAC-05343): WLWC, WTVN-TV, WBNS-TV, WOSU-TV Columbus, Ohio; WXIX-TV Newport, Ky.; WUAB Lorain; WOUB-TV Athens; WJW-TV Cleveland, all Ohio; WTRF-TV Wheeling, W. Va.; WKEF Dayton, Ohio.

■ Cable of Columbus, for Upper Arlington, Ohio (CAC-05333): Add WOUB-TV Athens, Ohio.

■ Cablecom-General, for Hobart, Okla. (CAC-05335): Requests certification of existing operations.

■ Southern Oregon Cable TV., for Central Point, Ore. (CAC-05336): Requests certification of existing operations.

■ Lebanon Valley Cable TV Co., for Lebanon, Pa. (CAC-05337): Requests certification of existing operations.

■ Adams-Croyle Cable TV, for Summerhill township, Pa. (CAC-05328): Requests certification of existing operations.

■ American Television & Communications Corp., for Milan, Tenn. (CAC-05341): Add WDXR-TV Paducah, Ky.

■ American Cablevision., Drawer 152, Bryan, Tex. 77801, for Buffalo, Tex. (CAC-05331): KWTX-TV Waco; KBTX-TV Bryan; KCEN-TV Temple; KLTW Tyler; KDFW-TV, WFAA-TV, KXTX-TV, KERA-TV Dallas; KXAS-TV, KTVT Ft. Worth, all Texas.

■ Southwest CATV, for Rio Grande City, Tex. (CAC-05359): Requests certification of existing operations and to add KGOJ Brownsville; KVEO-TV McAllen; KEDT Corpus Christi; KHTV Houston, all Texas.

■ Lexington Cable Co., for Lexington, Va. (CAC-05334): Add WDCA-TV Washington.

■ Upper Potomac Television Co., for Piedmont, W. Va. (CAC-05338): Requests certification of existing operations.

■ Wyoming Televents, 1660 S. Albion St., Suite 1021, Denver 80222, for Campbell county, Wyo. (CAC-05356): KUTV, KSL-TV, KUED, KCPX-TV Salt Lake City; KTWO-TV Casper, Wyo.; KHSD-TV Lead, S.D.

#### Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Hutchinson Cablevision, South Hutchinson, Kan. (CAC-2767); St. Lucie Cable Co., Hutchinson Island, Fla. (CAC-3441); Telecommunications Inc., Rockaway borough, N.J. (CAC-4506); Scottsbluff Cable TV, Terrytown, Neb. (CAC-4966); Dickinson Broadcasting Corp., Dickinson, N.D. (CAC-5016); Telecab Communications Corp., Quincy township, Pa.

(CAC-5086); Sterling Babylon Cable Television, Babylon (CAC-5135), Amityville (CAC-5136), Lindenhurst (CAC-5137), unincorporated areas of Hempstead (CAC-5143) and North Hempstead (CAC-5144), all New York; Better TV of Zanesville, Zanesville (CAC-5146), South Zanesville (CAC-5147), Newton township (CAC-5148), Washington township (CAC-5149), Springfield township (CAC-5150), Wayne township (CAC-5151) and Falls township (CAC-5152), all Ohio.

■ Pocahontas, Ark.—Cable Bureau denied motion by Pocahontas Cable TV for stay of action denying application for certificate of compliance with respect to carriage of nonnetwork programming of WPSD-TV Paducah, Ky., in place of full carriage of independent station on Pocahontas system, and denied petition for special temporary authority to carry WPSD-TV's non-network programming pending disposition of its petition for reconsideration (CAC-3873). Action July 15.

■ Southbridge, Mass.—Cable Bureau directed Quinebaug Valley Cablevision to amend its application for certificate of compliance so that amount of its franchise fee and provision for computing fee are consistent with FCC franchise standard rules (CAC-1663). Action July 15.

■ Wells, Minn.—FCC granted application of Wells Cable TV for new system at Wells, located in Mankato, Minn., smaller TV market. Wells Cable proposes to carry KEYC-TV Mankato, KAAL Austin, KROC-TV Rochester, \*KTCA-TV St. Paul, WTCN-TV, WCCO-TV, KMSP-TV Minneapolis, KSTP-TV St. Paul and KGLO-TV Mason City, Iowa. Wells cable sought waiver to carry distant signals WCCO-TV, KSTP-TV and KMSP-TV. FCC said in view of small size of community, precarious financial prospects of system, already extensive cable carriage of signals and fact that local station has not objected to proposed carriage, any further impact on local broadcaster of carriage of signals would be negligible. Action July 17.

■ South Padre Island, Tex.—Cable Bureau granted in part application by South Padre Cable for certificate of compliance for new system to carry KGBT-TV Harlingen; KRGV-TV Weslaco; KWEX-TV San Antonio, all Texas; XEFB-TV, XET-TV, XHX-TV Monterrey, Mexico; K111, KRIS-TV, KZTV Corpus Christi, Tex. Carriage of KENS-TV and KSAT-TV San Antonio were inconsistent with signal carriage rule and were denied. It found carriage of K111, KRIS-TV and KZTV would be consistent since Corpus Christi smaller TV market is nearest market to South Padre Island. Denied to extent indicated, and otherwise granted opposition by Harbenito Broadcasting Co., licensee of KGBT-TV Harlingen, Tex. (CAC-4718). Action July 7.

#### Other actions

■ FCC wishes to call to attention of operators of cable television systems that in fulfilling their obligation to obtain certificate of compliance upon expiration of existing franchise, or by March 31, 1977, whichever occurs first, application for certification must include copy of franchise consistent with rules. Action July 8.

■ FCC granted request by National Cable Television Association to inspect certain FCC records pertaining to First Report and Order in Docket 19995 revising cable television network program exclusivity and non-duplication rules. FCC found, after inspection of requested materials, that many of records were comprised of factual information not exempt from Freedom of Information Act and consequently should be disclosed. Action July 15.

■ Indiana—FCC granted Citizens Cable of Allen County special temporary authority to carry WMSH-TV South Bend on its systems in unincorporated areas of St. Joseph township, Adams township and New Haven, Ind. Citizens Cable's request for special temporary authority to carry WGN-TV Chicago, during that part of broadcast day when WMSH-TV was not on air, was denied. Action July 9.

■ North Dakota—FCC temporarily granted request by Meyer Broadcasting Co. for waiver of cable television cross-ownership rules. Meyer Broadcasting is licensee of KFYR-TV Bismarck, KMOT Minot, and KUMV-TV Williston, all North Dakota. Meyer increased control in Mandan Cable TV, Mandan, N.D., from 80% to 100%. FCC said it previously had granted temporary waivers where it had been shown that there was legitimate business purpose and when waiver's duration would not extend beyond divestiture date. FCC emphasized that grant of waiver in this case was of strictly temporary nature and subject to outcome of rulemaking proceeding regarding crossownership. Action July 9.



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**KLMR-AM**, Lamar, Colorado, needs a strong, versatile, motivated Radio person for sales. Experience in air work (with 3rd), production, copywriting and imaginative ideas is important. Our sales approach is low key, with emphasis on serving the sponsors' needs. KLMR is a successful 5,000 watt with two sister stations in the Southwest and a third pending. The person we want and will hire will be trained for Management. We're not afraid to give the right person a chance to develop further. Call Gordon Stafford, GM, 303-336-2206. We're an Equal Opportunity Employer.

**Jackson Hole** is waiting! Challenging news or sales job in small market, with winter skiing and summer fishing and hiking. Send resume, information and tape to: KSGT Radio, Box 100, Jackson, WY 83001.

**No bull:** If you can follow a format, and are interested in sales, we are interested in you. Part time air work on daytimer will bring reasonable base to the sales oriented position. Good people, nice community, no hassle station. Tape, resume and salary requirements in first letter. L. Steven Davis, WAGR, Box 1056, Lumberton, NC 28358.

**Immediate Opening.** Wanted Experienced dynamic salesperson - South Central Indiana AM & FM station, No. 1 in market. Established account list, excellent opportunity and employee benefits. Great community of 30,000 to live in. Send resume to WCSI Radio Station, Attn. Mike Bova, Jr., Box 709, Columbus, IN 47201.

**Ready to move** into sales? WKCY is looking for an experienced broadcaster, \$10,000 plus, first year. Good opportunity for advancement with a young growing organization. Resume to Box 1107, Harrisonburg, VA 22801 or call Tom Manley 703-434-1777.

### Help Wanted Sales Continued

**Sales representative** for solid area accounts. Some announcing/production, copy too. Base, commission & benefits. Contact Ron Swanson 402-463-1314, E.O.E./M.F.

**More Sales Agents** needed; start with commission plus opportunity for advancement. Write to: Sullivan, 790 President St., Brooklyn, NY 11215.

**Pro-Sales Representative** wanted-Add to your existing product lines-to call on Radio-TV stations, advertising agencies and direct accounts, with a quality line of audio products. We are a well-established production organization offering a broad-based comprehensive pay plan. Order takers need not apply. Contact L. Daniel Flynn at 617-879-2430. Call collect.

### Help Wanted Announcers

**Carolina major market** wants mature creative morning personality to relate with audience and community. Contemporary MOR. Excellent benefits and retirement plan. Send resume and salary requirements. Tape requested later. Box G-175, BROADCASTING.

**Join us** in the Big Sky Country if you're a country personality; strong on production and willing to learn how to operate a FM automation system. Send resume, tapes and salary requirements to KOYN, P.O. Box 956, Billings, MT 59103.

**Radio as a career?** Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

**Connecticut's No. 1 FM**, WEZN Bridgeport, needs exceptional voices for weekend news and some production. Must be willing to work with great people in beautiful new facility. Paul Roger 203-366-9321.

**WHYN**, Springfield, Massachusetts, looking for part time AM rock/FM easy listening announcer. Flexible hours most applicable to college student or other within driving distance. TV booth work also available. Send tape and resume to Robert R. Charest, Program Director, WHYN, Springfield, MA.

**Florida coastal MOR station** has opening for personality morning person who wants above average pay and great place to live. Big growth market with stable economy. Opportunity for advancement. No floaters. Must be able to attract and hold majority audience which has made this station leader for past 25 years. Shift 6-9 AM and 11-1:30 PM Monday through Saturday. Plus hour production daily. Send tape and resume with required starting salary to Bob Haa, WIRA, Fort Pierce, FL, Equal Opportunity Employer.

**Creative copywriter** and production person for contemporary metropolitan New York station. Position includes short air shift. Tape, resume and copy samples to Stephen Haltom, WRAN, P.O. Box 528, Dover, NJ 07801. E.O.E.

**Leading Radio-TV operation** has opening for top-flight announcer. Some television if qualified. Send tape, background and references. WSAV, Savannah, GA.

**Mature MOR announcer:** CBS MOR/Contemporary station in 100,000 plus market. Seeking announcer for afternoon drive program. Two years experience preferred. Excellent benefits. Rush resume and 7 1/2 IPS tape with commercial delivery and MOR format to Program Director, Radio Station WSOY, P.O. Box 2250, Decatur, IL 62526.

**Small progressive Ohio market** needs evening C&W personality. Pleasant community near tourist lake. WSRW AM FM, Hillsboro, OH.

### Help Wanted Announcers Continued

**Need experience?** Overnight shift, hard work, low pay, top rated contemporary station, start September 1, tape to WTKO, Box 10, Ithaca, NY.

**New station** needs announcer, program director to supervise announcing staff of new FM MOR station in Kilmarnock, Virginia. Write Dean Loudy, Warsaw, VA 22572 or call 804-333-4105 after six.

### Help Wanted Technical

**Chief for DA-D** with class-B FM. Includes automation and portable remote gear. Central Indiana. Box F-5, BROADCASTING.

**Chief Engineer** for group owned New York State AM directional and FM. Desire individual with directional antenna knowledge and ability to work with staff. Degree desirable, first phone necessary. Salary commensurate with qualifications. Reply in confidence. Equal Opportunity Employer M/F. Box G-171, BROADCASTING.

**Need chief engineer/announcer** (primarily engineering and maintenance) for 5 KW ND daytimer and 100 KW FM in Southeast. All new equipment. Salary open. Equal Opportunity Employer. Write Box G-192, BROADCASTING.

**Texas FM** needs chief with solid background in construction and automation. Air experience too. We're young, very progressive professionals. Resume to KLSN, 300 North Main, Brownwood, TX 76801.

**Broadcast Engineer** for maintenance responsibility in 5KW DA and 50KW-Stereo with program automation. Good opportunity, benefits and working conditions in new equipment operation. Resume to: Lew Owens, Box 11670, Lexington, KY 40511.

### Help Wanted News

**Mid-West 5KW AM station** in market of 65,000 population seeking dedicated, energetic news person, one year or more experience, for two person news staff. Send resume to Box G-200, BROADCASTING.

**Jackson Hole** is waiting! Challenging news or sales job in small market, with winter skiing and summer fishing and hiking. Send resume, information and tape to: KSGT Radio, Box 100, Jackson WY 83001.

**Professional journalist** wanted by full-time 5 KW indie near Philadelphia. Permanent position for exp. person digging, writing and airing local news. Oppt. for p-b-p. Send tape and resume to WCOJ, Coatesville, PA 19320. An Equal Opportunity Employer.

**New Jersey Shore** - Full time newscaster. Challenging job at leading AM-FM in area. Strong writing and delivery. Immediate opening. Rush resume and tape to WMID/WGRF, P.O. Box 113, Atlantic City, NJ. Equal Opportunity Employer.

**News Director** needed by WOBB; Toms River, N.J. 14% of our week is news—5 lull-timers, stringers, UPI Audio, and a strong commitment to local news 24 hours a day. News experience and references will be thoroughly checked. Call Paul Most 201-269-0927. Equal Opportunity Employer.

**Newscaster.** Up sound, good writer and good digger. Also capable of bright weathercast. Write only, Tom Becherer, News Director, WWJ, 622 Lafayette, Detroit.

### Help Wanted Programing, Production, Others

**Virginia modern country** needs person with heavy production ability and creative approach. Limited air work with lots of local news and production. We can afford someone who can handle plenty of responsibility. Resume to Box G-113, BROADCASTING.

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## Help Wanted Programing, Production, Others Continued

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**Program Director**, mature, motivator, creative, work with sales in major Carolina market. AM contemporary and FM good music. some air work. Excellent benefits and retirement. Good salary. Box G-176, BROADCASTING.

**Attention** experienced country music Program Directors: We now have an opening, good salary, excellent fringe benefits, multi-station owner affording plenty of chance for advancement. Please send telescoped tape and resume to WWVA Radio, 1015 Main Street, Wheeling, WV 26003. An Equal Opportunity Employer.

**Contemporary AM/FM** needs motivated/creative/hardworking Program Director to do programming, production, boardshift. Salary plus novice considered. Benefits. Contact Ron Swanson, 402-463-1314. E.O.E./M.F.

**Experienced Script Editor** Grant-funded radio drama project seeks editor for initial limited-term appointment. Duties include soliciting scripts, obtaining critiques from reader-reactors, recommending scripts for final consideration and supervision of preparation of scripts for production. Overall responsibility for complete processing of scripts and development of review and purchasing policies. Position requires successful experience in the professional writing market and knowledge of professional literary practices; ability to work closely with authors; personal initiative to establish public (non-commercial) radio as a marketplace for serious writing and assist playwrights in the creation of new audio forms. Masters degree or equivalent experience necessary. Knowledge of radio production desired but not required. Salary commensurate with qualifications. Resumes including references and letter of introduction must be received by July 25. Send to: Thomas Voegeli, Earplay Project, University of Wisconsin, 821 University Avenue, Madison, WI 53706. An Equal Opportunity Employer.

**Mid-America University** of 7,000 students needs versatile, energetic, imaginative TV-radio news specialist. TV experience desired. Must have initiative, mature judgment, ability to work with administrators, faculty, staff and students in developing timely TV and radio news reports to area electronic media. Salary range: \$8,500 to \$10,000. Send resume to: Director of Information and Public Services, Murray State University, Murray, KY 42071.

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## Situations Wanted Management

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**Retiring?** Former broadcaster with modest capital to invest seeks small market management. Objective: eventual ownership. Box G-63, BROADCASTING.

**Ohioan will program** your station to be community oriented. Community involvement my specialty. Also know music, etc. College stations considered. Currently teaching college course. Box G-122, BROADCASTING.

**A boss knows** knows how its done. A leader shows how its done. Let me lead for you. Young, experienced GM, SM, PD, I can train and motivate effectively. Box G-125, BROADCASTING.

**Profit conscious**, problem solver, strong sales achievement. Young broadcaster seeks GM position in small/medium market. Prefer S.E. coastal location. Box G-159, BROADCASTING.

**Got a tired station?** We're a unique husband-wife team who believe radio is fun! We have a total of 35 successful and profitable years in the medium. We know sales, programming, traffic, continuity, production and promotion. Now we want to work together toward ownership. Box G-160, BROADCASTING.

**25 years major market** radio-television sales-management, 46 years young. Desire GM or GSM medium market. Producer, top track record. Now employed GSM Los Angeles. Replies confidential. Box G-160, BROADCASTING.

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## Situations Wanted Management Continued

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**Successful major market** programmer would like to return to small to medium market in management. Prefer station with underdeveloped potential. Over 10 yrs. experience. Will increase revenue through creative leadership. Thorough knowledge of FCC Regulations, sales, engineering. Able to motivate. Desire permanent home in Southeast. Box G-173, BROADCASTING.

**Christian** experience includes management, sales, programming. Box G-178, BROADCASTING.

**Over 20 years** experience. Management, sales, programming, strong news. Quiet, solid, reliable professional with no problems. Prefer smaller southeast or Southwest market. Box G-186, BROADCASTING.

**Currently VP/GM** in top 10 market. Seeking group position or management or major facility. Strong sales and programming background. Experienced in building and rebuilding staffs, cost control, forecasting, long range planning, and other facets of management by objective. Excellent industry references. Resume upon request. Box G-189, BROADCASTING.

**Professional**, strong on sales, profits, heavy experience, small-medium market East-Southeast. Box G-204, BROADCASTING.

**32 year old** radio executive with family seeking GM position. 12 years of results in all areas of radio, can provide results for your station. Mike - 317-747-9850 after 3:00 PM, EST.

**Medium market** general management. Strong sales, sales management background large, small markets. RAB CRMC. Programming, production experience. First class license. University graduate. 33. Currently GSM Colorado AM. Robert Whittlessey, 2912 East 5th, Denver, CO 80206.

**Seek advisor/instructor** position with college FM. M.S. in communications, 4 years in public and commercial radio including management experience. 1st phone. Peter Nordgren, Box 3247, Menomonie WI 54751, 715-232-2431.

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## Situations Wanted Sales

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**I want more**, more responsibility. More challenges. More \$\$. I want sales. Presently employed at network with three year experience in financial and traffic areas. Willing to learn and work hard. BS in R&TV. Box G-138, BROADCASTING.

**Station manager**, salesman, program director, first phone, married, dependable, creative selling, presently employed, top references. Box G-170, BROADCASTING.

**Douglas Wick**, 1015A Cherry, Oshkosh, WI, 54901, 414-233-7498. Young, aggressive, experienced salesman eager to relocate in small/medium market. College degree Radio/TV/Journalism. 3rd. adept in news, sports, play-by-play also.

**First phone**, 3 years experience. Prefer sales but will do all! Phone Doug Hamby 502-683-0747.

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## Situations Wanted Announcers

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**Top rated nite man**, up tempo rocker, heavy personality, tapes & references to prove it, major of excellent med. Box G-62, BROADCASTING.

**Pick of the litter** comedy team seeking top 40 or contemporary MOR DJ spot. Together 6 years. 3rd endorsed, radio and TV experience. Prolific writers, all original comedy material, brash or subtle, from satire to whimsy. Box G-112, BROADCASTING.

**Young, single announcer** seeking small market Adult Contemp./MOR station. Hard working, dependable, no screamer. 1 year experience, currently employed. 3rd endorsed. Will relocate. Box G-130, BROADCASTING.

**Proven production pro** seeks position at medium to large market West Coast station. Heavy on news, top L.A. reference. Currently employed mid-west medium. Available September. Box G-132, BROADCASTING.

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## Situations Wanted Announcers Continued

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**Dependable asst. PD** with first looking for Top 40/rock position. Not afraid to work. Box G-135, BROADCASTING.

**Versatile** 6 year pro desiring medium to major overnight, Top 40/hit progressive. Single. 22, 3rd, will relocate. 203-397-1813. Box G-183, BROADCASTING.

**Experienced** 2 year announcer, good news. 3rd endorsed, some sales done, reliable, good voice & diction, available, will relocate. Box G-184, BROADCASTING.

**A real bargain**. Quality performance at a low price. Young, imaginative, creative and one of the best p-b-p men around. I want a sports job with a sound, professional outfit. A valuable asset to your operation. Willing to relocate. All offers considered. Box G-193, BROADCASTING.

**Adult, mature voice** wants adult, mature station. 17 years radio and television. License. Will send resume and tape. Box G-194, BROADCASTING.

**Nashville, Tennessee**, or within day's drive. Country DJ. First phone. Desire air work. Experienced. Box G-196, BROADCASTING.

**Creative announcer** with first phone and experience seeks new opportunity as announcer or P.D. in Upper Midwest. Tape and resume upon request. Box G-198, BROADCASTING.

**Hats, I wear many**. Currently 50,000 market commercial announcer with full production/music programming responsibilities. Married pro, with family, fully experienced all broadcast operations. Let's talk a lengthy relationship. Box G-202, BROADCASTING.

**Older spinner**. Real good. Country or middle road. No rock style. Prefer Florida. Box G-203, BROADCASTING.

**Dependable young man**, BA, Journalism, 3rd endorsed, seeks experience with contemporary station. Bruce. 313-474-1647. Box G-205, BROADCASTING.

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

**Versatile announcer**. Creative production, dedicated, experienced. Desires small, friendly station. Eastern U.S. 914-482-4239.

**Young man** seeks position in T&O or broadcasting. Resume upon request. Contact Chris Bardo, 2633 Shenandoah, St. Louis, MO 63104.

**2 yrs. experience**, 26, prefer rock, 1st. Tom Spencer, Sutton, WV. 304-765-2282.

**3 year radio man** seeks stable announcer or announcer/sales position. Available now. Bill Smith 516-731-6168.

**Attention Small Markets**; Young third phone announcer with some experience as DJ/newsman seeks position to learn and grow. Excellent references and the ability to take direction. Paul Newton, 102 Chester Avenue, Yeadon, PA 19050. 215-MA6-0599.

**Top 50 market**, morning man, 8 yrs. experience in rock and country, stable family man, MD, PD, call Jim Shafer 315-699-2284.

**Believe this 3rd ad**. Adult Cont/MOR personality seeking midnight-six strong middle market. Listen 200 tapes and shop other stations. Then call me for No. 1 ratings those hours. No FM/Country/chicken. 3rd. 702-359-9538.

**Bright midday man** with creative production ability seeks a medium or major market position. Experienced, married and college background. If interested call 505-388-4620.

**Versatile DJ** looking for position at stable station to grow with. 24, family man, experienced, college. Call me now and I'll show for personal interview. Before 4:00 812-265-4170, after 4:00, 812-866-3569.

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## Situations Wanted Announcers Continued

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**Looking for slot** at a rocker. Currently parttime at a station in the top ten. College graduate. 3rd. Available anytime. Bob Farley, 85-04 253 Street, Bellerose, NY 11426 212-347-3943.

**Rock jock!** AM/FM formats. Hard worker! Available now! Jeff Golden, 714-583-8552. 5413 Brockbank, San Diego, CA 92115.

**Looking for first break** in commercial operation. 4 yrs. of college radio. News, sports, copy, production, DJ. 3rd endorsed. Will relocate. Call Ted Brown 412-922-1345.

**Creative, competent female** D.J. looking for entry-level position in radio. 5 yrs. experience with progressive rock college station. Excellent programming format. Business and management background. Will relocate. 3rd endorsed. Contact: Annie Begrowicz, 244 Harrison Ave., Jersey City, NJ 07304.

**Over 15 years** experienced in all phases of Radio-TV industry. Interested in solid opportunity. Available now for air talent news, production. Bill Stanley, 1823 Mound St., Springfield, OH 45505.

**Wanted: Contemporary MOR** or Top 40. Experienced. Box 71, Park Forest, IL 60466.

**Sportscaster.** 4 yrs. Basketball PBP for metro N.Y. ED. FM. Can do others. Third endorsed. College grad with BBA. Seek small market. Bill Sova, 329 Palmer Terrace, Mamaroneck, NY 10543. 914-698-4826.

**Seven years experience,** first phone. looking for progressive rock or rock station on the West Coast. Free to relocate. Call Sam at 702-648-1832.

**Small market.** Top 40 jock with 1 1/2 years experience. Broadcast school grad. 3rd endorsed. Prefer graveyard shift in North Carolina. 919-346-9009. Paul Hunner.

**Six year pro.** Smooth. Contemporary. Midwest. No small markets. Box 5395, Fort Wayne, IN 46805.

**1st phone** C.I.E. grad. 6 yrs. soul exp. Baltimore or DC. Use my sting for your thing. Mosquito, 4907 Chaledon Rd., B-1, Baltimore 21207. 301-448-1822.

**Minority employee** of major market station seeking smaller market air position. P. Chin, 20000 Lorain, Apt. 1-526, Cleve, OH, 216-333-5076.

**First class woman,** first class license. Now working beautiful medium market West Coast. Those who need strong addition, I want to hear from you. Ilene, 1025 Benito, Pacific Grove, CA. 93950 408-372-8154.

**Responsible, mature** air-personality. Florida. Northeast. top 40. Uptempo. contem. 2 yrs. College experience. 2 yrs. commercial. College grad in Broadcasting. 3rd endorsed. Evenings, 305-721-0582 Norm Freedman.

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## Situations Wanted Technical

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**20 years first phone,** mature, reliable, married, youngster in college. Wide experience all phases. RF, audio, remote control, maintenance, repair, etc. 7 years present job in Missouri. Quality worker, seeking good permanent job. Box G-187, BROADCASTING.

**Building new station,** updating present facility (automation, etc.)? Need veteran chief to put it together? 20 yrs. experience as owner-operator. Call me! 805-966-3857 or 701-652-3151.

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## Situations Wanted News

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**Young ND** desires to bolster reportorial skills in medium-major market. College graduate, midwest preferred. Box G-152, BROADCASTING.

**Help!** Want to leave sinking ship. Aggressive, community-oriented ND. Ran top news operation & more than paid for self with part-time sales. Looking for med-market with heavy news. 3 yrs. pro experience. BS Journalism. Box G-155, BROADCASTING.

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## Situations Wanted News Continued

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**Experienced Newsman,** 22. B.A. Speech. Dig. Air. Write. Total 4 years radio experience. Box G-156, BROADCASTING.

**Nearly 4 years** covering major college and professional sports in top 20 market. Exceptional writer/producer with radio or TV play by play capability. Ready for move. Write Box G-164, BROADCASTING.

**News Director-Operations Manager.** Take charge professional. 20 years experience. 1st phone, big voice, sound ideas. Major-Medium market only. Will consider telephone talkshow and T.V. Box G-167, BROADCASTING.

**Over 20 years** experience. Management, sales, programming, strong news. Quiet, solid, reliable professional with no problems. Prefer small Southeast or Southwest market. Box G-186, BROADCASTING.

**Good Newsman,** three years experience, sports, PBP in baseball and football. Available immediately. Ellis Badon, 4316 E. Nancy Lane, Phoenix AZ 85040.

**Award-winner**-best documentary 1974, seeks home. Small-medium market preferred. Mature capable, experienced, all phases. John Travis, 817 Brown Road, Madisonville, KY 502-821-0664. Answer all inquiries.

**Experienced sportscaster.** Smooth professional. No small markets. Jeff, 906 Valley Lane, Lockport, IL 60441. 815-838-1639.

**Wanted** full-time job. Medium or major markets only. 4 years experience. Good writer. Weekend man in Detroit. Douglas Nagy 1-313-534-0251.

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## Situations Wanted Programing, Production, Others

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**Look what \$15,000** up per year buys, black PD with experience as station manager, program director and sales. Good track record and references. Box G-153, BROADCASTING.

**Producer Director** Top 20 market for 14 years seeks new position with challenge for immediate move. Box G-181, BROADCASTING.

**Program Director:** One of the best, creative, a motivator, positive. Successful at Rock and Country. I'm stable, employed, expensive, and worth it. Box G-191, BROADCASTING.

**Knowledgeable-expert** with country format. (Also MOR). 16 years experience. PD would welcome opportunity of programming a good country sound on your station. College/management. Family man, 37.

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## TELEVISION

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### Help Wanted Management

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**Development Director** statewide PTV network. Planner and doer to raise funds from corporations, foundations and build continuing constituency through underwriting, annual gifts, auction, etc. Degree preferred. Exp. & achievement important. Write or call Paul K. Taff, CPTV, 24 Summit St., Hartford, CT. 203-278-5310. An Equal Opportunity Employer.

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### Help Wanted Announcers

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**Commercial Announcer** with ability to handle sports segment in news. Experienced only, please. Southeast - Medium sized market. Reply with resume and salary range to Box G-141, BROADCASTING.

**Announcer** opening for professional to perform weather or sports and general announcing. Send tape, resume. WSAV-TV, Savannah, GA.

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## Help Wanted Technical

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**Heavy RCA VTR & studio camera** maintenance engineer wanted: Good working conditions with growing Number One rated station in the southeast. Send resume and salary requirements. Box G-169, BROADCASTING.

**Supervisory position open** for Engineer experienced in the operation and maintenance of RCA TTU-25B transmitter. Send resume to R.L. Ashenletter, WCIU-TV, 141 W. Jackson Blvd., Chicago, IL 60604. WCIU-TV is an Equal Opportunity Employer.

**Engineer,** with first and experience to join small PTV staff to operate and maintain Xmtr. and new color equipment. Resume to Dennis Dunbar, WGBY-TV, One Armory Square, Springfield, MA 01105. 413-781-2801. Equal Opportunity Employer.

**Video and Maintenance Engineer** for college and broadcast facility Maintain IVC equipment. Long Island campus. First class desirable. Write Chief Engineer, WLIW-TV, Ellington Ave. West, Garden City, NY 11530.

**The following positions** are available for late August: TV transmitter maintenance technician. First Class license and experience necessary. Two TV studio technicians. First Class license and experience preferred. Contact Chief Engineer, WNAC-TV, Boston. An Equal Opportunity Employer MF.

**TV Mobile Chief Engineer.** Shirtsleeve type. California's fastest growing mobile company needs fully qualified man with PC70's, AVR2's and Ampex 3000. Editing experience helpful. Contact Messrs. Stevens or Sommer, 714-291-7292.

**Broadcast engineer** with sound radio and television experience to work with management consulting firm on station valuation matters in Washington, D.C. Administrative experience helpful. Please call Horace Gross, Frazier, Gross & Clay, Inc., 202-966-2280.

**Experienced television engineer** with first phone for transmitter located on mountain ham ticket a plus. Quarters and transportation furnished married or single no children. Also need a combo person for studio engineering and switching call evenings 1-307-864-3655.

**Engineer.** 1st class license; minimum 1 year experience in TV broadcast or production operation and maintenance. New color, equipment. ST1,108. Contact H.S. Hendricks, Atlanta Public Schools Personnel, 232 Pryor St., S.W. Atlanta, 30303. 404-525-6505. Applications must be postmarked no later than August 15.

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## Help Wanted News

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**Experienced anchorperson** for Boise ABC affiliate. Applicants must have current VTR or film—we will request later. Box G-69, BROADCASTING.

**News anchor,** sports and weather for medium size midwest market. Strong on-air performance a must. Send resume and availability. Salary open, request for audition tape immediately follows receipt of resume. Looking for more than pretty faces, need involvement. Box G-127, BROADCASTING.

**Aggressive news director** for dynamic medium market in southeast. Must be experienced news writer, administrator, organizer and ability to anchor Action News format. Reply with resume and minimum salary. Box G-142, BROADCASTING.

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## Help Wanted Programing, Production, Others

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**Midwest Number One** news station wants number one block director. Send resume to Box G-195, BROADCASTING.

**Producer/Director** - 1 year appointment. Varied production assignments, involving studio, remote and film. BA and three years television production experience required. Masters desirable. Send resume to Ken Johnson, Nebraska ETV Network, P.O. Box 83111, Lincoln, NE 68501. An Equal Opportunity Employer.



## Help Wanted Programing, Production, Others Continued

**Promotions director** for Public Broadcasting TV affiliate. Bachelors degree in journalism, broadcast or related field preferred, and experience in related area necessary. Must have advertising, promotions, print and broadcast writing experience. Good typing and clerical skills. Located in university community with good benefits. Salary range \$8,500 to \$10,500 dependent upon experience. Respond to Manager, KUID-TV, University of Idaho, Moscow, ID 83843. Closing date: August 15, 1975. An AA/EO Employer.

## Situations Wanted Management

**General Sales Manager.** Professional. Ten years in Top 25 market. Ready to move. 414-962-4459.

## Situations Wanted Sales

**Attention:** Major Market Television. Dynamic Radio Sales personality desires to switch to Television sales with growth opportunity leading to management. Can adjust and apply techniques quickly. Personable, knowledgeable and highly reputable. Write Box G-105, BROADCASTING.

## Situations Wanted Technical

**Chief Engineer** thoroughly experienced. Looking to move up. Box G-166, BROADCASTING.

## Situations Wanted News

**News Director** with network-related experience seeks to move to top 25 market as News Director, Assistant News Director or Producer. Excellent experience/references. Box G-168, BROADCASTING.

**Collecting dust** at a desk, want fresh air on the street in medium or large market. B.S., 4 years experience all phases. Box G-174, BROADCASTING.

**Award-winning reporter/photographer** at medium market affiliate looking for move West. Strong on series and features, studio presentations and eyewitness format. BA degree, VTR, resume on request. Reply Box G-190, BROADCASTING.

**Reporter/writer/producer** with five years excellent news (and documentary) experience, awards, master's. Offer high level of ability and motivation to news and/or public affairs department possessing high standards and expectations. Call 404-876-1134 after 4 pm EDT.

**Much experience,** all phases; mature, youthful broadcaster seeks anchor or legman position. Writer, editorialist, talk host, too. Box 1223, Northland, Southfield, MI 48075.

**Experienced TV news** Reporter-photographer-producer wants to quit politics and return to news. Willing to relocate. Pete Whelpton 617-358-2172.

## Situations Wanted Programing, Production, Others

**Associate producer/director,** 1½ years chief cameraman & ass't director (TV); background also includes film & still production; recent MA. Box G-119, BROADCASTING.

**Working studio supervisor** Florida net aff'l; 6 years experience news, production and remotes; Business degree marketing; looking for a career move to any market. Box G-165, BROADCASTING.

**Experienced producer/director** looking to move! Talented, ambitious, and professional. Not afraid of hard work. Prefer Mid-west or Northeast. Box G-172, BROADCASTING.

**Director-seeking** production position. 12 years, all phases TV production. Heavy in news, public affairs and commercials. BA in R/TV. Emmy awards. Hard worker. In SE, but relocation no problem. Available now. Let's get together. Box G-182, BROADCASTING.

## Situations Wanted Programing, Production, Others Continued

**TV-Artist-** Experienced in set design, illustration, photography and layout. Coll. grad. hard worker - black. Will relocate. Stan 203-447-1656. 163 Huntington St., Apt. F7, New London, CT.

## BUY-SELL-TRADE

**New and used towers.** Also painting and erection. Angle Tower Erectors, P.O. Box 55, Greenville, NC 27834. 919-752-7323.

## WANTED TO BUY EQUIPMENT

**Wanted** East Coast TV station seeks to lease state-of-the-art color TV equipment for a five camera pickup. Will consider truck or control room configuration. Prefer triax. Period: April to October 1976. Send equipment details to Box G-197, BROADCASTING.

**Equipment Wanted:** Looking to buy two 55 or 60 kilowatt UHF transmitters, RCA or Harris. Immediate availability needed. Call Craig Gosden 213-553-3600.

**Equipment wanted:** Collins 21-E, RCA 6TA-10-H, Schafer 800-T automation. I buy for sale south of the border or anywhere. To buy or sell good used transmitters, automation, etc. Contact Paul Schafer, Schafer International, 5801 Soledad Mtn. Rd., La Jolla, CA 92037 Phone 714-459-0222.

**Equipment Wanted:** Looking to buy self-supporting tower. 200-250-300-350 foot. Immediate availability needed. Call Craig Gosden 213-553-3600.

## FOR SALE EQUIPMENT

**Transmitter parts.** 12,000 spare parts and tubes for RCA TT50AH transmitter. Complete list available. Contact Wayne Seacat, WGAL-TV, Lincoln Highway West, Lancaster, PA 17604. Ph. 717-393-5851.

**TV transmitter** available soon. Composite 25 KW Visual Amplifier now operating on Channel 4; also a Federal FTL 17A rated 5KW Visual, 2.5 KW Aural. WSM Inc., Box 100, Nashville, TN 37202. Ph. 615-749-2206.

**Two rapid-Q dual** playbacks: Factory reconditioned, one year old. \$835.00 each. Sound Dynamics, Box 1335, Sunnyvale, CA, 94088, 408-926-3588.

**For Sale** New equipment Auricon 1200 with Angenieux 12:120. \$3800.00. Basha Productions, 463 King St., Charleston, SC 29403. 803-723-0504.

**Magnecorder** 1021 FT broadcast recorder, excellent. \$425. Spotmaster 505 cart playback, very clean. \$100. Jampro FM antenna 3 bay horizontal (tunable), \$250. Collins 300M single bay antenna (tunable), \$50. Both now 91.7. Doug Matthews, 708 Chelsea, El Paso, TX 79903.

**Norelco Film Chain** \$15,000; CVS-500 Time Base Corrector-\$9,000; Shintron 312 Gen-Lock Sync Generator-\$550; Telemation TSG-2000 Gen-Lock Sync Generator-\$600. FOB Eugene, Dayspring, Box 2-F, Eugene, OR 97402. 503-687-2178.

**1- 185' antenna,** where is, as is standing & erected, \$2,500.00 cash or \$3,000 terms, contact Duane Moore, P.O. Box 1117, Willcox, AZ 85643, or call 602-384-4014 5AM-9AM.

**Vitro Weather Radar** - Model MR-780, presently in operation, \$30 K - FOB Washington. Please contact the Chief Engineer for particulars. WTOP-TV, 4001 Brandywine Street, N.W., Washington, D.C. 20016. Tele. 202-686-6052.

**For Sale** 2 Way Radio-G.E. - 3 Mobile-1 Base. 170.15 frequency. \$250.00 each or best offer. 804-623-6262.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one-liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

## MISCELLANEOUS

**Announcers, engineers:** Make more money. Information free. Johnny Bowles, 322 E. Maxwell, No. 11, Lexington, KY 40508.

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

## PLACEMENT SERVICE

**Many Top-40,** Middle or Road, and Country & Western, jock and news openings available! Rush tape and resume to: Air Talent Placement, 1516 Hinman, Suite 505, Evanston, IL 60201.

## INSTRUCTION

**No FCC license?** Tried every way but the right way? It's time for Genn Tech. Home study. Free catalog. 5540 Hollywood Blvd., Hollywood, CA 90028.

**KiiS Radio's Broadcasting** Workshop for Professional DJ & News training. Both in studio and on-air training. Write: KiiS 8560 Sunset Blvd., Los Angeles.

**Broadcast Technicians:** Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

**Job opportunities** and announcer-dj.-1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

**First Class FCC License** in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

**No: tuition, rent!** Memorize, study—Command's "Tests-Answers" for FCC first class license.— plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

**1st Class FCC,** 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l Inst. Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

**Chicago or Milwaukee.** FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive, 312-236-8105 or 414-445-3090.

**REI teaches electronics.** Over 98% of our graduates pass FCC exams in 5 weeks. Classes: August 25, Sept. 29, Nov. 10. REI 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

**For 38 Years,** Industry Leader, Don Martin School of Communications trains for 1st phone license, in just five weeks. Call collect for details, 213-462-3281, or write, Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

**Get your FCC license** in Chicago! Biggest school in the Midwest. Results guaranteed. Veterans approved. Financing. Omega Services, Inc., 333 East Ontario, Chicago, IL 60611. Call today: 312-649-0927.

**San Francisco.** FCC License, 6 weeks, night class 12 weeks, 9/8/75. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell Street, 94102. 415-392-0194.

**RADIO**  
**Help Wanted Management**

**Radio Business Manager**

Major westcoast radio station.  
 \$20K plus bonus.

Send detailed resume to: Mike Walker, Ron Curtis & Company, 5725 East River Road, Chicago, IL 60631, 312-693-6171.

**Help Wanted Sales**

?? CAN YOU SELL ??

We need another lake-charge salesperson! *Good list! Good one station small market! Good Deal. Guarantee!* Reply in confidence—all inquiries answered.

P.O. Box 455  
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**Help Wanted Announcers**

Two million plus people in Northeastern market are starving for adult personality radio. Group owned station is rebuilding to fill this void. Want good communicators, not time and temperature jocks. EOE

Box G-163, BROADCASTING.

**TOP PERSONALITY DJ FOR LOS ANGELES MARKET**

Are you humorous? Do you keep it short and play lots of music? Do you have funny ideas and situations with which you entertain your audience?

Ideally, we're looking for a person who has matured as an on-the-air personality, who is a thorough professional and who would like to live in the most beautiful portion of Los Angeles area. Good at production, plenty of ideas and first rate air work are requirements. We're an AFTRA station, so pay and benefits are good.

Tape & resume to: Pat Michaels, Station Manager, KWIZ, Santa Ana, California 92703

An Equal Opportunity Employer

**Consultants**

**HAVEFRAM Associates —**

— needs sales specialists to train for radio and television sales consulting work. Must be experienced, have solid track record and demonstrable integrity. Our standards are tops and you must be the best in the country. Need specialists for states of Virginia, Maryland, Pennsylvania, New York, Ohio, Indiana, Illinois, Wisconsin and Michigan. Call Harry Averill at 703-323-7812.

**Help Wanted Announcers Continued**

**MAJOR RADIO OPPORTUNITY**

We are building a staff of radio professionals for the re-development of our flagship station. Some of the top industry people are already on board, however two key slots are yet to be filled.

A morning personality who is an intelligent communicator; a person with the ability to attract an adult audience with music, service and charisma.

A morning newscaster with superior skills and delivery, a radio journalist with experience, professionalism and a desire for new growth.

The market is an exceptional and exciting place to live. You and your family will be happy here.

We are a major company, excellent salary and benefits. Send a tape and resume right away.

Equal Opportunity Employer

Send tape resume and salary requirements.  
 1 Thaddeus Lane,  
 West Islip, N.Y. 11795

**Help Wanted Programing, Production, Others**

**P.D. NEEDED**

Number 1 Midwest Contemporary Top 40 needs mature P.D. able to motivate staff, command respect, keep morale high, work close with Sales staff, have good follow through and promote, promote, promote. Will also do mid-days. Good salary. Box G-90, BROADCASTING.

**Situations Wanted Management**

Major corporation broadcast executive seeks key position in management of station or group operation with entrepreneurial commitment

Highly successful major market track record in Radio/TV station management, marketing, general sales management, sales, programming, news promotion and public affairs. Excellent national references

Box G-104 BROADCASTING

No matter how clever, innovative and eye-catching you may want an ad like this to be, it still boils down to the basics. I'm a professional broadcaster with 20 years experience, 15 of them in management. I am looking for a G.M. position. Prefer a medium market, but no real opportunity will be dismissed. Presently employed. Please reply to Box G-180, BROADCASTING.

**LAWYER-BROADCASTER**

Seeks Management position dealing with station operations and company business activities in small/medium size broadcast group. Young ivy grad. currently asst. to owner of Chicago-based radio group. Former asst to Washington broadcast attorney. Experience in operations, Engineering, Personnel, Administration, Programming. Box G-206. BROADCASTING.

**Situations Wanted Management Continued**

**PETER PARISI** P.D. and M.D. of KADI-F.M. National P.D. for C.F.I. nominated for P.D. of the year. 4 years in present position. Seeking programming position. Can also jock. 314-361-5743 Apt. 15V, 18 S. Kings Highway, St. Louis, Mo. 63108

**Situations Wanted News**

**BLACK NEWSWOMAN**/with an ear for official doublespeak & articulate citizens/writer & reporter with 3 years experience at network owned stations/seeking San Francisco slot & chance to make standout minidoes. Box G-157, BROADCASTING.

**Situations Wanted Programing, Production, Others**

**EXPERIENCED PROGRAM MANAGER**

Currently in major market at highly respected and rated property, looking for a new challenge. Building or maintaining your M.O.R. or Rocker into a *Class A Winner* might be that challenge. Call evenings (305) 868-5138.

**ADULT CONTEMPORARY P.D.**

Major market, net O&O experience. Creative, sober & reliable. Presently employed. May be available due to change in top management. Will consider all offers. Contact.

503-636-3706  
 ANYTIME.

**JACK ARMSTRONG** wants to be a program director. References:— 16 years—WCOG, WAYS, WIXY, WKYC, WMEX, CHUM, WPOP, KTLK, WKBW(2½ years) 13q(2½ years)—top rated jock—I've worked with some of the best people in the business—want to apply what I've learned—will do air shift-hard worker. 412-279-2017/311 Kings Highway/Rosslyn Farms, Pa. 15106. Rock'n Roll is not dying—the presentation is wrong!

**Placement Service**

**IMMEDIATE OPENINGS**

Let us analyze your resume now!  
**WILLIAM J. ELLIOTT, JR. & COMPANY, INC.**  
 50 S.W. 3rd Avenue  
 Suite 110F  
 Boca Raton, Florida 33432  
 305-392-4210  
 Not An Employment Agency

## TELEVISION

### Help Wanted Management

#### CHIEF FINANCIAL OFFICER

Leading group Television broadcaster needs controller ready to move up to top spot in publicly held company. Salary range \$40, to \$50K bonus profit sharing and other key-man benefits. Send detailed resume to:

Mike Walker  
Ron Curtis & Company  
5725 East River Road  
Chicago, IL 60631  
312-693-6171

All replies confidential and answered promptly.

### Help Wanted Sales

## GENERAL SALES MANAGER

### Video Microwave Systems

Microwave Associates is seeking an experienced sales or marketing manager with demonstrated professional management skill to fill the chief sales executive post for its Communications Equipment Division. This rapidly growing division is the leading supplier to TV stations of microwave systems for electronic journalism (ENG) and of video distribution systems for CATV and common carrier markets.

A take charge individual is required in this challenging position to manage the field sales force, proposal group, to prepare operating budgets and sales forecasts and to direct the overall advertising and sales promotion program and other support activities. Prior experience in marketing RF transmission equipment is preferred.

Send resume to:

#### VICE PRESIDENT PERSONNEL



MICROWAVE ASSOCIATES, INC.  
Burlington, Mass. 01803

An Equal Opportunity Employer  
Male and Female

### Help Wanted Technical

Manager of Engineering for TV/FM non-commercial high-power UHF. Must have proven managerial, administrative, and technical skills and experience in similar capacity. Northeast location, salary negotiable, excellent benefits. Equal Opportunity Employer. All inquiries will be held confidential. Send resume to Box G-131, BROADCASTING.

#### Circuit Development Engineers

Applicants should be familiar with latest solid state devices and techniques. BSEE and at least 5 years of recent design experience required.

#### Television Systems Engineers

Applicants should be thoroughly familiar with television systems. Minimum of 5 years of experience required.

Send resume and salary requirements to The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, Calif. 95945.

You belong in

# Broadcasting

The newswEEKLY of broadcasting and allied arts

## Situations Wanted Announcers

#### TALK SHOW HOST

Live audience and telephone  
Major Market Awards  
Witty, Controversial  
Take direction well

If you're looking for versatility and class, write  
Box G-179, BROADCASTING.

## Situations Wanted News

Minority, award-winning, seasoned, major-market on-air TV news reporter seeks opportunity in top ten market. Salary, twenties.

Box G-161, BROADCASTING.

SPORTCASTER—Unfortunately I'm not a former ballplayer, female or minority—just a damn good TV sportscaster-reporter who knows how to get the most out of film and commentary. Six years TV experience. Interested??

Box G-188, BROADCASTING

#### CLARENCE DARROW

... F. Lee Bailey and William Buckley move over! Trial Attorney with Radio-TV background is looking for West Coast or major market TV station for news, personality, interviews. Herb Gordon 228 S. Plymouth Ave. Rochester, N.Y. 14608 (716) 454-5650.

## Situations Wanted Programing, Production, Others

#### BICENTENNIAL HOMESICK BLUES

Writer/producer/director currently in senior international production management position seeks return to U.S.—preferably Arkansas, Tennessee, Texas, Louisiana or Georgia. Twenty-nine-year-old fast-burner with Masters degree and 12 years solid production experience from local retail commercials to internationally successful network programs. Proven state-of-the-art videotape and 16mm film credentials. Looking for medium-market TV station with desire to develop production into creative, profitable department or separate allied company. Presently in \$35K-\$40K salary range—negotiable depending upon long-range opportunity. Reply: Box G-177, BROADCASTING.

## CABLE

### Help Wanted Sales

We are looking for young, ambitious R-TV college graduates for sales and management training programs with several of our clients at radio and television stations, and cable TV systems. We want only outstanding people with a lot of drive and ambition. If we already have your resume, you will be considered. If not, submit complete resume to Mike Walker, Ron Curtis & Company, 5725 East River Road, Chicago, IL 60631, (312) 693-6171.

### For Sale Equipment

#### USED TK-43 COLOR CAMERAS (3)

Excellent condition, used only in studio. Asking \$30,000 for all three, complete with lenses, tubes, monitoring and mounting equipment. Can be demonstrated.

BOX G-207, BROADCASTING

## Employment Service

JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!! Subscribe to:



Box 61, Lincolndale, N.Y. 10540  
Number "One" in Weekly, Nationwide  
Employment Listings for Radio, TV, DJ's,  
PD's, Announcers, News,  
Sales and Engineers  
 \$12.00 3 months (12 issues)  
 \$25.00 12 months (50 issues)  
(Check Appropriate Box)

NAME .....

ADDRESS .....

Enclose Check or Money Order

## Legal Notice

#### TOWN OF LONGMEADOW, MASSACHUSETTS

#### NOTICE OF INTENT TO ACCEPT APPLICATIONS For A License To Operate A Community Antenna Television System

The Town of Longmeadow, Massachusetts, will accept applications for a license to operate a community antenna television system at the office of the Selectmen, Town Hall, Williams Street, Longmeadow, Massachusetts. Applications must be received no later than October 15, 1975.

This solicitation of applications is pursuant to Procedural Regulations For Granting Community Antenna Television Licenses, Section 1.3 (b) (2).

All applications must be submitted in the Commonwealth of Massachusetts Community Antenna Television Commission standard application Form No.100 and must be in full accordance with Chapter 166 A of the General Laws of the Commonwealth of Massachusetts. All applications must be accompanied by a certified check or money order for \$100.00 payable to the Town of Longmeadow, Massachusetts.

This solicitation of applications is made prior to a decision by the Selectmen of the Town of Longmeadow whether to pursue cable licensing.

Bids are now being solicited for the purchase of electronic broadcasting equipment from the lowest, responsible bidder for the Huntsville Public Library's Public Service Radio Station. Specifications for bids may be inspected at the Library, 108 Fountain Circle, Huntsville, Alabama. Bids will be opened August 10, 1975, at 4:30 p.m., and the results of such bids reported to the Huntsville Public Library Board of Directors for acceptance or rejection.

## Wanted to Buy Stations

### Unique investment group

interested in acquiring

medium-market VHF

network-affiliated

TV stations.

Brokers welcomed.

Reply to:

Box G-162, BROADCASTING.

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

**For Sale Stations**

**TOP MARKET OFFERING**

AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2½ million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

**METRO MARKET SOUTHEAST 1000 WATT DAYTIMER. PRICED at 1.75 times BILLING PLUS REAL ESTATE. 29% DOWN WITH EXCELLENT TERMS TO QUALIFIED BUYER.**

Box G-150, BROADCASTING.

**SOUTHEASTERN FOUR STATION CHAIN TWO A M ONE A M & CLASS C F M COMBINATION. ALL GOOD MARKETS PRICED AT 1.75 TIMES BILLING PLUS REAL ESTATE. 29% DOWN WITH EXCELLENT TERMS TO QUALIFIED BUYER. Box G-151, BROADCASTING.**

**PENNA. AM—Daytimer, PSA, non-DA-excellent dial spot below 1,000. Single station market. Established over 20 years. Partners okay. \$10,000 min. required. Resume and/or financial statement with first letter. please. Box G-158, BROADCASTING.**

**PROFITABLE AM—SOUTHEAST**

Rapidly growing market—5,000 watt daytime with possible FM ... near major market. Good growth opportunity for years to come. Single station market. Asking \$350K. Write for details. Replies should contain information sufficient to establish financial and personal qualifications.

Box G-199, BROADCASTING.

Southwest VHF TV Station. Good earnings record, growth market. Price — 2-½ times billing. Principals only.

Box G-201, BROADCASTING.



Brokers & Consultants to the Communications Industry

**THE KEITH W. HORTON COMPANY, INC.**  
200 William Street • Elmira, New York, 14902  
P.D. Box 948 • (607) 733-7138

Plains	small	daytime	\$125K	Terms
NE	metro	fulltime	550K	180K
SE	metro	profitable	500K	terms
South	medium	FM	115K	80K
SW	metro	FM	350K	100K



Atlanta—Boston—Chicago—Detroit  
Dallas—San Francisco  
Please Write: 5 Dunwoody Park  
Atlanta, Georgia 30341

**For Sale Stations Continued**

**SOUTH CENTRAL TEXAS**

Lush country living. Single station market of 18,000. **Super-successful daytime AM/FM combo.** Handsome 4,000 sq. ft. studio building, equipped like a big city station. On \$180,000 cash billings, this one throws off \$70,000 cash flow, or about \$20,000 more than annual debt retirement! Firm price: \$390,000. Only 20% down and 12 years on balance.

**SOVRAN ASSOCIATES, INC.**  
BROKERS & CONSULTANTS  
SUITE 217  
11300 NORTH CENTRAL EXPRESSWAY  
DALLAS, TEXAS 75231 (214) 369-9545

**For Sale Stations Continued**

**LARSON/WALKER & COMPANY**

Brokers, Consultants & Appraisers  
Los Angeles Washington

Contact: William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
Washington, D.C. 20038  
202-223-1553

AT YOUR SERVICE WITH  
20 YEARS EXPERIENCE.

**RICHARD A. SHAHEEN, INC.**  
Media Brokers  
435 N. Michigan Ave. Chicago, Ill 60611  
312/467-0040



"An ad we placed in BROADCASTING really paid off. We were swamped with applicants and...chose a BROADCASTING applicant."

**BROADCASTING'S CLASSIFIED RATES**

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St. N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:  
—Help Wanted, 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).  
—Situations Wanted, 40c per word—\$5.00 weekly minimum.  
—All other classifications, 60c per word—\$10.00 weekly minimum.  
—Add \$2.00 for Box Number per issue.

Rates, classified display ads:  
—Situations Wanted (Personal ads) \$25.00 per inch.  
—All other \$45.00 per inch.  
—More than 4" billed at run-of-book rate.  
—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_



# Profile

## Barbara Jill Walters: not for women only

Through the first half of this year, the list of organizations commending Barbara Walters—the National Association of Television Program Executives' "Award of the Year," an Emmy as "outstanding host in a talk, service or variety series," the American Jewish Committee's Institute of Human Relations Mass Media Award and the International Radio and Television Society's Broadcaster of the Year award—has nearly outstripped the number of people anxious to be interviewed by her.

This flurry of honors, coming a year after Miss Walters was named co-host of NBC's *Today*, affirms what those close to her have known for years: Barbara Walters is one of the hardest-working professionals in television. Her formula has been dedication and long hours in a series of writing, producing and on-air jobs. The only mystery surrounding her success is her ability to remain a youthful and energetic 42-year-old under a schedule that would overburden any three people.

"Barbara always knew what she wanted to do," says Madeline Amgott, Miss Walters's producer on her syndicated *Not For Women Only* series. "She worked very hard to become the kind of professional that she is." NBC News Washington bureau chief Don Meaney concurs. "She is dedicated to doing the job well—she wants to do it as perfectly as possible." Perfectionism makes Miss Walters a tough boss, but one even more demanding of herself than of her co-workers.

If that willingness to work has always been present, the sense of direction that Barbara Walters evinces took a while to develop. As the daughter of entertainer Lou Walters, her orientation was always vaguely theatrical, but daydreams of a career on the stage gave way after college to a job in the publicity department of WRCA-TV (now WNBC-TV) New York. After only a year, Miss Walters was made a producer, the youngest and only female producer at the station. Her experiences there, on *Ask the Camera*, have been useful in her later work. "The greatest aid to me—and something that many lack—was learning to cut and edit film," she says. She still involves herself in the editing of her shows.

From her NBC post she moved to a similar producing job with WPIX(TV) New York, but after little more than a year, while on vacation in Europe, she was notified that the station had canceled her show and she was out of work. She elected to stay on in Europe, traveling for almost a year—the last long vacation, she recalls



Barbara Jill Walters—co-host, *Today*, NBC-TV; host, *Not For Women Only*, syndicated TV series; b. Sept. 25, 1932, Brookline, Mass.; BA, Sarah Lawrence College, 1953; publicist, writer, producer, WRCA-TV (now WNBC-TV) New York, 1954-56; producer, WPIX(TV) New York, 1956; writer, producer, CBS-TV, 1957-59; nonbroadcast public relations, 1959-60; writer, *Today*, 1961; panelist, *Today*, 1964; named co-host, 1974; host, *Not For Women Only*, 1971; separated from husband; daughter, Jacqueline, 7.

wistfully, that she has had.

When she returned, she tried to find a place at the *Today* show, but openings in what was then Dave Garroway's successful vehicle were scarce. She landed at CBS-TV, then readying an early-morning competitor for *Today*. The program failed quickly, although Miss Walters found fairly august company on the sinking ship: Walter Cronkite and Dick Van Dyke were its co-hosts, and with Miss Walters among the show's writers was Estelle Parsons. Miss Walters moved on to other CBS-TV morning programs, none of them successful: "I began to think I was the kiss of death because they all went off the air," she says.

Corporate discouragement with those shows led to cutbacks; Miss Walters found herself out of work and out of broadcasting. A public relations stint left her disenchanted with that field, and she was

considering a career in personnel when the *Today* show took her on as a writer in 1961. In 1964 she was put on the air "temporarily," and while her value to the series since then has been summed up in many ways, Hugh Downs, *Today*'s former host, puts it succinctly: "She is without question the best find the *Today* show ever had."

NBC News President Richard Wald sees Miss Walters's strengths as threefold: energy ("She's always attempting something interesting"), professionalism ("She has very high standards—she doesn't let personal considerations affect her performance"), and skilled, intelligent questioning ("She asks the questions that people want to know the answers to. She is not a traditional interviewer, but a very flexibly minded person.").

It is her skill as an interviewer that has made her reputation, along with what Mr. Downs calls "an intuitive talent in procuring material." Her first task on the air was to convince her NBC bosses that she was capable of questioning major news figures, and so she began hunting for the hard-to-get interview because, as she puts it, "it was the only way I'd be allowed to do it."

Her successes in coaxing interviews out of reclusive celebrities are numerous. An interview with Dean Rusk, his first after resigning as secretary of state, garnered national headlines. World figures ranging from Henry Kissinger to Prince Philip to former President Nixon have told Miss Walters and her audience things they have told no one else.

*Not For Women Only*, with its format of five-day analyses of issues, has enabled Miss Walters to expand her scope even farther, on a range of controversial subjects that have included sexual dysfunction and marijuana. Assignments for NBC News apart from *Today* have included coverage of President Nixon's historic China trip, with Miss Walters the only female network reporter on hand.

Her affection for her career is genuine ("I can't think of a job in television that I'd prefer"), but she has decided to cut back her commitments in some areas. *Not For Women Only*, which had been a full-time job for the late Aline Saarinen before Miss Walters took it over, will have Mr. Downs as host in alternate weeks beginning with the fall season.

"There was a time on the way up when I wanted to do everything," she says. "Now I want to do less." She is anxious to have more time to spend with her daughter Jacqueline, now 7. The demands for her to continue to do the things she does well, however, show no signs of slacking. More achievements and more honors, rather than peace and quiet, seem to be the promise of the immediate future.

# Editorials

## 200 years behind

The inherent silliness of Section 315, the political broadcasting law, is once again made apparent in the request by CBS News that the FCC declare presidential news conferences to be bona fide news events and thus exempt from the equal-time requirements of the section. That sounds like asking the government to declare the earth round, the sky blue and love blind.

The difference, of course, is that so far the earth's shape, the sky's color and the condition of love have been spared regulation by the government. When CBS asks now for a ruling on the newness of presidential conferences, it is asking the FCC to reverse a finding, made back in 1964, that presidential news conferences are not news.

Somehow that 1964 decision has been overlooked by the editors who make up the front pages of the nation's newspapers and, between election periods, by the broadcasters who select the contents of radio and television news. It is difficult to believe that the FCC members who voted for that 1964 judgment knew something that is wholly unknown to all the working journalists in the country.

The truth is, of course, that Section 315 invites stupidities in interpretation. It is a law that suspends journalistic responsibility and judgment during political campaigns and for them substitutes government-issued formulas. It is precisely the condition of government control that the First Amendment was adopted to correct.

The broadcasters who are now carrying a profusion of programs and announcements about the birth of U.S. liberty have entered the Bicentennial while still awaiting their own deliverance from a government that has adopted some of the practices that the U.S. revolution was fought to correct.

## After Labor Day

Although the FCC shuns mention of a hiatus during August, the facts are that most members will take to the hills or the beaches while most of their congressional tormentors (plus the lamentably few supporters) go their respective ways until after Labor Day to mend fences or undertake "missions" overseas.

In truth, however, there's no FCC within memory better entitled to a rest, largely because the agency's indefatigable chairman, Richard Wiley, has shown little mercy in scheduling meetings and workloads. But that is not to say that the FCC is current and that the processing lines flow freely.

Like most agencies, the FCC functions on a priority basis. Priorities are in direct ratio to pressure points. And pressures come from politicians and lobbyists, not the public that is given the lip service.

Commissioners could advantageously spend a bit of their vacation time by taking stock. They are under mandate from their President to de-regulate, expunge dormant rules and cut costs. Economy bears no party label.

Two House subcommittee chairmen are creating work in areas that are questionable legally. With loaded coffers and large staffs wheedled through the magic of one word—television—they want the FCC to expand—not contract—its surveillance of programing when the First Amendment and the law under which the FCC operates say it cannot censor.

Largely because of this interference, essential work at the FCC goes undone. Preoccupation with programing has bogged down

important action in the common-carrier field, the exploding satellite area, broadcast processing lines, transfers and the vexing problems of unauthorized citizens-band radio users who are blooming all over the bands.

Commissioners know in their hearts that the body politic preponderantly is satisfied with the world's finest and most extensive broadcast service.

FCC members should return after Labor Day refreshed and with a firm resolve to vote their consciences as they swore they would when each assumed office.

## Dismissal indicated

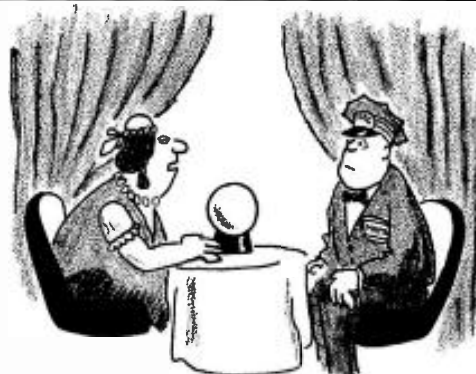
The attorneys general of 13 states have petitioned the FCC to prohibit television advertising for nonprescription drugs between 6 a.m. and 9 p.m. They argue that youthful exposure to such commercials is leading to excessive use of over-the-counter drugs and even to narcotic addiction.

This, to be as kind about it as possible, is a quantum leap to a conclusion. To accept this theory is to believe that the toddler who watches aspirin commercials on mommy's soap operas is doomed to die in the streets from an overdose of heroin. If these attorneys general are accustomed to win cases with arguments like this, the jails are full of innocent inmates in Alaska, Colorado, Delaware, Hawaii, Illinois, Maryland, Massachusetts, Nebraska, New Hampshire, North Carolina, Pennsylvania, Rhode Island and Wyoming.

It is a shorter leap to a safer conclusion to note that the ringleader in this enterprise is the attorney general of Massachusetts, the home state of that little band of Boston mothers who are the active constituency of Action for Children's Television. Indeed ACT was mentioned with approval in the petition the attorneys general have filed.


ACT's resourcefulness considerably exceeds its size, as was demonstrated two weeks ago when, for no discernible reason and with no discernible result, Chairman Torbert H. Macdonald of the House Communications Subcommittee held four days of hearings on children's television advertising, with the president of ACT and the attorney general of Massachusetts prominent among the witnesses. Mr. Macdonald (D-Mass.) represents a Boston district.

The petition filed by the 13 attorneys general will be easy for the FCC to deny. It contains no evidence whatever of a causal connection between drug commercials and the use of harmful drugs. Without a cause, why a rulemaking?



Drawn for BROADCASTING by Jack Schmidt  
"While you're here, could you look at my dishwasher?"





**"WGN?  
I just started listening ...  
Guess I got tired of the  
same songs every day.  
But on WGN,  
no two days are alike ...  
in fact, no two  
programs are alike."**

**Radio 720  is Chicago**

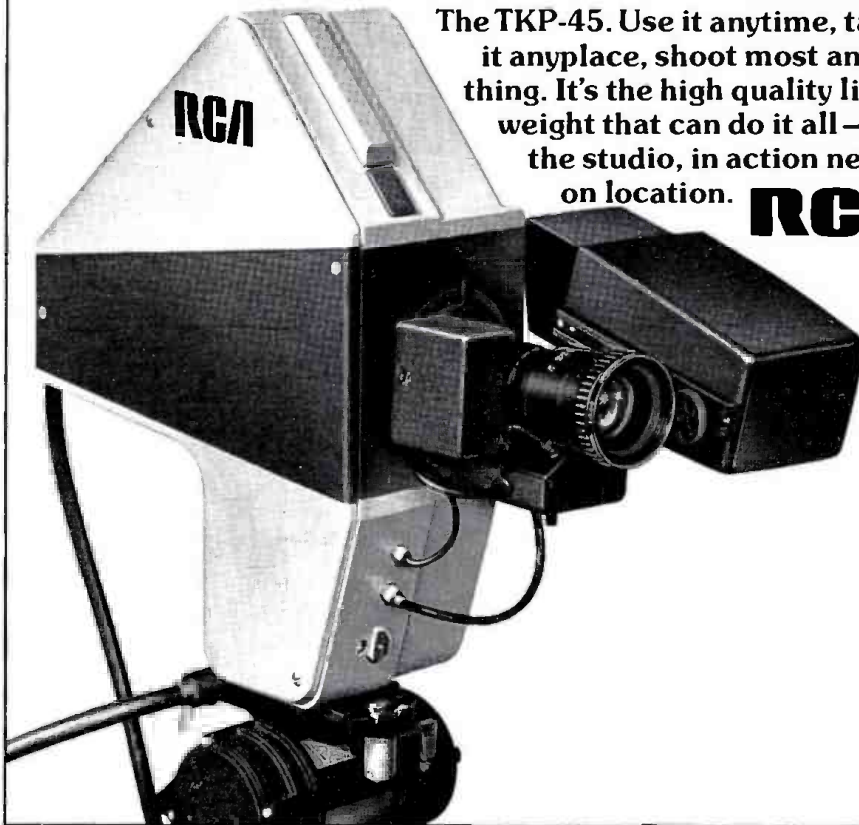
WGN Continental Broadcasting Company

Broadcast equipment designed today for the day after tomorrow.

# THE BROADCAST QUALITY ONE-CAMERA CAMERA SYSTEM.

The TKP-45. Use it anytime, take it anyplace, shoot most anything. It's the high quality lightweight that can do it all – in the studio, in action news, on location.

**RCA**



## Broadcasting Jul 28

Broadcast Advertising . . . . .	33	Editorials . . . . .	58	Music . . . . .	39
Broadcast Journalism . . . . .	34	Equip. & Engineering . . . . .	37	Open Mike . . . . .	16
Business Briefly . . . . .	5	Fates & Fortunes . . . . .	42	Playlist . . . . .	38
Cablecasting . . . . .	36	Finance . . . . .	39	Profile . . . . .	57
Changing Hands . . . . .	28	For the Record . . . . .	44	Programing . . . . .	30
Closed Circuit . . . . .	19	Media . . . . .	26	Top of the Week . . . . .	22
Datebook . . . . .	14	Monday Memo . . . . .	8	Where Things Stand . . . . .	10