

Sep. 1, 1975

The rediscovery of radio by national advertisers
in 21 in Congress with broadcast ownership ties

Broadcasting Sep 1

The newsweekly of broadcasting and allied arts

Our 44th Year 1975

MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY, IOWA

NEWSPAPER

**The fact that Ray Miller is one of the best
News Directors in the business isn't news to us.
But, it may be to you.**

Ray's been with us since we started in 1949. So we know him well. And we're well aware of just how good he is.

Under Ray's direction, KPRC TV news has become a tradition.

He's helped us build the largest electronic news department in

Houston. We think it's also the best. So do others.

We've won more awards than all the other Houston stations combined.

We've also captured Houston.

For a look at the ratings, just call our rep.



**KPRC TV
HOUSTON**

PETRY TELEVISION, INC.
NATIONAL REPRESENTATIVES
NBC AFFILIATE



51106 R9253ATK FER/78
MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY IA 51106

When Howard Duncan, Dick Ted Snider, and Gale Sullivan



**Howard Duncan, Executive Vice President/
General Manager, KAIR-AM/FM, Tucson,
Arizona.**

*≈ 1 Adults 18 plus AND total persons 12
plus with TM's 1000-C Beautiful Music.**

"We started with TM in 1972 and during the past three years they've given us everything we've asked for. When you have a 250 watt AM at 1490, you need all the service you can get.

TM has always given us the professional advice and quality product we need to be the dominant factor in our market!"



**Dick Ferguson, Vice President/General
Manager, WEZN, Bridgeport, Conn.**

*≈ 1 Adults 18 plus AND total persons 12
plus with TM's 1000-C Beautiful Music.**

"We think of TM as our consultants, not just our music company. They're an experienced, hard-working, dedicated group of professionals who've helped us more than we thought possible. The product and service are both

superb. In just nine months with TM we went from zero to ≈ 1. And since we put the format on the air, our billing has increased almost 600%!"



**Ted Snider, President, Snider Corp., KKYK,
Little Rock, Arkansas.**

*≈ 1 Adults 18-49, ≈ 1 Teens, AND ≈ 1
total persons 12 plus (TSA) with TM's
3000-R Stereo Rock.**

"TM seems to have a vital interest not only in our radio station and what they do for us, but in the market itself. They're constantly checking to find out what kind of reaction

we're getting and have always been very responsive to our needs and our ideas. It's almost like having a consultant right here in the station with us all the time — a feeling we never experienced with the other company we used."

Howard, Dick, Don, Ted and Gale are just five of our stories. But every programming company has a rating story. Some have a few. Some have a lot. At TM, we have more than our share. You'll see some of them on the opposite page.

But we also have another story. A people story. Our clients tell that one best. You'll find their names and telephone numbers on the opposite page, too.

They'll probably want to crow a bit about how their ratings jumped, and how their billing and profits jumped. But they'll also tell you how quick we are to respond to their needs. How we deliver more than we promise. How

And so did their ratings!*



**Don Kelly, Vice President/General Manager,
WLWU, Erie, Pennsylvania.**

*≈ 1 Adults 18 plus AND total persons 12
plus with TM's 2000-S Beautiful Music.**

"I feel comfortable with TM because they care about the radio station as much as I do. The other companies I talked to only wanted to sell me a handful of music tapes; but TM gives me what I really need — solutions to my

problems. After six weeks on the format we knocked-off a station that had been number one here for 18 years!"



**Gale Sullivan, Vice President/General
Manager, WGER, Bay City-Saginaw, Michigan.**

*≈ 1 Adults 18 plus AND total persons 12
plus with TM's 1000-C Beautiful Music.**

"TM always delivers on its promises; so when they say they'll do something for us, I can count on it. I could seldom rely on the previous company we used. And TM has always been here when I've needed help. TM's

quality and service are unbeatable. We get excellent attention and terrific numbers. And my advertisers get results!"

we're always ready with advice they can use to solve their problems. How we communicate with them and follow through for them on a continuing, day-by-day basis.

They'll tell you you can buy a format from almost anybody, but TM will sell you a service. A service that Bonneville, Century, Drake-Chenault and SRP haven't even tried to match.

How do we know what they'll tell you? Because they've already told us. They've even put it on tape. So, if you don't have the time to call all those people, call us. Or send the coupon. We'll jump to it and send you the whole story.

Ferguson, Don Kelly, said, "JUMP!" we did.

MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY, IOWA

TOTAL PERSONS 12 PLUS
6 AM-12MID M/S

WGFM	Albany-Schen-Troy, N.Y. Jim Delmonico 518-377-2261	# 3 Metro	WQRK	Norfolk, Va. Joseph Burton 804-499-9893	# 6 Metro
KASE	Austin, Tx. Ron Rogers 512-478-8521	# 2 Metro	KXXY	Oklahoma City, Ok. Ralph Robison 405-528-5543	# 4 Metro
WQXY	Baton Rouge, La. Gene Nelson 504-383-4411	# 4 Metro	KGOR	Omaha, Neb. Lyell Bremser 402-556-8000	# 5 Metro
KBBK	Boise, Ida. Rex Jenson 208-	# 2 Metro	WTTM	Rockford, Ill. Steve 815-399-2233	# 2 Metro
KBXL	Boise, Ida. Dick Shaw 208-			Mich. Ivan 517-892-4501	# 1 Metro
WEZN	Bridgeport, Co Dick Ferguson	Broadcasting Sept. 1, 1975		Monterey, Calif. 408-424-1428	# 2 Metro
WBEN-FM	Buffalo, N.Y. Leslie Arries 7			cisco, Calif. Hall 415-982-9586	# 5 Metro
WXTC	Charleston, S. Tony Warren 8			o, Calif. gharty 714-239-9734	# 3 Metro
WLVU	Erie, Pa. Don Kelly 814-			Wash. Blair 512-882-4394	# 5 TSA
WGER	Flint, Mich. Gale Sullivan 8			id, Mo. ox 417-862-4422	# 3 TSA
WPTH	Fort Wayne, In Ken McGuire 2			, Calif. us 209-948-9292	# 1 Metro
KKYK	Little Rock, Ar Ted Snider 50			Ariz. Duncan 602-624-0401	# 1 Metro
WQHI	Louisville, Ky. John Rutledge				

TM

TM Programming, Inc.

**We Have a Better
Success Story!**

1349 Regal Row, Dallas, Texas 75247 (214) 634-8511

DEAR TM:

- I don't have time to make all those phone calls. Send me the tape yesterday.
- I'm too cheap to make all those phone calls. You call me.
- Forget about the phone calls, just send me a demo.
- OK, I've made all those phone calls. Now send me a contract.
- I'll see you in person at the N.A.F.M.B.

I'm Considering Beautiful Music Rock Country


NAME _____

TITLE _____

STATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____



**WGN Television?
It's my family's station.
There are so many
different kinds of
programs...but they
always seem to have
something that
someone in the family
wants to watch.**

Television 9  is Chicago

A WGN Continental Group Station

Business Briefly

Buy the book □ Harlequin Enterprises Ltd., Canadian paperback publisher, begins \$1 million national and spot TV campaign Sept. 15 for its line of mass-market novels. Three 30-second spots, which were produced by Compton



Advertising, will to out nationally "on a daytime mix of game shows and serials." These national buys will be supplemented by regional spot-TV buys, starting in Southern California.

Harlequin's splurge is directly traceable to 79% increase in sales company says resulted when it test-marketed four TV spots last year in 10 U.S. cities, including Chicago, Atlanta and Buffalo, N.Y. Company is also planning "massive consumer advertising" campaign for introduction this month of the Laser series of science-fiction paperbacks.

Fly flight □ Eastern Air Lines has radio campaign starting next Monday (Sept. 8) for four weeks in major markets throughout its service area. It will use 60-second announcements targeted to men 35-49 and 25-34. Agency is Young & Rubicam, New York.

Large dose □ Morton-Norwich Products Inc., Chicago, reportedly is planning TV campaign to run from Sept. 29 to Dec. 28 in large number of markets on behalf of variety of its pharmaceutical products. Benton & Bowles, New York, is agency.

Cooking with broadcast □ Tappan Inc. (through Weiss Advertising, Detroit), which has not used spot-TV before to advertise its ranges, will take experimental flyers on stations in four markets—Los Angeles, Chicago, Philadelphia and St. Louis—beginning in October. Thirty-second spots will be aimed at women 18 to 49.

Keep your shirt on □ Joseph Bancroft & Sons (through Waterman Advertising)

will start up extensive spot-TV campaign for first time ever to keep its Ban-Ion manufacturing process in public consciousness. For example, between Sept. 8 and Nov. 10, company will spend about \$50,000 for 30-second spots on New York TV stations, another \$45,000 or so on Los Angeles TV stations and further \$25,000 for Chicago spots.

Neophyte □ Schulze & Burch Biscuit Co. will try television for first time with series of test-market spots on Chicago TV stations for its Flavor-Kist line of cookies and crackers. Company will spend \$25,000 for seven-week campaign, which kicks off Sept. 8. Agency is Marsteller, Chicago.

Warming up □ Dow Guard anti-freeze (through Norman, Craig & Kummel) is engineering seven-week radio buy in 30 major markets, beginning Sept. 29. Sixty-second spots are aimed at men 18 to 49, and markets include New York, Los Angeles and Chicago.

Milk run □ American Dairy Association is planning radio campaign in substantial number of medium- to large-sized markets, aiming at total women and women 18-49. Schedules start Sept. 22 to run from four to nine weeks, depending on market. Agency is D'Arcy-MacManus & Masius, Chicago.

All grown up □ In their first nationwide TV commercial, the Lennon Sisters will appear together with their 12 children on commercials for Sunbeam Bread,



which is produced and sold by independent bakers that are members of Quality Bakers of American Cooperative, New York. Arrangements for Lennon Sisters' first nationwide commercial were made by Beckwith Casting Co., New York, and placement of TV spots (as well as radio commercials) will be made through agencies for local bakeries starting this month and running for 26 weeks. Commercials will appeal to women of all

ages and will stress theme, as sung by sisters, "A Sunwich is better than a Sandwich."

Trial run □ Vick Chemical, New York, will test market its Formula 44 D cough/cold medication in selected markets beginning Oct. 6. TV spots will be fringe and prime time 30's, and will run for 12 weeks. Women 25-49 are targeted; BBDO New York is agency. Vick will also launch spot TV campaign for several of its more established cough/cold remedies Sept. 28, with daytime, fringe and prime-time 30's scheduled to run for 13 weeks in long list of markets. Target audiences will vary with products; most are for adults 18-49. Benton & Bowles, New York, is agency for this account.



Baubles and bangles □ Sarah Coventry (through Rumrill-Hoyt, New York), whose stock-in-trade is "at-home jewelry fashion shows," has begun its first major national buy with 30-second TV spot focusing on "the great time" that can be had at one of these get-togethers. As camera picks out necklaces, pendants and cameos, voice-over says purchase's "easy... and fun." Agency sources say spot is aimed at women 18 to 49 outside big cities such as New York, Los Angeles and Chicago.

Banking on it □ Savings & Loan Foundation (through McCann-Erickson) begins national TV campaign today (Sept. 1) to coincide with institutionalizing in all states east of Mississippi of Social Security Direct Deposit, process that allows people on Social Security to have their checks mailed directly to their savings and loan. Thirty-second spot will be placed in news and sports programs. Commercial informs its audience of new service while showing typical retired person as "a healthy, happy individual enjoying his

BAR reports television-network sales as of Aug. 18

ABC \$419,825,400 (29.8%) □ CBS \$510,285,200 (36.2%) □ NBC \$477,946,100 (34%)

Day parts	Total minutes week ended Aug. 18	Total dollars week ended Aug. 18	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.	113	\$ 611,000	3,605	\$ 20,703,100	\$ 14,647,600	+41.5
Monday-Friday 10 a.m.-6 p.m.	994	8,235,400	31,674	317,812,900	281,889,800	+12.7
Saturday-Sunday Sign-on-6 p.m.	248	2,836,500	9,460	136,668,900	123,202,700	+10.9
Monday-Saturday 6 p.m.-7:30 p.m.	98	1,734,400	3,254	75,369,300	67,274,600	+12.0
Sunday 6 p.m.-7:30 p.m.	8	148,600	506	11,537,500	9,771,200	+18.0
Monday-Sunday 7:30 p.m.-11 p.m.	406	16,939,100	12,980	744,864,300	709,144,100	+5.0
Monday-Sunday 11 p.m.-Sign-off	188	2,709,800	6,121	101,100,700	89,954,100	+12.3
Total	2,055	\$33,214,800	67,600	\$1,408,056,700	\$1,295,884,100	+8.6

Source: Broadcast Advertisers Reports

leisure years." Agency had engineered major local spot buys west of Mississippi last July when people in that area began being covered by Social Security direct deposit.

Chapter and verse □ Agency buyers are asking for more and more demographic data with TV avails submissions by

station reps, according to analysis by Katz Television. Katz says number of avails requests that asked for over four demographics has more than doubled in little more than year. Katz sampling of activity at its New York office showed number asking for more than four demographics increased from 24.3% of total in February-March 1974 to 55.3% in

April-May 1975. Among increases: Requests for ADI/DMA household ratings increased to 84% from 69.8%; for ADI/DMA shares to 2.6% from 5.4% and for ADI/DMA homes-using-television to 16.7% from 2.5%. Number asking for four or fewer demographics dropped from 75.7% to 44.7%.

Added insurance □ Fall spot TV campaign for John Hancock Life Insurance, Boston, will get under way Oct. 6 and run for eight weeks in range of markets nationwide. Agency, Rosenfeld, Sirowitz and Lawson, New York, is buying fringe and prime time 30's aimed at men 18-49.

Cocoa campaign □ Beatrice Foods, Chicago, will sponsor spot TV campaign for its Swiss Miss cocoa mix in long list of markets beginning Oct. 20. Spots will be 30's in various day parts, and will run for eight weeks, targeting women 25-49. Campbell-Mithun, Chicago, is agency.

Thaw □ Amana Refrigeration Inc., Ames, Iowa, will launch what it calls one of its largest national advertising programs this weekend with major positions in NBC-TV's coverage of World Series of Golf. Amana also is resuming thrice-weekly participations in *ABC-TV Evening News* on Sept. 29 and says it plans to sponsor several fall and pre-Christmas TV specials, along with campaign in 22 consumer magazines. Company also has made available 22 TV commercials for use by retailers on local stations. Nationally, its products are among prizes on 12 leading game shows. Agency is Grey-North, Chicago.

Aimed for blacks □ General Foods has begun \$45,000 spot-radio campaign to reach black women with glad tidings about Instant Maxwell House coffee. Campaign, about to be launched, will mix 60-second and 30-second spots and will be heard in 32 markets. Key buy will be Mutual Black Network, which General Foods will supplement with individual spot-radio buys on other black stations in major markets. Buys will be for seven weeks minimum. Agency is Ogilvy & Mather.

Rep appointments □ WHNT-TV Huntsville, Ala., has named Katz Television as its national representative □ ABC-owned WNWS(FM) New York has appointed Bolton/Churchill International. □ WNOV(AM) Milwaukee has tapped Bob Dore Associates. □ WJFD-FM New Bedford, Mass., has named Eckels & Queen as New England representative. □ KLVE(FM) Los Angeles has appointed John A. Porter there as national rep. □ WJLK-AM-FM Asbury Park, N.J., and KGBS-AM-FM Los Angeles have signed with Jack Masla & Co.

THIS GAME SHOW BEATS THEM ALL!

6 TIME WIMBLEDON WOMEN'S SINGLES CHAMPION!

BILLIE JEAN KING'S



TENNIS FOR EVERYONE!

An
Exciting Series
Built Around the Basics of Tennis!

With over 20 million players in the U.S., each is a potential viewer of this stimulating and extraordinary series.

5 Half Hours or 13 Ten Minute Segments
COLOR

Produced by Jack Douglas
in association with Telescene, Inc.

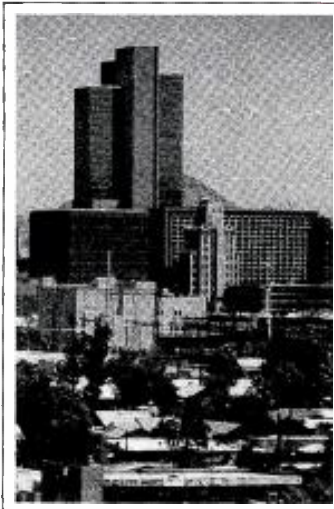
nta nta nta nta nta nta nta nta

national telefilm associates, inc.

12636 Beatrice Street • LOS ANGELES, CALIFORNIA 90066 • Phone (213) 390-3663
50 East 42nd Street, Suite 301 • NEW YORK, NEW YORK 10017 • Phone (212) 972-0056
175 Bloor St. East, Toronto, Canada, Phone (416) 962-4061
Tokyo • London • Paris • Athens • Mexico City • Sydney • Rio de Janeiro • Buenos Aires

NIS. IT WORKS.

"Today, as a result of our affiliation with NIS, KRUX Radio in Phoenix is the absolute talk of the town... We went in one day from an ordinary rock station in a very over radioed market to an outstanding and important adult news facility, and someone to be reckoned with at all times."



Meanwhile, the best news in town covers what's happening locally. Each NIS hour is a brightly formatted mix of the two. The best of both worlds. Is it effective?

First reactions are in from such hotly-contested key markets as Miami, Chicago, Baltimore and Cleveland. They report the same en-

That's Howard A. Kalmenson, President of Lotus Communications, talking about NIS—the new 24-hour-a-day, all-news service from NBC.

thusiastic response—from listeners, from old clients, from new clients.

Designed to fuse national and community coverage, NIS uses the resources of NBC News—world's largest broadcast news organization—for continuous reports on the world and nation.

As for station image, that elusive but essential community factor, it suddenly shines when a station becomes the exclusive NIS outlet.

In big markets, medium markets and small markets—NIS works.

**THE WAY IT WORKS
IN PHOENIX IS THE WAY IT CAN
WORK FOR YOU.**

NIS
NBC NEWS & INFORMATION
SERVICE

Monday Memo

A broadcast advertising commentary from Herbert J. Stiefel, president, Stiefel/Raymond Advertising, New York

Balanced attack: key to winning ad games

It seems to me that if our Apollo astronauts can get together with the Soyuz cosmonauts, TV and radio salespeople should be able to get together, too—and stop trying to grab all the ad bucks for themselves.

Perhaps it's overly dramatic, putting it that way, but from this adman's viewpoint, I'm glad to see that a lot of media salesmen and saleswomen calling on us these days are getting away from the "all-or-nothing" kind of sales pitch. You know what I mean: "What, you're putting half the budget into radio? Let me show you the kind of audience you'll get if you switch into spot TV". Or, "Outdoor? You're buying outdoor? That's like tossing money down the drain. Look at what I can get for you on my group of stations."

There are still salespeople like that around, of course. Plenty of them. But I think that even the men and women still pitching that approach know it's old-fashioned. It's out of date, a throwback to the 1950's and 1960's when TV time-sellers tried to get everybody to put the total budget into the tube. Some companies went for it; everybody is familiar with those figures from the Television Bureau of Advertising showing that this manufacturer put 98% of his ad dollars into TV and that toiletries outfit went all the way to 100%.

For awhile, it made sense. Products were selling and the whole idea of putting all your eggs into one medium basket made buying easy. Occasionally, more to get headlines than anything else, some enterprising agency man would announce he just didn't believe everybody was watching TV all the time, and he was going to put the whole budget into newspapers or magazines or radio or matchbook covers.

To my mind, that kind of contrariness was not based on any sound thinking; but neither was the initial decision of everyone to go whole-hog into TV.

It has always been part of the thinking at our agency that in a country as diversified as this one, with over 200 million people going their separate ways, an advertiser has to use a mixture of media. Particularly if he has a product that cuts across all age lines, income brackets and other demographic factors. It doesn't matter that a sharp time-seller can put together a station line-up that will hit 78% of all TV homes. What about those other homes where millions of potential customers may dwell? What advertiser can afford to ignore them?



Herbert J. Stiefel has been in the advertising business for more than 30 years. He started as art director for the May Co. department store in Baltimore when he was 17 years old, has since worked on both the advertiser and the agency sides. He founded Stiefel/Raymond in 1966. Immediately before that, he was president of Coordinated Marketing Agency, New York, and, before that, executive vice president of Charles W. Hoyt Co., New York. He says he's a self-made man: His formal schooling ended after the first year of high school.

One of our veteran clients, Sweet 'N Low Sugar substitute, doesn't want to.

The people at Cumberland Packing Corp., who make Sweet 'N Low, agreed with us more than a decade ago that in order to compete against giants, it would be vital to make the product seem as visible as—well, as sugar. The total budget that first year (1963) was miniscule: \$20,000. We knew and the client knew how long that would last if we tossed it all into the television hopper. Not that we didn't love television then, as we do now—but, what the heck, when people aren't watching TV, they're reading papers or magazines, right? So we whipped up some small newspaper and magazine ads with coupon offers for free samples. And the coupons came pouring in.

As the budget grew (it's \$2 million today), we added radio, TV, premium offers, farm magazines, medical publications and all sorts of promotions. And as it grew, we were asked by more stations to cut back on the nonbroadcast media in order to put more into TV and radio. Each could show us how to boost our reach and frequency by spending a little more—or a lot more in some cases—and it wouldn't be additional money. All we'd have to do was reduce our spending in other media.

We weren't swayed by the proposals, no matter how inviting the offer, no matter how many bonus spots or how much promotional support we were promised. What the salesperson from a station does not know, of course, is the great amount of planning that goes into a media buy for Sweet 'N Low. He is interested only in getting the greatest number of dollars on his station, but the agency is interested in so many other factors. Is there a local broker whose largest accounts want newspaper coupon ads? Are there competing products who have to be outspent? Is the market rural, so potential customers tend to use Sweet 'N Low for canning, or is it big-city sophisticated, so customers are concerned with watching their weight?

The point is, each market is different. And because we spend heavily on TV in one does not mean we will spend equally as heavily on TV in another. It may sound ridiculous to have to make that point in this day and age, but it is a fact. There are still some salespeople out there who undoubtedly will find it news. They will have missed the fact that few magazines these days make an all-or-nothing pitch for an advertiser's budget. Magazines and newspapers today are doing quite well by proving how they can support a broadcast buy, and radio outlets are asking for the chance to back up a TV campaign. Some of them are, that is; others are arguing for a switch—and are losing the argument.

Time salespeople can keep the pressure on us at the agency by coming to us with ideas on how to back up one medium with another, not switch completely from one to another. If a station has success stories involving advertisers who bought radio to add extra push to a newspaper campaign, or who bought TV to kick off a coupon drive in print, or anything similar, we'd like to hear about them.

But, stations everywhere, let's remember that this whole business has grown up considerably by 1975. We're all sophisticated today, aren't we? And cooperation—even between rivals—is vital for growth and success.

Get ready for radio's first annual

HALLOWEEN

HORRORTHON!

Five super-scary 25-minute dramatic programs, freshly produced, available in stereo or mono. Hosted by John Carradine.



**Dynamite audience
promotion for
fall rating period!**

Give your listeners (and sponsors) a different dose of fright, every night, for five nights before Halloween. Then, block-program all five shows on Halloween night!

Everything about HALLOWEEN HORRORTHON will scare you, except the price. Call COLLECT (213) 769-3500 today to lock-up exclusive market rights before another medium gets the message.



O'Connor Creative Services
Box 8888, Universal City, CA 91608

Where Things Stand

Copyright 1975 Broadcasting Publications Inc. May be quoted with credit.

■ 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 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 Oct. 3, replies Nov. 6.

Children's TV. FCC's policy statement on children's television programing, 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 broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21).

Citizen agreements. FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments have been filed (BROADCASTING, Aug. 4).

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). Similar proposal for noncommercial stations has also been issued (Docket 19816) (BROADCASTING, Aug. 4); comments are due Sept. 15.

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 insure agency cannot 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, although committee's report said agency's "active participation should be discouraged" in license renewal proceedings (BROADCASTING, Aug. 4).

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. Seven of eight nominations to board of Corporation for Public Broadcasting have been confirmed by Senate (BROADCASTING, Aug. 4). Eighth nominee to 15-member CPB board, Colorado brewer Joseph Coors, will have difficulty obtaining confirmation and for that reason is having separate hearing from rest. He will appear before Commerce Committee Sept. 9-10.

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 and reply comments have been filed.

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 programing 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, 1974), 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.

■ **FCC fees.** Sixteen parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Case nos. 75-1053 et al.); more than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Case nos. 75-1087 et al.). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.). Briefs have been filed in that case (BROADCASTING, Aug. 25). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4).

Indecency. FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17) is being appealed to U.S. Court of Appeals in Washington (Case no. 75-1391) by object of

**Together
for the
first time**

- 1. Programming**
- 2. Equipment**
- 3. Total "Turn-Key"
Installation**

Simple

The hassle is gone. We've put pre-programmed radio formats *and* total equipment packages together. One solid source. One installation. One guarantee.

Effective

The programming is so good that *no* customer has ever cancelled. Custom equipment so complete and reliable it can run 100% unattended. "Live" radio that defies competition. Our ratings prove it.

Competitive

Each format includes a complete staff of major-market air personalities hosting new shows *every day of the year*. Plus total customization to your market.

Inexpensive

Package leasing and financing. Turn-key installations and service that cover *everything*. No hidden costs. No expensive extras. Total live automatic broadcasting for a fraction of your present overhead.

Exclusive

Each format offered once in your market. Become a customer, not a competitor. Act now. Complete customer list and live monitor phone numbers available on request.



**Offering six
total formats**

- Big Country
- Rock Unlimited
- Concept/
Contemporary
- Swinging Velvet
- Gentle Persuasion
- The Classic
Experience

camex CORPORATION

- Camex Automation
Systems
- Turnkey installations
and service
- Broadcast equipment
distributors

**YES!
call me**

Name _____

Position _____

Address _____

City, State & Zip _____

Phone _____

See us at the NRB Convention!
Booth 9, Suite 951, Marriott Hotel,
Atlanta, September 17-20.

Mail to : **Camex Corporation**
6362 Hollywood Blvd.
Hollywood, CA 90028

Or call John Price at (213) 464-0174

ruling, Pacifica Foundation's WBAI(FM) New York. Ruling involves airing of George Carlin album cut.

KRLA (AM). Comparative hearing case, under way 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 have been filed (BROADCASTING, Aug. 4).

■ **License renewal legislation.** Over 125 representatives and 20 senators have sponsored or co-sponsored license renewal bills 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 Representatives Louis Frey (R-Fla.) and Goodloe Byron (D-Md.), and S.2119 by Senator Paul Fannin (R-Ariz.). Bill identical to Frey-Byron measure, S.2246 by Senator J. Glenn Beall (R-Md.) and Wendell Ford (D-Ky.), has also been introduced in Senate (BROADCASTING, Aug. 4). Meanwhile, National Association of FM Broadcasters is mounting drive for radio-only renewal bill (BROADCASTING, Aug. 25).

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 are due Sept. 1; deadline for comments not proposing disputed issues to be announced.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCAST-

ING, 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 "throttling" pay cable. Two days of hearings were held in May (BROADCASTING, May 26); more were held last 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 income-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 requested full-court rehearing of panel's order (BROADCASTING, Aug. 4).

Performers' royalty. Copyright subcommittees in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. In last session of Congress, it was defeated as amendment to Senate's copyright bill. S. 1111 is being considered separately from pending copyright bill S. 22. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.) for possible insertion in copyright revision bill pending there (H.R. 2223).

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 staff has devised formula for payment and NCTA has supplied numbers to apply to that formula. Both sides must now examine the resulting schedule. In absence of settlement, FCC will have to face again issue of imposing one.

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 Committee has rejected concept of five-year appropriation and struck that provision from bill. If authorization part of bill passes House and Senate, committee said it would vote three-year appropriation in separate measure (BROADCASTING, July 28). 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.

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.

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.

■ **Washington Star transfer.** FCC has set for expedited hearing Texas banker Joe Allbritton's application for transfer of control of Washington Star Communication's broadcast properties and associated *Washington Star*. Approval of transfer would require waivers of FCC's crossownership rules barring transfer together of newspaper-broadcast and radio-television combination in the same market. A prehearing conference has been held (BROADCASTING, Aug. 11). Mr. Allbritton has since proposed to buy whole company, ultimately divest D.C. broadcast properties, but offer was rejected by families controlling Star (BROADCASTING, Aug. 25); also see story this issue.

■ **WNCN(FM) (now WQIV).** Citizen groups and competing applicant had sought to prevent format switch from classical to rock by Starr Broadcasting station, but new deal now allows GAF Corp. to purchase station, partially reimburse groups and Concert Radio for legal expenses, return station to classical (BROADCASTING, Aug. 25).

ATTENTION: SMALL AND MEDIUM MARKET RADIO OWNERS

The wrong hiring decision in your management or sales positions can be very costly. That's why Ron Curtis & Company has a specialist in recruiting for markets your size.

Call Jim Mishler at (312) 693-6171 for a discussion of our services.

Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631

Datebook®

■ indicates new or revised listing

This week

Sept. 5-6—Mississippi Broadcasters Association license-renewal seminar. Chuck Cooper, WCBI-TV Columbus, is chairman. Jacksonian motel, Jackson.

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

Also in September

■ **Sept. 8**—FCC's new deadline for comments on proposal to institute rules regarding a system for automatic identification of station transmissions (Docket 20351). Deadline previously had been extended to Aug. 18. Deadline for replies was further extended from Sept. 2 to Sept. 22. FCC, Washington.

■ **Sept. 9-10**—Hearings on nomination of Joseph Coors to board of Corporation for Public Broadcasting, before Senate Communications Subcommittee. Washington.

Sept. 10—Association of National Advertisers workshop on advertising planning and research. Plaza hotel, New York.

Sept. 10-12—Michigan Association of Broadcasters fall convention. Hidden Valley, Gaylord.

Sept. 11—FCC's new 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). Previous deadline was Aug. 11. Deadline for replies was extended from Aug. 26 to Sept. 26. FCC, Washington.

Sept. 12-13—Ninth annual South Dakota Broadcasters Day. South Dakota State University, Brookings.

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 42d annual convention. Margita White, assistant White House news secretary will be Sept. 14 dinner speaker. Also on agenda: Ashton Hardy, general counsel, FCC, Washington; Washington attorneys Earl R. Stanley and John Wells King; Norman (Pete) Cash, Television Bureau of Advertising, New York; Jerrell A. Shepard, president, KWIX(AM) Moberly, Mo.; Dick Wagner, vice president of Cincinnati Reds and president of KODY North Platte, Neb.; Larry Perry, engineer-attorney, Nashville; V. Kay Melia, vice chairman of National Association of Broadcasters radio board, and Charles Jones, director, NAB's Radio Information Office. 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.

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, edu-

ational and public affairs radio and television programs. Additional information and entry forms: The Ohio State Awards, 2400 Olentangy Road, Columbus, Ohio 43210.

■ **Sept. 16**—International Radio and Television Society's FCC Newsmaker Luncheon. Speaker: Commission Chairman Richard E. Wiley. Americana hotel, New York.

■ **Sept. 16-17**—Hearings on bill to revise FCC authority to handle common carrier rate increases (S. 2054), before Senate Communications Subcommittee. Washington.

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

■ **Sept. 17-19**—Tennessee Association of Broadcasters convention. Speakers will include Tennessee Governor Ray Blanton; FCC Commissioner Robert E. Lee, and Frank Shakespeare, president, RKO General. Holiday Inn-Rivermont, Memphis.

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 and Exposition. Luncheon speakers include Representative Louis Frey (R-Fla.) (Sept. 18), FCC Chairman Richard E. Wiley (Sept. 19) and Julian Bond, civil rights leader (Sept. 20). Marriott hotel, Atlanta.

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

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

Sept. 19-21—American Women in Radio and Television Mid-East 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—Comments due at FCC regarding commission's further notice of proposed rulemaking (Docket 19995) aimed at setting standard to prevent television signals commonly viewed in noncable households of cable community from being blacked out because of mileage priorities. Reply comments are due Oct. 7. FCC, Washington.

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

Sept. 22-24—National Cable Television Association board meeting. Colony Beach hotel, Sarasota, Fla.

Sept. 23-25—CBS Radio Affiliates board of directors meeting. Marriott Inn, Newport Beach, Calif.

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

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

Sept. 25-26—Television Information Office open meeting for broadcasters in Texas and nearby states to examine public and government attitudes toward TV and to discuss ways to increase public awareness of the medium's achievements and problems. Representative Barbara C. Jordan (D-Tex.) will be Sept. 26 luncheon speaker. Houston Oaks hotel, Houston.

Sept. 26—FCC's new 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. Previous deadline was Aug. 11. Deadline for replies was extended from Aug. 26 to Oct. 13. FCC, Washington.

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. 26-27—First annual meeting of Public Radio in Mid-America, new regional association of public radio stations. St. Louis. Registration details from Bob Thomas, KWMU St. Louis 63121.

■ **Sept. 28-30**—Southern Cable TV Association convention. Scheduled speakers include FCC Chairman Richard E. Wiley and Senator Strom Thurmond (R-S.C.). Royal Coach motor hotel, Atlanta.

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

■ **Sept. 28-Oct. 1**—Pacific Northwest Cable TV Association meeting. Ridpatch hotel, Spokane, Wash.

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 Midwest convention. Winona Lake, Ind.

Datavision D-3000 Generates Characters...Smooth on the Curves!

Multi-font type styles of excellent quality, resolution and form. A professional production tool to simplify and speed your titling task. Before choosing a video titling system, investigate the Datavision D-3000. Get the facts. Phone (301)948-0460 or write: 15932 Shady Grove Road, Gaithersburg, MD 20760.



Datavision D-3000
Video Character Generator

Datavision Video Products **3M**
MINCOM DIVISION COMPANY

October

Oct. 2-3—*Ohio Association of Broadcasters* fall convention. Speakers will include FCC Chairman Richard E. Wiley and Tom Brokaw, NBC White House correspondent. OSU Center for Tomorrow, Columbus.

■ **Oct. 2-4**—Combined fall meeting of *Missouri Broadcasters Association* and *Illinois Broadcasters Association*. Speakers will include FCC Chairman Richard E. Wiley; Wayne Fickinger, president, J. Walter Thompson Co.; Mike Weinblatt, executive vice president, NBC-TV, and Vincent Wasilewski, president, National Association of Broadcasters. Chase Park Plaza, St. Louis.

Oct. 2-8—*International Telecommunications Union* Telcom'75, 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—FCC's new deadline for comments 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). Previous deadline was Aug. 18. Deadline for replies was extended from Sept. 8 to Nov. 6.

Oct. 3-5—*Massachusetts Broadcasters Association* annual meeting. Dunley's Resort, Hyannis. Contact: Douglas Rowe, MBA, 16 West Main Street, Marlborough, Mass. 01752; (617)485-5555.

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. 7-9—*Electronic Industries Association* 51st annual convention. Fairmont hotel, San Francisco.

Oct. 8—FCC's new deadline for comments on proposed rulemaking (Docket 20496) which would

modify or eliminate use of signal strength contours for purposes of cable television system regulation. Previous deadline was Aug. 11. Deadline for replies was extended from Sept. 1 to Oct. 24. FCC, Washington.

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. 12-14**—*North Carolina Association of Broadcasters* annual convention. Hyatt House hotel, Winston-Salem.

Oct. 12-14—*North Dakota Broadcasters Association* fall convention. Ramada Inn, Grand Forks.

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.

Oct. 15—FCC's new deadline for comments on inquiry into dropping new VHF channels into top 100 markets (Docket 20418). Previous deadline was July 11. Deadline for replies was extended from Aug. 11 to Nov. 18. FCC, Washington.

Oct. 16-17—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau*. Marriott hotel, Boston.

Oct. 17—*Society of Broadcast Engineers* regional convention and exhibition, sponsored by SBE chapters for Central New York, Binghamton area and Northeast Pennsylvania. Information: Paul Barron, WCNY-TV Syracuse, N.Y. Northway Inn, Syracuse.

Oct. 17—FCC's new deadline for comments on rulemaking that 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. Previous deadline was Aug. 18. Deadline for replies was extended from Sept. 5 to Nov. 18.

■ **Oct. 17-18**—Third annual Midwest Seminar on Videotape and Film, nonprofit event sponsored by *Chicago Film Council, Chicago Television Guild*, Chicago chapters of *Information Film Producers of America* and *Society of Motion Picture and Television Engineers*. Demonstrations of latest audio-visual equipment and talks by authorities in A-V field are planned. Holiday Inn, Chicago's O'Hare Airport. *Information/reservations: P.O. Box 11376, Chicago 60611.*

Oct. 17-19—*American Women in Radio and Television* West Central area conference. Hilton hotel, Omaha, Neb.

■ **Oct. 19-20**—*New York chapter of Society of Broadcast Engineers* second annual regional convention. Holiday Inn, Hempstead, Long Island, N.Y. Information and exhibit space: Lyn Snyder, Box 182, Floral Park, N.Y., 11001; (212)347-2940.

Oct. 21-31—*MIFED*, international feature film, TV film and documentary market for film buyers and sellers. Oct 21-26 will be mainly movies and documentaries for TV; Oct 26-31, brand new films of 1974-75 vintage; Oct. 23-31, meeting point for dealers and producers of the western and socialist countries. Largo Domodossola 1, 20145. (U.S. contact: Gerald Rappoport, 159 West 53d Street, New York 10036.)

Oct. 22-23—*Kentucky Broadcasters Association* fall convention. Julian Goodman, chairman, NBC, will be principal speaker. Red Carpet Inn, Bowling Green.

■ **Oct. 23-25**—*International Radio and Television Society's* college conference. Hotel Biltmore, New York.

Oct. 24-26—*American Women in Radio and Television* Southwest Area conference. Dallas.

Oct. 25-27—*Texas Association of Broadcasters* fall meeting. Houston Oaks hotel, Houston.

Oct. 26-28—*Post-Newsweek Stations*, in cooperation with the *League of Women Voters* and the *Aspen In-*

The Incredible Time Machine

Meet the Schafer 903 . . .

The 903 schedules and plays your spots and PSA's by time, just like you do now in your manual operation.

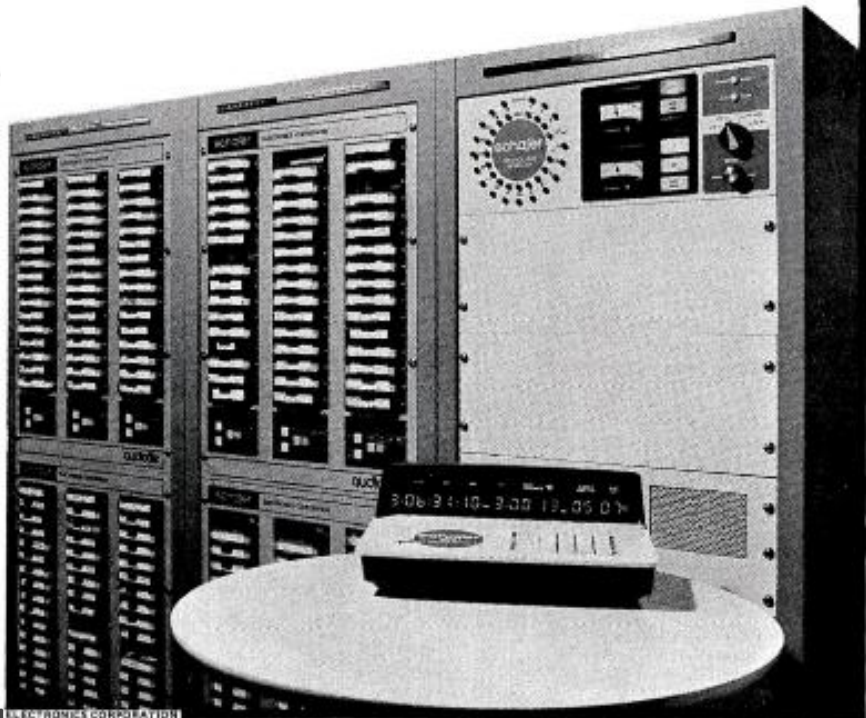
The 903 keeps your Program Director's format clock and music rotation separated from your spots and PSA's, which makes daily commercial entries virtually goof-proof.

The 903 is so simple to program that in the majority of stations, the traffic director does the daily schedule changes.

The 903 is totally expandable too, so you won't outgrow it. Schafer also guarantees the memory module itself for FIVE YEARS. Try to top that.

There's a lot more you should know about the Schafer 903. Give a call now, or write for details today. Find out why the Schafer 903 is the one-and-only Incredible Time Machine.

another
exclusive
from
schafer



75 Castilian Drive • Goleta, California 93017 • (805) 968-0755

Major meetings dates

Sept. 16—*International Radio and Television Society's* FCC Newsmaker Luncheon. Speaker: Commission Chairman Richard E. Wiley. Americana hotel, New York.

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. 1976 conference will be held Sept. 12-16 in Boston, 1977 conference in mid-September in Chicago.

Sept. 17-20—*National Association of FM Broadcasters* 1975 National Radio Broadcasters Conference & Exposition. Marriott hotel, Atlanta. 1976 conference/exposition will be Sept. 19-22. Regency Hyatt House, San Francisco.

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. 1976 convention will be Nov. 14-17. Conrad Hilton hotel, Chicago.

Nov. 18-20—*Television Bureau of Advertising* annual convention. Americana hotel, New York. 1976 convention will be Nov. 8-9. Shoreham Americana, Washington.

Jan. 11-13, 1976—*Association of Independent Television Stations (INTV)* third annual convention. Century Plaza hotel, Los Angeles.

Feb. 21-25, 1976—*National Association of Television Program Executives* 13th annual conference. Fairmont and Mark Hopkins hotels, San Francisco. 1977 conference will be Feb. 12-16. Fontainebleu hotel, Miami.

March 21-24, 1976—*National Association of Broadcasters* annual convention. Chicago. 1977 convention will be March 27-30. Shoreham Americana, Washington. Dallas (1979) and New Orleans (1980) have been approved as future sites.

April 4-7, 1976—*National Cable Television Association* annual convention, Convention Center. Dallas. 1977 convention will be April 17-20. McCormick Place, Chicago.

May 5-9, 1976—*American Women in Radio and Television* 25th annual national convention. Marriott hotel, Philadelphia. 1977 convention will be April 26-May 1. Radisson Downtown hotel, Minneapolis.

June 15-20, 1976—*Broadcasters Promotion Association* 21st annual seminar, Statter-Hilton, Washington. 1977 seminar will be June 12-16. Beverly Hilton, Los Angeles.

stitute's Program on Communications and Society, to sponsor "Ballots and Broadcasting: from Harding-Cox to 1976 and Beyond"—conference to make electronic media more effective in the electoral process. Reston Conference Center, Reston, Va.

Oct. 28—Comments due at FCC on proposed changes in definition of a cable television system. Replies due Nov. 28. FCC, Washington.

■ **Oct. 28**—FCC's new deadline for comments on proposed rulemakings regarding fraudulent billing (Docket 20499), licensee-conducted contests (Docket 20500) and audience ratings distortions (Docket 20501). Previous deadline was Aug. 29. Deadline for replies was extended from Sept. 29 to Nov. 28. FCC, Washington.

Oct. 30—FCC deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 19554). FCC, Washington.

November

Nov. 2-4—*Action for Children's Television's* fifth national symposium on "Children's Programming and The Arts." Speakers include Ray Hubbard, Post-

Newsweek Stations; Thomas Hoving, Metropolitan Museum of Art; author Jerzy Kosinski; John O'Connor, *New York Times*; illustrator Maurice Sendak and Herbert Schmetz, Mobil Oil Corp. Atlanta Memorial Arts Center, Atlanta. Contact: ACT, 46 Austin Street, Newtonville, Mass. 02160.

Nov. 5-7—*International Film & TV Festival of New York* 1975. Americana hotel. Contact: *International F.T.F. Corp.*, 251 West 57th Street, New York 10019.

Nov. 6-7—*American Association of Advertising Agencies* Central region annual meeting. Continental Plaza hotel, Chicago.

Nov. 7-9—*American Women in Radio and Television* board of directors meeting. Philadelphia Marriott, Philadelphia.

Nov. 10-14—*International Radio and Television Society* faculty/industry seminar. Tarrytown Conference Center, Tarrytown, N.Y.

Nov. 10-11—*Advertising Research Foundation* annual conference. New York Hilton, New York.

Nov. 10-11—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau*. Monteleone hotel, New Orleans.

■ **Nov. 10-11**—*Virginia Cable Television Association* fall conference. Sheraton Inn, Fredericksburg. Contact: Ron Roe. 560 Patton Street, Danville, Va. 24541; (804)797-4131.

■ **Nov. 10-14**—*International Radio and Television Society's* faculty/industry seminar. Tarrytown Conference Center, Tarrytown, N.Y.

■ **Nov. 11-16**—*Western Cable TV* convention. Disneyland hotel, Anaheim, Calif.

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

Nov. 13-14—*Oregon Association of Broadcasters* fall conference. Valley River Inn, Eugene.

Nov. 13-14—Joint regional radio convention. *National Association of Broadcasters and Radio Adver-*

tising Bureau. Pick Congress hotel, Chicago.

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

Nov. 17-18—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau*. Brown Palace hotel, Denver.

Nov. 18-19—*American Association of Advertising Agencies* Eastern annual conference. Waldorf-Astoria, New York.

Nov. 18-20—*Television Bureau of Advertising* 21st annual meeting. Americana hotel, New York.

Nov. 20-21—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau*. Fairmont hotel, San Francisco.

Nov. 21-23—Sixth annual *Loyola National College Conference* for college radio stations and featuring technical sessions/exhibits, talent showcase and other sessions. Loyola University of Chicago's downtown campus, 820 North Michigan Avenue.

Nov. 30-Dec. 3—*Association of National Advertisers* annual meeting. Breakers hotel, Palm Beach, Fla.

January 1976

■ **Jan. 11-13**—*Association of Independent Television Stations (INTV)* third annual convention. Century Plaza hotel, Los Angeles.

■ **Jan. 16-18**—*Florida Association of Broadcasters* midwinter conference. Daytona Hilton hotel, Daytona.

February 1976

Feb. 8-12—*Public Broadcasting Service* annual membership meeting. Century Plaza hotel, Los Angeles.

Feb. 11-13—*Colorado Broadcasters Association* winter convention. Stouffer's Denver Inn, Denver.

Doubleday
Media
Says:

YOUR BUSINESS IS DOUBLEDAY MEDIA'S BUSINESS

Regional Managers

Bob Dolchau
214-233-4334
Dallas

Neil Sargent
602-264-7459
Phoenix

Conway Craig
512-824-5528
San Antonio

Peter V. O'Reilly
1730 M. St. N.W.
Washington 20036

We do business professionally, efficiently and discreetly. We want your business.

List your radio, TV, cable or newspaper property NOW.

Call collect today.



Doubleday Media

Brokers of Radio TV CATV and Newspaper Properties

Opposite effect

EDITOR: There is an important, and I think controlling, argument against the proposal to force broadcasters to pay royalties to recording artists and manufacturers. I believe that some of the handful of pro-royalty individuals, including Senator Hugh Scott (R-Pa.) and Nancy Hanks, chairman of the National Endowment for the Arts, are motivated by the illusion that the proposed change in the copyright laws is going to improve the fortunes of such as the Philadelphia Orchestra and the Juilliard Quartet.

Nothing could be further from the truth. So-called classical music has become an ever smaller drop in the bucket of broadcast programming, and the enactment of the royalty proposal is likely to decrease it more. The royalties forced out of small broadcasters who can ill afford them will certainly be distributed on a proportionate basis, so that the benefits to high level cultural organizations will be tiny compared to those gained by such performers as Elton John, Joan Baez and Chicago.

As for recording manufacturers, they are chronically suspected of, and some of their executives are currently under investigation and indictment for, payola and associated abuses.

It seems to me that an industry which has such huge profits that it pays out bribes to broadcasters is hardly one that should "tax" broadcasters in order, in effect, to gain additional funds to pay out even bigger bribes. If there ever were a legislative proposal to make the rich richer and the poor poorer, this is it and it should fall on that ground alone.—*M. Robert Rogers, president, WANV(AM) Waynesboro, Va.*

(Mr. Rogers's background includes eight years as managing director of the Washington National Symphony. He also was one of the original owners of WGMS-AM-FM Washington, and put that station on a classical music format, which continues under the present RKO ownership.)

A matter of practice

EDITOR: We read with interest the study done by Darrell E. Wibble (August 18) concerning the lack of practical training available in college and university radio-TV courses. What's worse is the lack of information regarding entry level employment.

Traditionally, young broadcasters have started in small market stations and progressed to larger stations and better jobs. Universities, however, are content to let students believe that they will enter broadcasting at major market stations or networks and earn substantial salaries. The fact is that more than ever, entry level

people, regardless of their education, will probably start at \$100 or \$125 a week at a small station and will need to be able to run a board, write commercial and news copy, type logs, cover city council meetings and have a third class endorsed license, which is a minor part of most university radio-TV courses, if, indeed, it's even taught.

It strikes us as ludicrous that these courses make history, language, science and criticism of mass media prerequisites, and involvement at campus radio stations an option if a student can get by the drama and business majors who use it as a playground.—*Dick Kernen, managing director, Specs Howard School of Broadcast Arts, Southfield, Mich.*

EDITOR: The article "Bad Marks for College Radio TV Courses" is unfortunately most uncomplimentary towards broadcast courses offered in colleges and apparently also towards the experience gained by the operation of educational FM stations operated by these college broadcast curricula. But a large percentage of commercial broadcasters who advise the college student not to specialize in a broadcast curriculum seem to be overlooking an extremely valid source of gaining practical radio experience. I refer to the hundreds of totally student operated radio stations at colleges, especially the carrier current AM stations, which unlike their educational FM cousins, are totally realistic experiences in commercial radio because, for the most part, they accept commercial advertising.

In our 16 years of serving college radio we have seen a large number of alumni from these student operated carrier current stations rise successfully in licensed AM and FM broadcasting. We expect to see many more.—*Richard H. Crompton, president, LPB Inc., Frazer, Pa.*

The name game

EDITOR: Robert Coxe asks ("Open Mike," Aug. 18): "Who knows anyone with the last names like the ones on TV?"

I spent less than 10 minutes with the local phone book. I hope the people whose names follow will forgive Mr. Coxe for his ignorance:

Kocik, Kolbeck, Kolpack, Koprek, Kovach, Kasprak, Kordack, Kierk, Horak, Kaziak, Rajek, Kusiak, Beranek, Karasek, Klopatek, Kmiecik, Buchacek, Kasmerchak, Belolavek.

I wonder if Mr. Coxe would believe Kazimierz, Kopythiewicz, Kaczmarczyk and Kwiesielewicz? They are all very real.—*Jack Davison, Boondox Wireless, Wausau, Wis.*

Inflation

EDITOR: In calculating dividends paid to stockholders of Washington Star Communications Inc. (see page 27 of your Aug. 25 issue), someone's finger slipped on the decimal key. The figure should have read \$832,440 not the \$8,324,400 that you published.—*Richard S. Stakes, president, Evening Star Broadcasting Co., Washington.*

Late and lamented

EDITOR: All those people who rail against commercials that mean the lifeblood of broadcasting stations should have a chance to see an editorial that appeared in the *Winnipeg (Manitoba) Free Press* recently. It followed the dropping of all radio commercials by the Canadian Broadcasting Corporation networks and stations.

Anyone who has watched a "cluster" of five commercials flash by on his television screen has already been primed for an argument about the wisdom of allowing commercials on the CBC at all, considering the pittance they produce for a corporation which gets more than 75% of its revenue from taxes. But if the experience of Information Radio can be accepted as general, perhaps everyone is overlooking the entertainment value of commercials.

Information Radio, which the CBC calls its morning newspaper of the air, once carried interesting commercials . . . commercials which provided the only musical break in the otherwise endless procession of voices, some with messages, some without. . . . But these commercials have all gone now, to be replaced by promotion announcements for other CBC talk shows. There's a bit of music, promoting the CBC's musical programs. But the promotions were not written under the pressure of the commercial world, where messages must be listened to if they are to be effective.

The promotions are dull, almost as dull as the commentaries. So perhaps before we all jump on the bandwagon of eliminating commercials elsewhere, they should be weighed against the entertainment value of what will replace them.

Canada's commercial radio stations benefitted very little. Most of the few advertisers on the network turned to other media.—*Andy McDermott, Andy McDermott Sales Ltd., Toronto.*

And then I said

EDITOR: In your July 14 issue, you carry a brief mention of a panel discussion on WMAL-TV's *AM Washington* regarding TV violence and its effects on children. In the paragraph accompanying a picture of the panelists, you indicate that, except for Senator Vance Hartke (D-Ind.), "the panelists agreed generally to the possibility that there is some evidence that some

children may be affected some of the time by violence on TV—although they are also affected by other environmental factors—but that the industry and the FCC had been trying to do something about it.”

It seems to me to be especially important to state what I believe the situation is, and what, as a panelist on the indicated program, I said: There is clear evidence that diets of television violence, from which American children can hardly escape, are potentially damaging, and that the present high level of television violence puts children at risk. There have been some improvements in programing in the last couple of years, largely due to congressional, FCC and citizen organizations' pressure, but clearly the risks remain.—*Stephen P. Strickland, director, Washington Study Group, University of California, and co-author, "TV Violence and the Child."*

What's up at ACT

EDITOR: If the nation's broadcasters were confident that they were meeting the needs of the children in their diversified local audiences, a questionnaire from ACT on children's programing would be viewed less with suspicion ("Closed Circuit," Aug. 11) than as an opportunity to garner national praise.

ACT's "Local Children's Programing Survey" is, as our cover letter explained, merely an attempt to gather complete information about what broadcasters have provided for children in the areas of the arts, the handicapped, consumer education, science and positive role models. Our research was intended to serve as a basis for a series of resource handbooks on each of these topics. ACT is happy to announce that it recently secured foundation support for its book on programing and handicapped children, which will be the first edition in the series.—*Peggy Charren, president, Action for Children's Television, Newtonville, Mass.*

Covering all the time bases

EDITOR: As one of the prime television contractors involved in the Apollo-Soyuz signal processing, may I thank you for your article in the July 28 edition, "TV Coverage Almost as Flawless as Apollo/Soyuz Itself."

Your readers might be further interested in knowing that, as an added technical by-product of the space program, this past Apollo-Soyuz mission offered positive proof to the industry that the science of digital time-base correction is entirely practical, and that the application of such devices in the future promises to have major impact on the broadcaster.

Each of several television signals offered to the networks at the release point in Houston had been fully corrected to industry standards through a combined system of rubidium references and digital storage devices which provided automatic timing of the video and correct phasing of

the color. Hence, the ability to split-screen unrelated or "foreign" signals, and to use other production tools that might normally be employed in the treatment of time-coincident signals.

It would certainly appear that in the very near future, a digital time-base corrector or synchronizer shall be considered a very basic requirement in television station operations, particularly those which specialize in remote broadcasts of one type or another, including live electronic journalism.—*Laymon L. Stewart, project manager, Taft Broadcasting, Houston.*

Hanging in

EDITOR: I never doubted that everybody in the business reads BROADCASTING, so I was not surprised about getting calls from old friends when you reported ("Fates & Fortunes," Aug. 11) that Norm Woodruff has been named director of news and programing operations of KIRO-TV Seattle. The competent Mr. Woodruff is here and functioning. However, he's with KIRO-AM-FM, with which we in KIRO-TV are friendly, though separate.

I'm still wearing (a little nervously since the Aug. 11 issue) the hat of KIRO-TV news director—*Don Brice, news director, KIRO-TV Seattle.*

Late arrivals

EDITOR: I know I'm very late in reacting to your article on the reps in the July 14 edition, but I still wanted to say that I thought you did an excellent job in depicting the volatile, dynamic, changing world of the reps.—*Alfred M. Masini, president, Telerep Inc., New York.*

EDITOR: Your report on the rep business was beautifully done. Some of the problems affecting the general market reps are also affecting those of us who specialize in ethnic broadcasting. But I believe our growth opportunities in the immediate future, especially in radio, are much greater. Witness the establishment of the Caballero Radio Network last April. Consisting of 31 stations in 30 markets, it is the first unwired network for the Spanish market. Future shock may be what is happening to our business today but we're more optimistic about it at the ethnic end.—*Eduardo Caballero, president, Caballero Spanish Media Inc., New York.*

Blue Ribbon misplaced

EDITOR: In your Aug. 4 "Special Report" on football, your staff batted high. You got our agency right six of seven times. The seventh time you gave our Pabst account to another agency [Campbell-Mithun]. Just isn't so. We still retain the entire Pabst account.—*Dan Perry, vice president-media director, Kenyon & Eckhardt, Chicago.*

(The error occurred in the relay of the WJR(AM) Detroit information by our reporter and was contained in the capsule on the Lions.)

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *chairman.*
Lawrence B. Taishoff, *president.*
Maury Long, *vice president.*
Edwin H. James, *vice president.*
Joanne T. Cowan, *secretary.*
Irving C. Miller, *treasurer.*
Lee Taishoff, *assistant treasurer.*

Broadcasting

The newsworthy of broadcasting and allied arts

TELEVISION

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

Sol Taishoff, *editor.*
Lawrence B. Taishoff, *publisher.*

EDITORIAL

Edwin H. James, *executive editor.*
Donald West, *managing editor.*
Rufus Crater (New York), *chief correspondent.*
Leonard Zeidenberg, *senior correspondent.*
J. Daniel Rudy, *assistant to the managing editor.*
Frederick M. Fitzgerald, *senior editor.*
Joseph A. Esser, Pat Thach, Jonathan Tourtellot, *assistant editors.*
Mark Harrad, Randall Moskop, Joanne Ostrow, Jay Rubin, *staff writers.*
Barbara Chase, Mark Miller, Donna Wyckoff, *editorial assistants.*

BUSINESS

Maury Long, *vice president.*
David N. Whitcombe, *director of marketing.*
Doris Kelly, *secretary.*

ADVERTISING

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

CIRCULATION

Bill Criger, *circulation manager.*
Kwentin Keenan, *subscription manager.*
Lucille DiMauro, Odell Jackson, Patricia Johnson, Gregg Karpicky.

PRODUCTION

Harry Stevens, *production manager.*
Susan Cole, Joanna Mieso.

ADMINISTRATION

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

BUREAUS

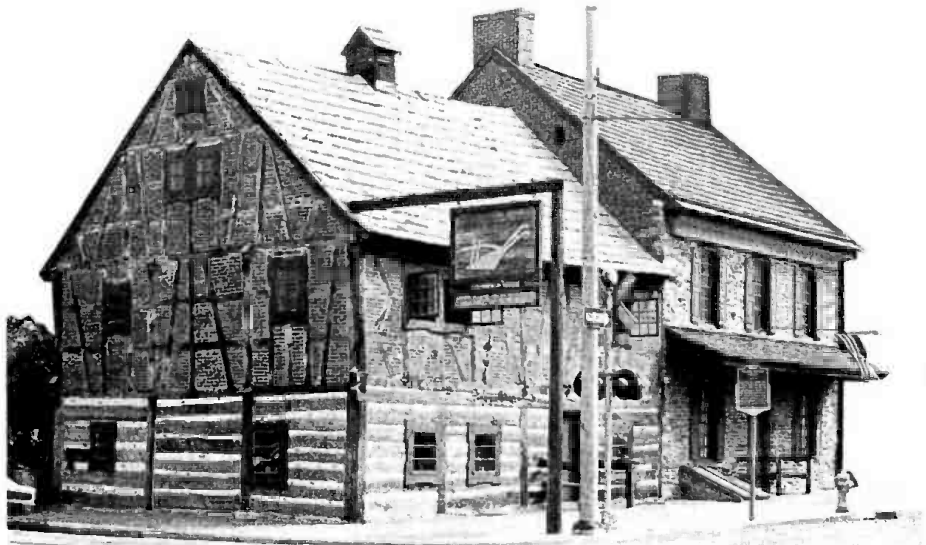
New York: 75 Rockefeller Plaza, 10019
Phone: 212-757-3260.
Rufus Crater, *chief correspondent.*
Rocco Famighetti, *senior editor.*
John M. Dempsey, *assistant editor.*
Marc Kirkeby, *staff writer.*
Winfield R. Levi, *general sales manager.*
David Berlyn, *Eastern sales manager.*
Ruth Lindstrom, *account supervisor.*
Harriette Weinberg, Susan Haq, *advertising assistants.*
Hollywood: 1680 North Vine
Street, 90028. Phone: 213-463-3148.
Earl B. Abrams, *senior correspondent.*
Bill Merritt, *Western sales manager.*
Sandra Klausner, *assistant.*

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



* Reg. U.S. Patent Office.
© 1975 by Broadcasting Publications Inc.

Microfilms of Broadcasting are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.



1

PENNSYLVANIA Pioneer and still the Leader

WGAL-TV was the first television station in this historic area. Today it is still first in that it delivers the most audience in all segments of the great Lancaster-Harrisburg-York-Lebanon market. The result of this impact is increased sales results for advertisers.

WGAL TV 8

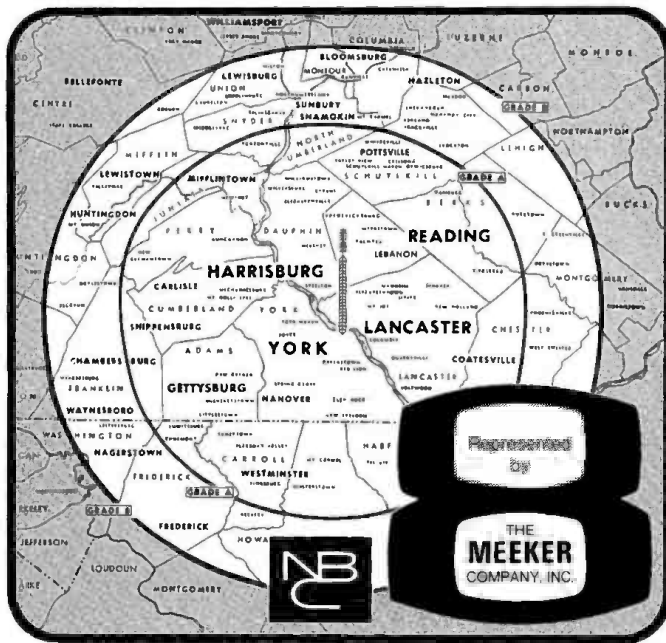
LANCASTER-HARRISBURG-YORK-LEBANON, PA.



2



3



Shown here are just three of the many early American buildings in York County which are expected to attract thousands of visitors to this historic area during the Bicentennial celebration.

(1) Dating from 1741, the Plough Tavern is the oldest surviving structure in York and a rare example of the half-timber construction of the mid-18th century.

(2) Built a decade prior to the start of the Revolutionary war, the Codorus Furnace produced shot and cannon balls for the Continental army from the outbreak of hostilities until the British surrender.

(3) The carefully preserved Warrington Quaker Meeting House, built in 1776, is still being used by the Society of Friends.

Nielsen Station Index, May '75, Sun. through Sat., 7:00 AM to 1:00 AM. Audience estimates subject to limitations published by Nielsen.

STEINMAN TELEVISION STATIONS

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

Closed Circuit.

Insider report: behind the scene, before the fact

One city, one hall

Frank Stanton, who keeps busy these days being chairman of American National Red Cross and serving on dozen corporate boards, still thinks like veteran broadcaster. "Why," he asked last week, "don't Republicans and Democrats agree now to hold their nominating conventions next year in the same hall and the same town, saving time, energy, money and media manpower?" Dr. Stanton personally oversaw preparations for first Kennedy-Nixon debate in 1960, and he covered every political convention from control room from time he assumed CBS presidency in 1946 until leaving as vice chairman in 1973.

Backing Stanton position is Democratic National Committee Chairman Robert S. Strauss, whose party picked New York City last week for its convention next July 12-16. He will urge his Republican adversaries to select New York too for cost-sharing back-to-back advantages. But he wasn't optimistic this would happen, predicting that Miami Beach, with its plethora of hotels and imposing convention center, will win over such rivals as Kansas City, Mo., and Cleveland, which, he said, lack adequate accommodations.

Professional view

Democrats' choice of New York and Madison Square Garden for their convention drew mixed reactions from network news executives. With main forces living in New York, networks will save travel expense, but that saving may be more than offset by cost of construction needed to make Garden ready for TV. In 1972, total expense of covering Democratic and Republican conventions was estimated at \$15-20 million.

There's also concern over possibilities of union problems in Garden. Jurisdictional lines are intricate enough to make work stoppages constant threat.

Chasing the freebies

Department of Defense has hired A.C. Nielsen Co. to find out how much air exposure is being given public service messages that armed forces send out. Radio and television stations in 15 cities have been asked to let Nielsen representatives study logs or in alternative to assign station employee to do job at Nielsen expense or mail computerized-log print-outs to Nielsen.

Nielsen has been assigned to track every Army, Air Force, Marine or Navy PSA

played by cooperating stations during two periods this year, Feb. 1-July 1 and Aug. 1-Oct. 31. It's assumed armed forces will use results to help decide how much paid advertising to buy for their recruitment campaigns on radio and TV.

Upstart?

National Association of Broadcasters, which for several years has sought industrywide license renewal legislation, steamed quietly last week over National Association of FM Broadcasters' announcement that it will seek radio-only renewal relief from Congress (BROADCASTING, Aug. 25). No official condemnation issued from NAB, which was running at half-speed like everything else in Washington during congressional recess, but NAFMB proposal was received poorly by directors, both radio and TV.

"Divisiveness between industry and associations is not going to help anybody," said Harold Krelstein of Plough Broadcasting, Memphis, NAB radio board chairman. Wayne Cornils of KFXD-AM-FM Nampa, Idaho, chairman of NAB small-market radio committee, said NAFMB idea might "split the forces, making us easier to conquer." Walter Bartlett of Avco Broadcasting, chairman of NAB TV board, said renewal fight should involve all broadcasters. NAFMB proposal will be prominent on agenda of NAB executive committee, meeting Friday (Sept. 5) in Chicago.

Lee's knee

Robert E. Lee, FCC's dean, limped through his acting chairmanship during August hiatus because of knee injury suffered when he was yanked into swimming pool fully clothed at Washington party Aug. 2. Because there was little improvement in mobility, Mr. Lee's right knee was X-rayed last Tuesday—three weeks later—and doctor discovered stretched ligament. He'll wear knee-brace for next couple of weeks, according to his doctor. Mr. Lee can't swim.

New address

Walter A. Schwartz, who wound up dozen years at American Broadcasting Companies Aug. 31, has established business office at 1350 Avenue of the Americas, New York (212-977-3430). Mr. Schwartz, 51, resigned as president of ABC Leisure Group II effective Sept. 1 but did not announce plans. He wants to return to radio station operations where he attained notable success, at WABC(AM)

New York, then ABC Radio where he introduced four-network service. Later he headed ABC-TV.

Breaks with tradition

National Association of Broadcasters staff has some alterations to propose in 1976 annual convention in Chicago, where NAB convention committee meets Thursday to look town over. One suggestion is to enlarge role of Radio Advertising Bureau, perhaps giving RAB its own morning-long session Sunday at convention. Another staff thought is to stagger free time, instead of giving all participants Tuesday afternoon to see exhibits as has been habit. Idea is that if radio participants are given one afternoon free, and TV participants another, there will be no one conventionwide lull, which many have used in past conventions to skip town.

Convention committee has tough logistics problems to grapple with. Traffic, for example. Since few hotels are close to convention center, participants will have to be transported—during Chicago rush hours. There is still some sentiment on committee too, for doing away with one or more convention luncheons, but NAB staffer predicted Monday and Tuesday luncheons will remain on agenda.

Affiliation fever

Plough Broadcasting's radio stations are moving almost en masse from independent operation to network outlets, with four joining two others today (Sept. 1) as ABC Radio network affiliates: WCAO(AM) Baltimore and WMPS(AM) Memphis affiliate with ABC Contemporary network; WPLO(AM) Atlanta and WQXM(FM) Clearwater, Fla., join WJJD(AM) Chicago on ABC Information. Sixth Plough station, WSUN(AM) St. Petersburg, Fla., is with ABC Entertainment, and seventh, WCOP(AM) Boston, is NBC Radio affiliate.

Change in command

Soon to be announced is designation of James Goodman, 35, executive vice president, WRAL-FM-TV Raleigh, N.C., to be president, succeeding uncle, Fred Fletcher, who is taking early retirement at 64 (see page 49). Mr. Goodman will report to grandfather, A.J. Fletcher, who at 88 remains chairman and chief executive officer. Fred Fletcher retains 3% ownership, reportedly receiving substantial settlement for signing covenant not to compete.

The Week in Brief

BUSINESS IS BOOMING □ *With key day parts virtually sold out, radio networks are in the midst of what appears to be the best sales year in more than 20. Spot is more than holding its own. Local continues its pre-eminence.* **PAGE 22.**

EVIDENCE WANTED □ *FTC unanimously votes to issue guides regarding advertised fuel economy claims for cars. Guides include requirement that economy figures be disclosed to Environmental Protection Agency and are seen as temporary measure until permanent rule is established.* **PAGE 23.**

STILL TALKING □ *At week's end, the families that control the Washington Star and its broadcast properties, and Joe Allbritton, the Texas banker who wants to take over control of the firm, were still haggling over Mr. Allbritton's latest offer.* **PAGE 24.**

JUMPING ON THE BANDWAGON □ *CBS-TV is reported to be heading toward an hour-long *As The World Turns* in response to NBC-TV's success with its two hour-long soap operas. The network also is considering an extra 30 minutes for *The Price is Right* game show. ABC is also considering expanding a soap.* **PAGE 25.**

WHO'S WHO IN CONGRESSIONAL OWNERSHIP □ *BROADCASTING's survey of the 94th Congress finds 21 members with direct or family interests in commercial stations.* **PAGE 25.**

EXECUTIVE SESSIONS □ *Discussions with a member of Congress and FCC commissioner and a look at television's future scientists, manufacturers, broadcasters and others will highlight the NAB's six seminars for television station executives.* **PAGE 27.**

FEW VACANCIES □ *In the top-100 markets, not a single VHF channel is available for commercial use. That's the word from the FCC in its summary of television channel use as of July 1. The study, however, shows 13 commercial V's available within 277 markets.* **PAGE 29.**

INDEPENDENT VOICE □ *Claiming that the State Department subjects the Voice of America to intolerable censorship pressures, VOA Director Kenneth Giddens gives implied endorsement to Stanton panel proposal to*

transfer funding powers from USIA to independent commission. **PAGE 30.**

PRACTICE WHAT YOU PREACH □ *Clarence McKee, deputy chief of the FCC's industry EEO unit, chastises Washington communications law firms and congressional communications subcommittees for not following their own advice about equal employment opportunity.* **PAGE 31.**

STRATEGIC MOVE □ *CBS scores high in the prime-time ratings game with its debuts of *Beacon Hill* and *Big Eddie*. Network maneuver placing premieres in time slots differing from their regular fall line-up apparently worked. Critical reactions to the shows are also presented.* **PAGE 36.**

OFF BASE □ *Broadcasters and professional sports leagues criticize the FCC's new "same-game" rule in petitions for reconsideration. They claim the sports carriage rules do not provide enough siphoning protection.* **PAGE 37.**

CABLE'S FUTURE □ *A Comquest Corp. report predicts more than \$6 billion will be spent for cable system construction in the next decade. But new growth will be selective, and expansion will occur only when profitable, report says.* **PAGE 42.**

CALL-GIRL FOR BROADCASTERS □ *Key Marketing Corp. has come up with device to allow faster and cheaper public opinion polls. "Call-girl" machine is said to handle 900-1,000 calls a day.* **PAGE 43.**

OPPOSED □ *The NAB has criticized a petition that seeks a ban on TV advertising of nonprescription drugs before 9 p.m. Maryland Attorney General Francis Burch becomes second of 14 original co-signers to withdraw his name from petition.* **PAGE 46.**

LEARNING THE ROPES □ *Philip Lombardo's career to date has taken him through sports, acting, production, sales, programing and management. Now, as president and chief operating officer of Corinthian Broadcasting, he draws upon the knowledge gained from what could be called a startling number of job transitions.* **PAGE 65.**

Broadcast Advertising..... 46	Closed Circuit..... 19	Finance..... 46	Open Mike..... 16
Broadcast Journalism..... 43	Datebook..... 13	For the Record..... 52	Profile..... 65
Business Briefly..... 5	Editorials..... 66	Media..... 25	Programing..... 36
Cablecasting..... 42	Equip. & Engineering..... 40	Monday Memo..... 8	Top of the Week..... 22
Changing Hands..... 28	Fates & Fortunes..... 49	Music..... 44	Where Things Stand..... 10

Call 213/769-3500 Collect To Put This Man on Your Station Next Monday.

Since January, Ronald Reagan has been building audiences for hundreds of radio stations with "Viewpoint," his daily five-minute commentary on everything from Abortion to Zealots.

The former California Governor brings wit, humor, insight and a wealth of facts, figures and experiences to his audiences. His no-holds-barred stand for conservative principles *alone* is a good reason for buying "Viewpoint." It helps you fulfill your community responsibility to broadcast a range of opinion.

Another good reason: "Viewpoint" is good business. We're getting a very high percentage of contract renewals. That means stations are selling the program and keeping it sold.

Every day, someone asks us if Ronald Reagan will become a Presidential candidate in 1976. We don't know. What we do know is that we're taking six-month contracts on "Viewpoint" right now. If he should become a candidate, you'll have two choices: continue "Viewpoint" with another well-known conservative spokesman we'll offer you; or cancel immediately. You can't lose.

Call us collect or wire your order today. We'll have your first tapes to you in time to put Ronald Reagan on your station next Monday.



O'Connor Creative Services
Box 8888, Universal City, CA 91608

Broadcasting Sep 1

Vol. 89 No. 9

Top of the Week

Radio 1975: biggest year in the making

Network billings called 'super'; spot more than holds its own; local is soft in some markets but looks sure to gain over-all

National radio business has taken off this year as in no other of recent memory.

The radio networks are virtually sold out in key day parts and seem certain to make this their best sales year in more than two decades—collectively almost for sure, and in some cases individually.

National spot radio is more erratic but according to most accounts is running ahead of last year's pace by at least two or three percentage points and perhaps by several—either way, by enough to make a record.

The status of local business is less clear. In some markets it's ahead of 1974 levels and in some it's behind, depending on several factors including the aggressiveness of local sales staffs and the extent of the recession's local impact. Generally, observers tend to think 1975 local sales will rise in total—which would mean another new record there, too—but that the old pattern of almost automatic annual 6%-8% increases will not hold up in some markets.

Network business, where much of the excitement used to be in pretelevision days, has of course dwindled to small potatoes by comparison with national spot and local. In 1973, the latest year for which FCC figures are available for all three components, network billings totaled \$59.4 million, national spot came to \$382.8 million and local reached \$1.2 billion.

But although network is now the smallest component of radio business, lately it has become the liveliest. "Super," one network head said last week. "Unbelievable," said another. Both were talking about sales this year. Some talked of being almost sold out for long periods of the day. Others, though obviously elated, avoided the "sold-out" term as a matter of principle—or of superstition: As one put it, "There's always a spot at 2 o'clock in the morning—or some time—that you can sell to someone out there."

The best estimates available suggest that for the first seven months of 1975 national network sales in total—for ABC Radio's four networks and the CBS, Mutual and NBC Radio networks—exceeded the comparable 1974 periods by somewhere between 20% and 30%. Looking at it another way, C. Edward Little, president of Mutual, estimated that if total network billings merely match 1974 monthly totals for the rest of 1975, the year will still come out 12%-15% ahead of last year.

Nobody apparently expects the rest of 1975 to fall back and merely keep stride with the last half of 1974. Even if it did, authorities figure network radio would still have its best year since 1972, one of the best network radio years in recent history. And if gains maintain anything approaching the 20%-30% upside rate of the first seven months, 1975 should be network radio's best since 1954, when FCC put network billings at \$78.9 million. That, incidentally, is more than double what they were in the bottoming-out years of 1959-60.

While the radio networks agree their business is on the upswing, station reps and other sales officials offer differing assessments of spot radio sales. Mostly

they say sales are up, but they disagree as to how much. "The business is just pouring in," according to the head of one major-market station group. A station rep with both large and middle-sized markets on his list estimated his 1975 sales were up 27% as of Sept. 1 but said much of that gain was in larger markets. He also said spot sales "went into a funk a couple of weeks ago" but that he assumed they would perk up.

Another leading rep with both large and medium-sized markets reported his business up "but not booming," and thought he would wind up about 3% ahead of 1974—thanks more to regional and rep-network business, he said, than to gains from strictly national accounts. He, too, agreed business was better for large markets than for small. "Some of the guys in small markets are getting killed," another said.

Still other sources estimated that spot business for the first half was 6% to 8% ahead of the 1974 first half—which wasn't great in the opening months but strengthened in April, May and June. Thus, some sources' estimates of 10% to 12% gains this past June were interpreted as reflecting solid midyear strength this year, though some reps challenged the

Behind the boom. Success in signing up advertisers they hadn't had before is part of the radio networks' 1975 boom. In the lists that follow, each network enumerated advertisers that were new to it in 1975, "new" in each case meaning advertisers which had not been on that particular network in the past two to three years.

ABC Radio: AMF Inc.'s Harley-Davidson motorcycles; Allstate insurance; Ajay sporting goods; American Home Products' Denorex shampoo; Banfi Wines Corp.'s Riunite wines; Chattem Drug & Chemical's Sun in Hair Lightener; Chesebrough-Ponds' Hemorr-aid, Bath 'n' Splash, Bath Oil Beads and other products; Del Monte green beans; Durafume fireplace logs; Discwasher record cleaner; General Electric small appliances; Georgia-Pacific building products; Jimmy Dean Meat Co.; Michelin Tire Corp.; National Potato Promotion Board; Pennzoil's Penreco Gumout carburetor cleaner; Pillsbury's Figurines; Schenley's Stock vermouth; Schick razors; Scott lawn products; Sears' men's jeans, lawnmowers, shirts and slacks; Singer sewing machines; Standard Brands' Curtiss Baby Ruth and Butterfingers candy and Planters peanuts; Volkswagen Rabbit; Warner-Lambert's Dynamints, Roloids and Cool-Ray sun glasses; Yamaha International Corp.'s stereo/hi fi and guitars; Yardley of London cosmetics and fragrances.

CBS Radio: Allis-Chalmers Corp.; Allstate Insurance; AT&T; Borden's Kava coffee; British Leyland Motors; Certain-Teed Products Corp.; Control Data Corp.; Jimmy Dean Meats; A.B. Dick Co.; Emery Air Freight; Fedders Corp.; General Foods' Sanka; John Hancock insurance; Heublein Co.; S.S. Kresge's K-Mart stores; Michelin tires; Midas International Corp.; National BankAmericard; National Pork Producers Council; Jean Patou Inc.; Red Wing Shoe Co.; Rich Products Inc.; Scott lawn products; Sichel Blue Nun Wine Co.; Standard Brands' Planters peanuts; Western Union; Warner-Lambert's Roloids.

Mutual: Ace Hardware; Anheuser-Busch's Michelob beer; Armour-Dial's Armour hot dogs and Dial soap; American Home Products' Denorex shampoo, Quiet World and Dristan; Ballantine Books; Borden's Kava coffee; Conwood Corp.; Chesebrough-Ponds; Dodge cars; Florida Citrus Commission; General Electric; Goodyear Tire & Rubber; Greyhound package express; John Hancock insurance; K-Mart stores; Kelly-Springfield tires; La Choy Foods; Life Savers Inc.; Menley James' ARM allergy relief medicine; Pennzoil's Gumout carburetor cleaner; Pillsbury Co.; Quality Courts motels; Ramada Inns motels; Schenley's Dubonnet and Mateus wines; Scott lawn products; Singer sewing machines; Standard Brands' Planters peanuts; Sterling Drug's new Bayer aspirin products and its Lehn & Fink division's Wet Ones towelettes; Warner-Lambert's Roloids, Dynamints and American Chicle products; Western Union Mailgrams; Winnebago campers.

NBC Radio: Allis-Chalmers Corp.; American Laundry Machinery; Bekins moving and storage; British Leyland Motors; Certain-Teed Products Corp.; A.B. Dick Co.; Exxon; Ford Tractor; Fedders central air conditioning; Hartz Mountain pet products; Jimmy Dean meats; S.S. Kresge Co.; Michelin tires; Midas mufflers; Miles One-a-Day vitamins; Macklenburg-Duncan hardware group; National Bowling Council; Oxford Industries apparel; Pennzoil's Gumout carburetor cleaner; Scott lawn products; Sears lawnmowers; Western Union; Winnebago Industries.

10%-12% estimate for June gains.

What the reps did not disagree on was the resurgence in network radio business. "It's fantastic," said one rep, using the sort of adjectives network officials themselves are using.

"Sensational" was ABC Radio President Harold L. Neal Jr.'s word. "We're going to have a record year," he said, crediting all divisions—AM, FM and the four ABC Radio networks—with contributing to that result. Edward F. McLaughlin, president of the ABC Radio Network, said this year's fourth quarter will be the fifth consecutive record quarter for the network, and that "we're looking for 1976 to outperform 1975." Commercial availabilities, according to Mr. Neal, "are very, very tight" on all four ABC Radio networks.

Sam Cook Digges, president of CBS Radio, predicted 1975 would be the best for his division since 1970—when, he noted, not only did broadcasters still have cigarette advertising but the CBS Radio network also still had *Arthur Godfrey Show*, an exceptionally heavily sold daily program. George J. Arkedis, vice president and general manager of the CBS Radio network, reported—with obvious pleasure—that time was running out: "Advertiser investment on the CBS Radio network has almost exhausted our commercial inventory from 6 a.m. to 6 p.m. during all of August and September," he asserted.

Mutual Broadcasting System's President Little said 1974 was "the biggest calendar year Mutual has had since the beginning of television, the best since around 1949"—and that sales this year will exceed 1974's by close to 40%. That growth, he said, will reflect sales gains both for Mutual, which with 679 affiliates bills itself as the world's largest network, and for its subsidiary Mutual Black Network, with 97 affiliates.

Jack G. Thayer, president of NBC Radio, said the NBC Radio network's sales this year will rival those of 1972, a high spot in recent history. "We're ahead of budget," he added. Ms. Marion Stephenson, vice president and general manager of the radio network, called 1975 "one of our better sales years."

Mr. Thayer and colleagues have been in the throes of getting a second network—the NBC News Information Service—off and running, which presumably has diverted some concentration and caused some dislocation in the sales efforts of NBC-owned stations that converted to the all-news service. Business at those stations, he said, is "fair, not sensational," but improving. As for sales on the all-news NIS network, Mr. Thayer said, "We're gearing up for an Oct. 1 start on selling." Since NIS started last June 18, he said, "we've have some business but it's been the over-the-transom type" as officials have concentrated on "getting the product in shape." He said the service currently has 55 stations signed, with 48 of them already on line.

The 1975 upsurge in radio business is credited to a variety of factors, and in fact

What's past. Regardless of the shape in which radio finishes 1975, 1974 was a pretty good year for radio stations. According to the National Association of Broadcasters, in figures released last week, the "typical" national station (both AM's and FM's) reported a 7.6% increase in revenues for 1974 over 1973. For the "typical" FM station, the revenue increase was nearly three times that figure—22.2%. But the same FM operation was operating at a net loss of \$2,200 in 1974. That was a \$3,100 improvement over 1973's performance, and NAB says the upward trend could mean that in 1975, the typical FM could break even for the first time. Profits for the typical radio station were up 4.1% over 1973, although the NAB noted that the typical station's profit margin was 5.4%, continuing a decline for that category begun in 1969. The AM-FM figures were derived from 1,754 responses to an annual questionnaire; the FM-only data came from 320 stations. The complete figures:

	Typical radio station			Typical FM's only		
	1974	1973	Percent change	1974	1973	Percent change
Total time sales	\$187,100	\$175,100	6.9%	\$124,700	\$101,600	22.7
From:						
Network compensation	0	0	—	0	0	0.0
National and regional spot	18,300	18,200	0.5	5,600	4,700	19.1
Local advertising	168,800	156,900	7.6	119,100	96,900	22.9
Total broadcast revenue	184,300	171,300	7.6	122,300	100,100	22.2
Total broadcast expense	174,300	161,700	7.8	124,500	105,400	18.1
From:						
Technical	12,700	12,100	5.0	9,300	8,700	6.9
Program	51,900	48,000	8.1	38,000	32,500	16.9
Selling	35,100	30,700	14.3	28,800	21,400	34.6
General and administrative	74,600	70,900	5.2	48,400	42,800	13.1
Profit (before federal tax)	10,000	9,600	4.1	(2,200)	(5,300)	—
Profit margin	5.42%	5.58%	-0.3	(1.83%)	(5.25%)	—
Selected expense items						
Total salaries	\$ 92,000	\$ 85,200	8.0	\$ 60,400	\$ 50,200	20.3
Cost of outside news service	4,400	3,900	12.8	3,300	1,300	153.8
Depreciation and amortization	9,400	8,400	11.9	10,000	9,200	8.7
Music license fees	5,400	4,700	14.9	2,700	1,900	42.1

some officials think it harder to explain why business hasn't been booming all along.

Among the more commonly cited comeback causes are growing use by retail accounts at both national and local levels, plus the instant measurability of sales results by retail accounts; increasing availability of co-op funds and stepped-up efforts to make co-op an ever larger source of radio dollars, and both long-term and short-term sales development work by networks, reps, individual broadcasters and trade associations. As summarized by ABC Radio's Mr. Neal, who also is chairman of the Radio Advertising Bureau, "a lot of things are paying off at the same time."

The recession also gets a share of the credit. Advertisers' preoccupation with economy and more insistent demands for media values led many into radio for the first time or on a heavier scale than before (for a partial list of "new" advertisers, see page 22). To advance this trend, radio's special values during hard times were promoted widely in a "Radio: Adflation Fighter" on-air campaign, led by RAB, which at its peak earlier this year was on an estimated 2,000 radio stations—and which now, as the recession shows signs of fading, is being recast to emphasize the continued importance of the "adflation fighter" in reaching consumers as the economy turns around.

"In any case," said ABC Radio's Mr. Neal, "there's a lot of momentum going now. I just hope it continues in 1976—and I think it will; we're predicting it will."

Almost everyone is.

FTC comes down hard on MPG claims in car ads

If spot makes reference to gas mileage, it must contain EPA information—and then that must be qualified, according to new commission guidelines

The Federal Trade Commission last Friday issued a "guide" requiring all automobile advertisers making claims about fuel economy to disclose in their ads the Environmental Protection Agency's mileage test results for their new cars. EPA issues two numbers for each car it tests, one for highway miles per gallon, another for city miles per gallon. Advertisers would have to display both with equal prominence.

The FTC guide is a temporary one, which takes effect Oct. 15 and which will stand as long as it takes the commission to forge a final rule. A proposed draft of the final rule will be ready in about a month, according to J. Thomas Rosch, director of the FTC's Consumer Protection Bureau, who announced the interim guide at a press conference Friday. He said it will be at least a year before the rulemaking proceeding will be completed.

Mr. Rosch said fuel economy is perhaps "the major factor" in car-buying decisions today, and that there is a need "to bring some order out of the chaos that exists in current fuel economy advertising." He

In Brief

White House denied Friday that **Nancy Hanks** was speaking for administration, as she said she was, when she testified before Senate Copyright Subcommittee in favor of recording royalty bill (BROADCASTING, July 28). Statement Friday said White House had taken no position on bill (S. 1111) introduced by Senator Hugh Scott (R-Pa.) to create royalties to be paid by broadcasters to record performers and manufacturers. ■ **FCC and Office of Telecommunications Policy** will fund jointly conference at Virginia's Arlie House April 22-24, 1976. Among telecommunications policy topics to be discussed: huge demand for radio spectrum space. ■ **Strike of craft unions** in Hollywood is threatened after breakdown in negotiations between International Alliance of Theatrical Stage Employees and Association of Motion Picture and Television Producers. IATSE rejected offer of 34% wage increase spread over three years. ■ NBC-TV has bought **television rights** to Independent Television Corp.'s movie, "Farewell, My Lovely," starring Robert Mitchum, which has only recently been put in theatrical release. Principals refused comment on report that price was \$1 million for two runs in 1977-78. ■ **TeleMation Inc.**, Salt Lake City, is negotiating to sell its electronics manufacturing and distribution operations to Arvin Industries, Columbus, Ind., automotive parts and electronics firm. TeleMation would retain Chicago-based TV production facilities and Salt Lake City real estate. ■ Storer Broadcasting Co. has sold **Boston Bruins** hockey team and Boston Garden to Sportsystems Corp. (brothers Jeremy, Max and Lawrence Jacobs) for undisclosed price. Storer's WSBK-TV Boston will continue to carry Bruins games. ■ Arbitron Television will introduce special measurement and weighting of **Spanish households** in TV viewing reports for New York, Los Angeles and Miami, starting in October; San Antonio, Tex., in November, and Corpus Christi, El Paso and McAllen-Brownsville, all Tex., and Albuquerque, N.M., in February 1976. Personal diary placement and retrieval techniques will be used. ■ FCC Administrative Law Judge Reuben Lezner has **denied Monroe Broadcasting Inc.'s license renewal** for WKYZ(AM) Madisonville, Tenn., for alleged fraudulent billing over six-year period despite repeated FCC warnings. In separate case, Judge Lezner also **denied renewal** of Leflore Broadcasting Co.'s WSWG(AM) and Dixie Broadcasting Co.'s WSWG-FM, both Greenwood, Miss., for allegedly misrepresenting their programming proposals, financial reports and equal opportunity programs to FCC. Last two stations, whose ownership is identical, proposed in earlier renewal applications to meet needs of community's black majority. Judge's decisions are subject to FCC review. ■ Teleprompter Corp. has filed applications at FCC for **earth stations** at Fairmont, W. Va.; Mobile and Tuscaloosa; both Ala.; Tacoma, Wash., and Eugene, Ore. Teleprompter anticipates using 24 earth stations altogether to deliver satellite-transmitted Home Box Office pay programming to 800,000 cable subscribers nationwide (BROADCASTING, June 2). ■ FCC has announced American Research Bureau television market rankings by prime-time households will be used to determine top-100 markets in its **VHF drop-in proceeding**. This was answer to requests from several broadcasters for unified market definitions. ■ Office of Telecommunications Policy has arranged meeting Thursday (Sept. 4) of intergovernmental committee to discuss telecommunications **equipment export-import policies**. Meeting was called at suggestion of Chairman Torbert Macdonald (D-Mass.) of House Communications Subcommittee. Commerce and State Departments, Office of Management and Budget, Council on International Economic Policy and White House will be represented. ■ **Robert Page**, VP and superintendent of bureau operations, UPI, named UPI general manager, succeeding Roderick W. Beaton, who remains president and chief executive. **Scotti Williston**, reporter, WPIX(TV) New York, named assistant foreign editor, CBS News, succeeding **Cynthia Samuels**, named assistant New York bureau chief, CBS News. **Len Matthews**, vice chairman, Leo Burnett Co., Chicago, will resign Dec. 31 to pursue "second career opportunities," remaining as consultant to Burnett. **John T. Lazarus**, director, radio-TV, office of baseball commissioner, named VP, sports sales, ABC-TV, New York, succeeding **Herbert A. Granath**, named VP, program development and marketing, ABC Sports. Home Box Office, New York, has signed **Trans World International** as sports consultant and **Richard Clurman**, former New York City administrator of parks, recreation and cultural affairs, as program development adviser. **Harlan P. Kleiman**, off-Broadway producer, joins Home Box Office as VP, programming, succeeding **Peter W. Frame**, named HBO national sales director. **Barrie Dunsmore**, host on Canadian TV and former ABC News correspondent, rejoins ABC as Washington correspondent. **Loreen Joy Arbus**, executive story analyst, ABC-TV, Los Angeles, named program coordinator, late-night programs, ABC-TV, Los Angeles.

said the EPA's measurements of mileage performance are not perfect, but that they have become "the language of the marketplace."

Not all automobile ads would have to display the mileage numbers, under the interim guide—only those in which the advertiser makes claims about a car's fuel efficiency. Any reference to efficiency, such as "saves gas" or "gas-stingy engine," would trigger mandatory "clear and conspicuous" disclosure of the EPA figures.

Also under the guide, the advertiser would be prohibited from headlining the highway miles per gallon figure and footnoting the city figure, always the lower of the two. "The guide requires that each number be disclosed in close conjunction with the other and with substantially equal prominence," the commission wrote.

As part of the disclosure, the advertiser would have to identify EPA as the source of the mileage figures. In addition the ad would have to say that the EPA figures are not precise and that actual mileage the consumer gets may be different, depending on how and where he drives, the condition of the car and its optional equipment. The commission suggested that the following wording in a radio or television ad would comply: "Remember: These mileage results are estimates. The actual mileage you will get may be different."

If the car advertised is available in more than one engine size or transmission type and reference is made to its fuel economy, the advertiser must clearly identify the model being advertised. That, the commission explained, is to avoid giving the consumer the impression he is hearing figures for a model with eight cylinders and an automatic transmission, for instance, when he is actually hearing figures for a six-cylinder version with standard transmission.

And if a maker advertises a car with mileage improved by optional equipment, such as radial tires, or by the absence of

Comeback. The Federal Trade Commission reported last week that the cigarette industry spent \$306,800,000 for advertising in 1974. That's only \$7,900,000 less than the record \$314,700,000 spent in 1970, the last year in which cigarette advertising was allowed on television and radio. Broadcast advertising accounted for \$217,400,000 of the 1973 total. The 1974 figure is an increase of \$59,300,000 over the \$247,500,000 total for 1973. The FTC also said that per-capita consumption of cigarettes was down slightly in 1974—4,100 units to 1973's 4,112. The 1970 per-capita figure was 3,969. This information is contained in a statistical report to Congress required annually by the same act that took cigarette advertising off the air.

The radio and television holdings on the Hill

12 representatives, nine senators appear on FCC record with ties to broadcast station ownership

At least 21 members of the 94th Congress—12 in the House and nine in the Senate—have direct or family interests in commercial radio or television stations. That number is higher than in the 93d Congress, when seven senators and nine representatives were reported with station ownership connections (BROADCASTING, April 30, 1973).

Of the 21 members, 11 have direct financial interests in broadcasting. There were 10 with direct ownership in the previous Congress.

The data on congressional station ownership was collected from the FCC's ownership records and from telephone confirmations with congressmen and their staffs. It is a project BROADCASTING undertakes during each Congress.

Two of the 11 congressmen with direct broadcast interests—Senator Robert Taft (R-Ohio) and Representative Richard Vander Veen (D-Mich.)—have placed their holdings in blind trusts, excluding themselves from control of those interests. The other nine have kept their interests active, but some occasionally abstain from voting when the pending legislation affects broadcasting. Senator Taft's staff reports, for example, that he refrains from voting on all broadcast-related measures, as he did during Senate passage of the broadcast license-renewal revision bill (H.R. 12993) in October 1974. He and Senator Jesse Helms (R-N.C.) voted "present" on that bill, while Senator Walter Huddleston (D-Ky.) did not vote at all. However, two other senators with direct broadcast interests—Ted Stevens (R-Alaska) and Adlai Stevenson (D-Ill.)—voted for the bill.

Although he may have had other reasons than his broadcast interest for doing so, Representative William Armstrong (R-Colo.), also refrained from voting on the license-renewal bill when it was before the House in April 1974. Three other representatives with direct interests—Thomas Ashley (D-Ohio), M.G. Snyder (R-Ky.) and Mr. Vander Veen—voted for the bill.

Two representatives who appeared on the ownership list two years ago were defeated for re-election. One was Representative John R. Dellenback (R-Ore.), who owns one-third of three stations: KMED-AM-TV and KTMT(FM) Medford, Ore., and KQMS(AM) Redding, Calif. The

some standard equipment, such as air conditioning, he must "clearly and conspicuously" disclose the modifications in the ad.

The commission chose to issue an interim rule rather than a final rule because doubt has recently been cast on the credibility of the EPA figures. Some have said they overstate mileage, particularly on the highway, because they do not take into account, for example, the effects of wind and rolling resistance. Mr. Rosch said the commission is holding open the possibility that some other way of measuring mileage may be found.

Mr. Rosch said the Oct. 15 starting date for the interim guide should give advertisers time to change their ads. He refused to name names, but he said that he doubts any car advertiser now is in compliance with the guide.

Talks continue between Allbritton, Star families

This week should see some action as new deadline for banker's tender offer and FCC's deadline for decision to proceed with hearing on sale both expire

Negotiations for the sale of the *Washington Star* and its broadcast stations to Joe L. Allbritton, Texas banker, were resumed last week after representatives of the three families that own the parent company rejected an Allbritton tender offer (BROADCASTING, Aug. 25).

It was understood that the price Mr. Allbritton had offered, \$28,553,600 for 90% of Washington Star Communications Inc., was not the main issue of the revived negotiations. And indeed other reasons were given a week earlier for the rejection of Mr. Allbritton's original offer by directors representing the founding Kauffmann, Noyes and Adams families who own 52.8% of the company's stock. Mr. Allbritton owns 10%, acquired last September when he became publisher of the newspaper.

Last week Mr. Allbritton extended the deadline of his tender offer, originally set to expire last Wednesday, to tomorrow (Sept. 2). Tomorrow is the deadline for the parties involved to tell FCC Administrative Law Judge John Conlin whether they will proceed with a hearing—scheduled for Sept. 16—over an original agreement transferring 37.85% of the company to Mr. Allbritton. His acquisition of control requires a waiver of FCC crossownership rules. (The package includes the newspaper, WMAL-AM-FM-TV Washington, WLV-AM-TV Lynchburg, Va. and WCIV(TV) Charleston, S.C. Only the South Carolina station present no problem under the crossownership rules.)

John P. McGoff, Midwest publisher who also wants to buy the *Washington Star*, but not the broadcast properties, has

petitioned the FCC for an indefinite delay of the hearing and, along with Concerned Citizens for Balance in News Media, which is joined in the petition, has asked Judge Conlin to call an immediate prehearing conference to determine Mr. Allbritton's intentions. The judge has not acted on that petition.

Mr. Allbritton's original offer contained conditions that included: the FCC's grant of a five-year period to bring the WSCI holdings under compliance with its crossownership rules, an offer for at least 80% of the company's stock—otherwise Mr. Allbritton was not obliged to buy any of the stock offered—and the FCC's issuance of tax certificates that would permit deferral of federal income taxes on the divestitures. Mr. Allbritton had further conditioned his tender offer on the absence of any court appeal or stay of FCC orders and commission action as of Jan. 30, 1976. Mr. Allbritton did not rule out disposing of the *Star*, although he reasserted his desire to preserve the newspaper.

Godfrey Kauffman, president of the parent company, speaking for nine of 12 board members, said they felt the conditions were unlikely to be met and would perpetuate the current uncertainties. The *Star* is suffering heavy losses.

Now CBS will have hour-long soap

Veteran 'As World Turns' apparently will be expanded by December; move follows trend set by NBC

CBS-TV is reportedly looking to expand its most popular soap opera, *As the World Turns*, from 30 minutes to 60 minutes in acknowledgement of the big Nielsen numbers NBC has collected with *Days of Our Lives* and *Another World*, its two hour-long soaps (BROADCASTING, Aug. 11).

CBS is now in negotiation with Procter & Gamble, which owns the show, and reports are that an hour-long *As the World Turns* could start as early as December.

Also, ABC is giving a great deal of attention to adding a half-hour to one of its soaps, although, according to Mike Brockman, ABC's vice president for daytime, none of these deliberations has reached the stage where contracts are being reopened or renegotiated.

In addition, CBS is apparently giving serious consideration to fleshing out one of its game shows, *The Price Is Right*, to 60 minutes. As an experiment, beginning next Monday (Sept. 8), *The Price Is Right* will expand to an hour (10:30-11:30 a.m., NYT), pre-empting *Gambit* for that one week only.

Finally, NBC announced the cancellation of its low-rated game show, *Jackpot*, which will be replaced as of Monday, Sept. 29 (12:30-12:55 p.m.) with a new celebrity/big-money game show called *3 For The Money*. Hatos-Hall will produce *3 For The Money*, with Dick Enberg as host.

other was Representative Orval Hansen (R-Idaho), who owns 37% of KFXD(AM) Nampa, Idaho.

The additions to the list include three newcomers to Congress. They are Representatives W.G. Hefner (D-N.C.), Kenneth L. Holland (D-S.C.) and Robert C. Krueger (D-Tex.).

The following is the list for the 94th Congress:

■ Representative William L. Armstrong (R-Colo.) is president and owns 7,000 voting common shares (or 40%) of Armstrong Broadcasting Corp., licensee of KOSI(AM) Aurora Colo., and KOSI-FM Denver. The remainder of the stock is owned by his father and mother. Last month Representative Armstrong purchased *The Colorado Springs Sun*, the morning daily newspaper in Colorado Springs. His father was named publisher.

■ Representative Thomas L. Ashley (D-Ohio) owns 2,289 voting common shares (of about 4.6 million outstanding) of Combined Communications Corp. The CCC stations are KTAR(AM)-KBBC(FM) Phoenix and KTAR-TV Mesa, Ariz.; KARK-TV Little Rock, Ark.; KKDJ(FM) Los Angeles; KBTW(TV) Denver; WXIA-TV Atlanta; WSAI(AM) and WJDJ(FM) Cincinnati. KTAR-TV and KARK-TV are NBC-TV affiliates; KBTW, WXIA-TV, WPTA-TV and WLKY-TV are affiliated with ABC Television.

■ Senator James L. Buckley (Conservative-Republican, N.Y.) is a brother of William F. Buckley, columnist, television commentator and owner of *National Review* magazine. William F. Buckley is also board chairman with 84,879 voting common shares (out of about 1,121,300 outstanding), of the Starr Broadcasting Group Inc. The Starr stations are KXLR(AM) North Little Rock, Ark.; KABL(AM) Oakland, Calif., and KABL-FM San Francisco; KHVO(TV) Hilo, Hawaii, and KITV(TV) Honolulu; KUDL(AM) Fairway and KUDL-FM Kansas City, both Kansas; WTVQ-TV Lexington, Ky.; WBOK(AM) New Orleans; WWW(FM) Detroit;

WQIV(FM) New York; (sale pending), WLOK(AM) Memphis; KDTX(FM) Dallas and KYOK(AM) Houston; and WCYB-TV Bristol, Va. KITV and WTVQ-TV are ABC-TV affiliates; WCYB-TV is an NBC-TV affiliate.

■ Representative Jack Edwards (R-Ala.) has uncles, Richard and Farley Warner, who together own two-thirds of the Warner Group Inc., licensee of WFNL(AM) Augusta, Ga. Richard Warner, president and director of the Warner Group, owns 334 of the outstanding 1,000 voting common shares; Farley Warner, vice president, treasurer and director, owns 333.

■ Representative Joe L. Evins (D-Tenn.) is a first cousin of John Bill Evins, vice president, director and 11.34% owner of Center Hill Broadcasting Corp. Inc., licensee of WJLE-AM-FM Smithville, Tenn.

■ Representative L.H. Fountain (D-N.C.) is an uncle of V.E. Fountain Jr. and L.M. Fountain who own 40 voting common shares each (of 300 outstanding) of Coastal Plains Broadcasting Co. Inc., licensee of WCPS-AM-FM Tarboro, N.C. His brother, V.E. Fountain Sr., is vice president, secretary and treasurer of the company. Representative Fountain had a direct interest in the company—86 shares—but sold it last year. He resigned the vice presidency of Coastal Plains at the same time.

■ Representative W.G. (Bill) Hefner (D-N.C.) and his wife, Nancy, own Hefner-Warren Radio Inc., licensee of WRKB-AM-FM Kannapolis, N.C. Mr. Hefner, president and director owns 83.33% of the 3,000 outstanding voting common shares of the company; Mrs. Hefner is secretary, treasurer and director and owns the remainder.

■ Senator Jesse A. Helms Jr. (R-N.C.) owns 10.5 voting common shares (out of 1,505 outstanding) of Capitol Broadcasting Co. Inc., licensee of WRAL-FM-TV Raleigh, N.C. He also owns 500 shares (of 169,910 outstanding) preferred stock of Capitol Broadcasting as well as 42 shares

(of 6,020 outstanding) nonvoting common stock. His wife, Dorothy C. Helms, owns 290 of the preferred shares. Prior to his election to the Senate in 1972, Senator Helms was executive vice president, vice chairman and assistant chief executive of the stations. WRAL-TV is affiliated with ABC-TV.

■ Representative Kenneth L. Holland (D-S.C.) is a nephew of Gerard T. Becknell, president, treasurer, director and half owner of Tri-City Broadcasting Co. Inc., licensee of WAGY(AM) Forest City, N.C. Mr. Becknell's brother-in-law, A.H. Lovelace, owns the other half.

■ Senator Walter D. Huddleston (D-Ky.) is one-sixth owner of Lebanon-Springfield Broadcasting Co., licensee of WLBN(AM) Lebanon, Ky. Before his election to the Senate in 1972, Senator Huddleston was also president and general manager of WJEL(AM) Elizabethtown, Ky., although he had no financial interest in that station. He is a past president of the Kentucky Broadcasters Association.

■ Senator Jacob K. Javits (R-N.Y.) is an uncle of Eric M. Javits, secretary, director and owner of 50,000 voting common shares (less than 1%) of Downe Communications Inc., which controls (40%) Bartell Media Corp. The Bartell stations are WDRQ(FM) Detroit, WMYQ(FM) Miami, WOKY(AM) Milwaukee, WADO(AM) New York, KSLQ(FM) St. Louis, KCBQ(AM) San Diego. Eric Javits is also a director of Bartell. More than 100,000 shares (1.8%) of Downe Communications in the name of Benjamin Javits, the senator's brother who died last year, were sold publicly in January.

■ Representative Robert C. Krueger (D-Tex.) is a first cousin of Doyle E. Krueger, secretary, director and owner of 12% of Comal Broadcasting Co., licensee of KGNB(AM) and KNBT(FM) New Braunfels, Tex.

■ Representative Donald Riegler Jr. (D-Mich.) owns 1,600 voting common shares (of 176,360 outstanding) of the Patten Corp., licensee of WKHM-AM-FM Jackson



Buckley



Helms



Huddleston



Javits



Stevens



Stevenson



Taft



Stuart Symington



Sparkman



Krueger



Evins



Hefner



Vander Veen



Edwards



Fountain



Snyder



Holland



Ashley



Riegle



James Symington



Armstrong

and WMPX(AM) Midland, both Michigan.

■ Representative M. Gene Snyder (R-Ky.) owns 10 voting common shares (of 478 outstanding) of Titan Broadcasting Corp., licensee of WVCN(FM) Carrollton, Ky.

■ Senator John J. Sparkman (D-Ala.) is married to Ivo Hall Sparkman, who owns 49% of Sand Mountain Broadcasting Service, licensee of WAVU(AM)-WQSB(FM) Albertville, Ala.

■ Senator Ted Stevens (R-Alaska) owns 500 voting common shares (0.26%) of Northern TV Inc., licensee of KBYR(AM), KNIK-FM and KTVA(TV), all Anchorage, and KFRB(AM) and KTVF(TV) Fairbanks, Alaska. Before his election to the Senate in 1968, Senator Stevens was legal counsel to the company. KTVA is affiliated with CBS-TV, KTVF with CBS-TV and ABC-TV.

■ Senator Adlai E. Stevenson III (D-Ill.) owns 12,640 voting common shares (about 8.23%) of Evergreen Communications Inc., which owns two-thirds of Bloomington Broadcasting Corp., which owns WJBC(AM)-WBNQ-FM Bloomington, Ill.; WROK(AM)-WZOK(FM) Rockford, Ill., and WGBF(AM) Evansville, Ind. Bloomington also owns WJBC Communications Corp., a telephone answering service and radio communications center in Bloomington, and holds 10% of the stock in TeleCable of Bloomington-Normal Corp., which operates cable systems in Bloomington and Normal, Ill. Evergreen publishes *The Daily Pan-
tograph*, a newspaper in Bloomington.

The remainder of Evergreen is owned by Senator Stevenson's two brothers, Borden and John Fell Stevenson, and his cousins. Davis U. Merwin, a second cousin, is president, and Timothy R. Ives, a first cousin, is vice president of Evergreen. Both are also officers and directors of Bloomington. In addition, Mr. Ives is secretary-treasurer-director and owns one-third of New Broadcasting Corp., licensee of WVOY(AM) Charlevoix, Mich.

■ Senator Stuart Symington (D-Mo.) is a brother in law of Valeria Symington, secretary, director and owner of 21 voting common shares (of 64 outstanding) of Radio WAGE Inc., licensee of WAGE(AM) Leesburg, Va. Huntington Harris, the senator's brother-in-law, is president and director and owns 22 shares.

■ Representative James W. Symington (D-Mo.) is Senator Symington's son.

■ Senator Robert Taft Jr. (R-Ohio) owns 39,022 voting common shares (of 4,015,465 outstanding) of Taft Broadcasting Co., which he placed in blind trust. He is also co-trustee of a charitable trust that holds 71,516 shares, with the University of Cincinnati as beneficiary. Representative Bill Gradison (R-Ohio) was co-trustee of Senator Taft's blind trust, but resigned the trusteeship upon his election to the House last year. Senator Taft's wife, Katharine, owns 554 shares of Taft Broadcasting and is co-trustee of the estate of her first husband, the late David Taft, a cousin of the senator's. That estate holds 105,306 shares of Taft. The Taft broadcast properties are WBRC-TV Birmingham, Ala.; WDAF-AM-TV and KYYS(FM) Kansas City,

Mo.; WGR-AM-TV and WGRQ(FM) Buffalo, N.Y.; WKRC-AM-TV and WKRQ(FM) Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WTAF-TV Philadelphia and KQV(AM)-WDVE(FM) Pittsburgh. WBRC-TV and WTVN-TV are ABC-TV affiliates; WDAF-TV and WGR-TV are NBC-TV affiliates and WKRC-TV is affiliated with both ABC and NBC.

■ Representative Richard Vander Veen (D-Mich.) was secretary and director of West Michigan Telecasters Inc., licensee of WZZM-FM-TV Grand Rapids, Mich., but resigned upon his special election to the House in February 1974. He holds 10,648 voting common shares (or 3.5%) in the company, but placed them in a blind trust in May 1974.

NAB pencils in TV regionals

Morning and afternoon sessions will dwell on present and future status of the industry; regulators and regulated will appear on panels

The National Association of Broadcasters announced last week the programs for six seminars for television station executives to be held around the country in October and November. The one-day seminars, plus the related NAB-Radio Advertising Bureau fall radio conventions (BROADCASTING, July 21), replace NAB's traditional fall conferences.

The morning sessions of the seminars will feature discussions by a member of

Congress and an FCC commissioner. The delegates to the seminars will also have a chance to participate in discussions on current TV issues, including legislative and regulatory issues, sales, news, programming, promotion and public relations.

The theme of the afternoon sessions, "The Mind Stretches—A Look at the 1990 Time Capsule," will focus on television's future. A collection of scientists, economists, broadcasters, manufacturers, regulators and legislators will give their views on cable TV, pay TV, engineering advances such as multiple distribution systems, future programming and regulation. Their comments will be presented on audio tape and discussions will follow.

Among the afternoon participants: Robert Adler, vice president, Zenith Radio Corp., Chicago; former FCC Commissioner Kenneth Cox, now with Haley, Bader & Potts, a Washington communications law firm; Herbert Elion, senior staff member, the Arthur D. Little research firm, Cambridge, Mass.; David Foster, former president of the National Cable Television Association, Washington; Henry W. Harris, president of Cox Cable Inc., Atlanta; Irvin Kahn, former president, Teleprompter, New York; Clair R. McCollough, retired president, The Steinman Stations, Lancaster, Pa.; Newton Minow, former FCC chairman and now of Sidley & Austin, a communications law firm, Chicago; Joseph L. Stern, president,

Stern Telecommunications Corp., New York; Sol Taishoff, chairman, BROADCASTING Publications Inc., Washington; Jack Valenti, president, Motion Picture Association of America, Washington.

NAB said attendance will be limited and on a pre-registration basis.

The NAB TV seminars will be in the same towns, nearly all at the same time and in the same hotels as the NAB-RAB fall radio conventions. They begin Oct. 14 in Atlanta at the Riviera Hyatt House, and continue Oct. 17 in Boston at the Marriott, Nov. 11 in New Orleans at the Monteleone, Nov. 14 in Chicago at the Pick-Congress, Nov. 18 in Denver at the Brown Palace, and Nov. 21 in San Francisco at the Fairmont.

Changing Hands

Announced

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

■ **KMBT(TV)** Beaumont, Tex.: Sold at public foreclosure sale by Harbour Television Systems Inc. to Liberty National Corp. of Oklahoma City for \$2,320,324. Seller had owed buyer that amount and debt was secured by all Harbour stock. Seller (A. O. Banning, William G. Hill and N. D. Williams Jr.) has no other broadcast

interests. Buyer, which has no other broadcast interests, is publicly traded one-bank holding company which owns Liberty National Bank & Trust Co. of Oklahoma City. Buyer had asked FCC whether three-year rule applies to its proposed purchase and resale of station, but commission chose not to say (BROADCASTING, Aug. 18). KBMT is ABC affiliate on channel 12 with 316 kw visual, 31.6 kw aural and antenna 1,000 feet above average terrain.

■ **KEZR(FM)** San Jose, Calif.: Sold by PSA Broadcasting Inc. to Radio Uno Corp. for \$750,000. Principals in buyer are Olen Hayes and Ines Castillo who have interests in KAZA(AM) Gilroy, Calif. Mr. Hayes also owns Upland, Calif., land sales and development corporation. PSA, principally owned by airline of same name, has sold all its other broadcast properties. It sold KLVE(FM) Los Angeles to K-LOVE Radio Broadcasting Inc. (Lieberman family) for about \$2 million (BROADCASTING, May 26), subject to FCC approval, and has received FCC approval to sell KEZL(FM) San Diego to a subsidiary of Combined Communications Corp. for \$850,000 (BROADCASTING, Aug. 25), and KEZS(FM) Sacramento, Calif., to subsidiary of ASI Communications Inc. for \$700,000 (BROADCASTING, July 14). KEZR is on 106.5 mhz with 50 kw and antenna 430 feet above average terrain.

■ **KEZX(FM)** Seattle: Sold by Market-Casters Inc. to Roy H. Park Broadcasting of Washington Inc. for \$515,000. Seller is owned by William L. Clark, general sales manager of KABL(AM) Oakland, Calif.—KABL-FM San Francisco, and Frederick Von Hofen, president and general manager at KEZX. They have no other broadcast ownerships. Buyer is wholly owned subsidiary of Park Broadcasting Inc., Ithaca, N.Y. (Roy H. Park, 100%). Mr. Park also owns WDEF-AM-FM-TV Chattanooga; WNAX(AM) Yankton, S.D.; WJHL-TV Johnson City, Tenn.; WNCT-AM-FM-TV Greenville, N.C.; WSLV-TV Roanoke and WTVR-AM-FM-TV Richmond, both Virginia; KWJJ(AM)-KJIB(FM) Portland, Ore.; WUTR(TV) Utica, N.Y.; WBMG(TV) Birmingham, Ala.; WBCB(AM) Duluth, Minn.; KRSI(AM)-KFMX(FM) St. Louis Park (Minneapolis-St. Paul), and television translators stations in Tennessee, Georgia, North Carolina, Virginia and New York. Mr. Park also owns Brooksville (Fla.) *Sun-Journal*; Warner Robins, (Ga.) *Daily Sun*; Manassas, (Va.) *Journal Messenger*; Rockport, (N.Y.) *Union Sun & Journal*, and Nebraska City (Neb.) *News Press* and *Tri-State Shopper*. His other interests include Rock Hill, S.C., apartment house and Ithaca, N.Y., billboard advertising firm. KEZX is on 98.9 mhz with 35 kw and antenna 1,100 feet above average terrain.

■ **WBBB(AM)-WNCB(FM)** Burlington-Graham, N.C.: Sold by WBBB Inc. to Radio Stations Inc. for \$500,000. Principals in seller are Charles B. Britt and Donald L. Pelkey who also have interests in WIRY(AM) Plattsburgh, N.Y.; WFTR(AM) Front Royal, Va., and WIXV(FM) Front

FEATURED BY AMERICA'S OUTSTANDING MEDIA BROKER

EAST
\$275,000

Fulltime non-directional AM with real estate in populous, diversified market. Profitable history but suffering from non-broadcast ownership. Perfect opportunity for owner operator. Excellent terms available for qualified buyer.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS NEGOTIATIONS • FINANCING • APPRAISALS

- WASHINGTON, D.C. (20006): 1725 K St., N.W., James W. Blackburn Sr., Jack V. Harvey, Joseph M. Sitrick, Frank Nowaczek, James W. Blackburn, Jr., Richard F. Blackburn, (202) 331-9270
- CHICAGO, Illinois (60601): 333 North Michigan Ave., Hub Jackson, Bud Doss, Roger H. O'Sullivan, (312) 346-6460
- ATLANTA, Georgia (30361): 400 Colony Square, Suite 510, Clifford B. Marshall, Robert A. Marshall, (404) 892-4655
- BEVERLY HILLS, California (90212): 9465 Wilshire Blvd., Colin M. Selph, Roy Rowan, (213) 274-8151

75-33

Royal, construction permit. Henry Rau is principal in buyer which directly and through subsidiaries owns WDOV(AM)-WDSO(FM) Dover, Del.; WATO(AM)-WUUU(FM) Oak Ridge, Tenn.; WPDJ-AM-FM Clarksburg, W.Va., and WNAV-AM-FM Annapolis, and WARK-AM-FM Hagerstown, both Maryland. WBBB is daytimer on 920 khz with 5 kw. WNCB is on 101.1 mhz with 28.5 kw and antenna 490 feet above average terrain. Broker: Blackburn & Co. Inc.

■ KLEC(AM) Oklahoma City: Sold by Carroll Boyington & Son Electric Inc. to IGWT Inc. for \$225,000 plus assumption of lease for land where transmitter is located. Carroll Boyington owns seller and has no other broadcast interests. Mr. Boyington is seeking waiver of FCC's three-year rule on grounds that station is losing money and that his purchase of station was approved almost three years before his application to sell was tendered. Buyer (Richard P. Bott and wife, Sherley E., 100%) also owns KCCV(AM) Independence, Mo. KLEC is daytimer on 800 khz with 250 w.

■ WCAT(AM) Orange, Mass.: Sold by Berkshire Broadcasting Co. to P and S Broadcasting Inc. for \$190,000. Seller (Donald A. Thurston and William H. Vanderbilt) also owns WMNB-AM-FM North Adams and WSBS(AM) Great Barrington, both Massachusetts. Buyer is owned by Richard W. Partridge, general sales manager at WIOQ(FM) Philadelphia, and John H. Shaefer, operations manager at WWSR-AM-FM St. Albans, Vt. They have no other broadcast interests. WCAT is daytimer on 1390 khz with 1 kw. Broker: The Keith W. Horton Co.

■ Other sales reported at the FCC last week include: WSTT(TV) Tallahassee, Fla.; WCBQ(AM) Oxford, N.C.; KBJH(FM) Tulsa, Okla.; WHPA(AM) Honesdale, Pa. and WSJW(AM) Woodruff, S.C. (see page 54).

Approved

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

■ WJBL-AM-FM Holland, Mich.: License, Zondervan Broadcasting Corp., sold by Zondervan Corp. to Peter J. Vanden Bosch for Mr. Vanden Bosch's 4.15% interest in parent plus assumption of liabilities of \$387,000. Seller is family-owned publisher of religious books and manufacturer of religious records. Zondervan has sold other broadcast properties, WAUK-AM-FM Waukesha, Wis., to Stebbins Communications (Mrs. M. Earlene and son, Paul M. Stebbins) for \$450,000 (BROADCASTING, April 21). WJBL is daytimer on 1260 khz with 5 kw. WJBL-FM is on 94.5 mhz with 10 kw and antenna 500 feet above average terrain.

■ Other sales approved by the FCC last week include:

WMGY(AM) Montgomery, Ala.; KCRI(FM) Helena and KTLO-AM-FM Mountain Home, both Arkansas; KBRR(AM) Leadville, Colo.; WWCC(AM) Bremen and WHIE(AM) Griffin, both Georgia; KIOE(AM) Honolulu; WWTX(FM) Cornith, Miss.;

Slim pickings. A study of 277 television markets shows only 13 VHF channels still available for commercial applicants, none in the top-100 markets. Those statistics are part of a summary of television channel use as of July 1, released last week by the FCC.

Two VHF channels are available in each of two markets, Boise-Nampa (Caldwell, Weiser), Idaho, and Yuma, Ariz.-El Centro, Brawley, Calif. Other markets with one channel available are Grand Junction, Colo.; San Angelo, Tex.; Flagstaff, Ariz.; Dickenson, N.D.; Goodland (Colby), Kan.; Riverton (Lander), Wyo., and three in Montana: Helena, Miles City and Glendive. As for commercial UHF channels, 83 are available in the top-50 markets and 285 over-all.

Three noncommercial VHF channels are available in the top-50 markets: Dallas-Fort Worth (Denton, Richardson), Tex., Denver (Boulder), Colo., and Salt Lake City. Ten others are available in smaller markets: Amarillo, Tex., Casper, Wyo.; Garden City, Kan.; Walker (Bemidji), Minn.; Minot, Bismarck and Dickenson, all North Dakota; Missoula, Billings and Miles City, all Montana.

	Markets 1-50		Markets 51-100		Total top 100		Other 177 markets		Total 277 markets	
	V	U	V	U	V	U	V	U	V	U
Commercial channels										
Allocated	161	184	111	144	272	328	232	209	504	537
Stations on air	160	60	111	51	271	111	215	75	486	186
Authorized but not on air	-	29	-	9	-	38	3	10	3	48
Applied for	-	12	-	1	-	13	1	4	1	17
Channels available	-	83	-	83	-	166	13	119	13	285
Noncommercial Channels										
Reserved or used as non-commercial	32	93	17	68	49	161	38	151	87	312
Stations on air	28	48	17	24	45	72	24	31	69	103
Authorized but not on air	-	6	-	2	-	8	1	11	1	19
Applied for	1	4	-	2	1	6	3	4	4	10
Channels available	3	35	-	40	3	75	10	105	13	180

Note: Commercial channels now in noncommercial use are counted as noncommercial stations. Excluded are television markets in Alaska, Guam, Puerto Rico, Virgin Islands and Hawaii, except Honolulu.

POTENTIAL GIANT KILLER

1000 Watt Daytimer in important Illinois market. All new equipment, new building. On 6 acres — tower site. Needs aggressive owner/operator to challenge established leader. Cash or attractive terms available.

Contact: Howard J. Stasen, Chicago Office

Hamilton Landis & Associates
INC.

America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1730 K Street, N.W., 20006 (202) 393-3456

CHICAGO: 1429 Tribune Tower 60611 (312) 337-2754

DALLAS: 6060 No. Central Expressway, 75206 (214) 691-2345

SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties

WAAL(FM) Binghamton and WGO(AM) Salamanca, both New York; WHEX(AM) Columbia, Pa.; KXOX(AM) Sweetwater, Tex. (see page 54).

Woman give competing applicant the edge

Administrative Law Judge David Kraushaar concluded that he must look for the "slight difference" in deciding to approve Robert M. and Hillary E. Zitter's

bid for a new FM on 98.3 mhz at Monticello, N.Y., and deny Daniel S. Dayton's competing application.

Judge Kraushaar found no differences exist between the two applicants in terms of media diversification, local residency or financial qualifications. Neither was a Monticello resident and both were hoping to enter the broadcasting industry for the first time. "The public interest would probably stand to gain the most if all three (individuals) had gotten together in a single application," said Judge Kraushaar.

Nevertheless the judge found a slight difference existed between the two applicants' experience. Mr. Zitter had manage-

ment background in cable TV and was an amateur radio operator in his youth. Mrs. Zitter had legal and government background, and Judge Kraushaar felt she is an asset to the Zitter application because she would bring the viewpoints of "modern American woman" to a broadcast operation. That "edge" over Mr. Dayton, who did not have the same degree of business-type managerial experience won the Zitters the bid for a new FM.

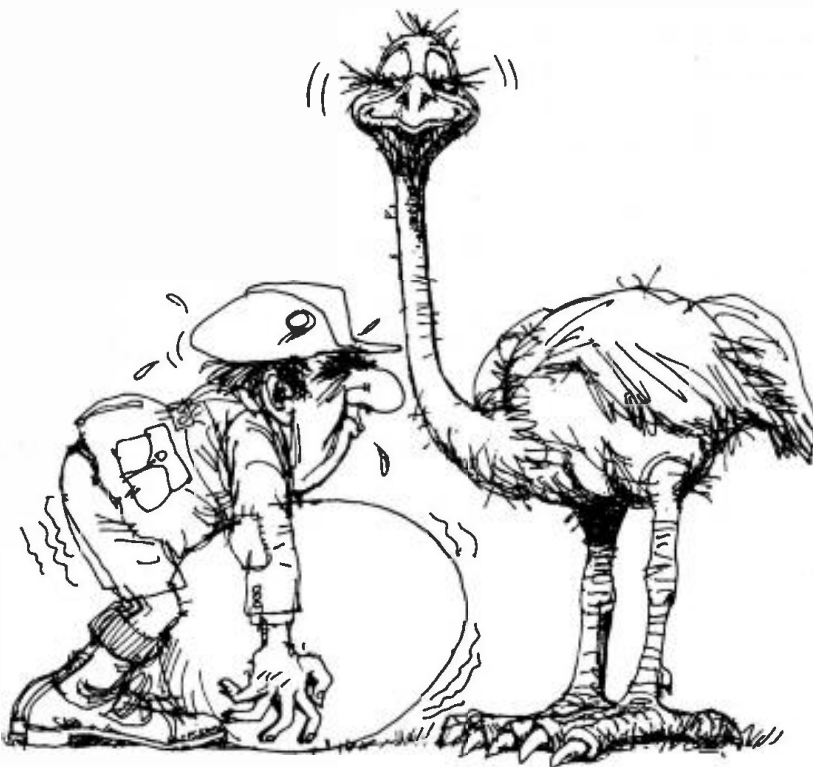
The initial decision can be appealed, otherwise it is effective in 50 days.

VOA suffers under State Dept. censor pressure—Giddens

Voice director implies agreement to Stanton proposal for funding switch to independent group; Stanton expresses desire for commercial broadcaster support

The director of the Voice of America, Kenneth Giddens, said last week that the State Department subjects the VOA to intolerable pressures in efforts to control its international broadcasts. Vacationing in Mobile, Ala., where he owns WKRG-TV, Mr. Giddens gave *Mobile Press* reporter David Spear an implied endorsement of the Stanton panel proposals which would lessen State Department control by transferring funding powers from the U.S. Information Agency to an independent five-member commission.

On the subject of news credibility and government interference, Mr. Giddens asserted the increased censoring efforts since the beginning of active efforts toward detente with the Soviet Union, but traced some forms of pressure back as far as the Kennedy administration. Two recent examples of censored news coverage were during the evacuation of American personnel from Vietnam and at the time of a reported downing of a Cambodian plane by the Khmer rouge, reported by other news sources. The reports were broadcast by VOA after independent wire services confirmed them, resulting in pro-



You may never see the world's largest bird egg.*

But . . . it's no scramble to get big food sales in Western Michigan with WKZO.

It's the station that puts a lot of eggs in your basket. All week long, Monday thru Sunday, 6 am to midnight, WKZO Radio has nearly 30,000 more people listening every week than the second station. That's 31% more listeners in the total survey area.

In Metro Kalamazoo, the margin is even greater—

WKZO reaches 1 of every 2 adult listeners every week.

To attract fine birds of a feather, ask your Avery-Knodel representative about Western Michigan's leading personality/MOR station.

Source: Kalamazoo-Portage ARB — April/May 1975, 6 am to midnight, Monday thru Sunday TSA and Metro area.

*The largest bird egg in the world today belongs to the North African ostrich. Its egg runs a hefty 3-plus pounds and measures from 6 to 7 inches in length. The shell is 1/16th of an inch and is strong enough to support the weight of a 252 pound man, if he doesn't slide off first.

Gallup, Nielsen named by Ford.

President Ford's nominees to the five-member commission that reports to the director of the U.S. Information Agency, Congress and the President on international information and cultural activities, announced last week, are George Gallup, the opinion pollster, and Arthur Nielsen Jr., president of A.C. Nielsen. Mr. Nielsen would succeed author James A. Michener on the U.S. Advisory Commission on Information, to serve a term expiring Jan. 27, 1977. Mr. Gallup is reappointed to a term ending Jan. 27, 1978.



The Voice of Michigan
RADIO
 WKZO 220 EMMETT STREET - KALAMAZOO, MICHIGAN 49001
 WWW.WKZO.COM

WKZO

**CBS RADIO FOR KALAMAZOO
 AND GREATER WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives

tests from the American ambassador.

The VOA remains "one of the two finest sources of news" in the world, the other being the BBC, according to Mr. Giddens, but he would like to see more independence for the Voice.

Addressing the same subject at Washington's National Press Club "newsmaker" gathering, Frank Stanton, former president of CBS, current chairman of the American Red Cross and head of an advisory panel that urges a restructuring of the VOA, outlined the history and hopes of that panel (BROADCASTING, Jan. 27, et seq). "Whenever [a news operation] receives government funding, it is hard to keep your head above water. You could have commercial broadcasters funding the Voice of America to give it greater credibility, but broadcasters haven't stepped forward to pick up that bill," he said.

Under the Stanton proposals, the broadcast of news and portrayal of American culture would be separated from the third function of the Voice, the articulation of foreign policy.

The Stanton panel and concurring Murphy Commission findings will be discussed at the Senate Foreign Relations Committee authorization hearings soon after Congress returns from its recess.

McKee strikes again

FCC EEO deputy chief says Congress and D.C. law firms ought to get their own employment houses in order

Clarence McKee, deputy chief of the FCC's industry EEO unit, who has already taken on the networks for their employment policies (BROADCASTING, July 28), last week went after two other prominent targets: Congress and Washington communications law firms.

Speaking before the annual meeting of the National Black Media Coalition at Howard University Law School in Washington, Mr. McKee said, "The average Washington, D.C., communications law firm, and the average House or Senate Subcommittee on Communications, if they were FCC licensees at renewal time, would most likely be deferred pending a letter of inquiry regarding their EEO policies and profiles."

He said that EEO might come closer to reality if these institutions practiced what they preached. Mr. McKee questioned how many minorities and women hold key positions at top staff levels in the committees and law firms. With more women and minorities employed, broadcasters could profit from more empathy from the groups, he said.

"Too many of the communications law firms in Washington advising licensees on how to meet their EEO obligations are doing so with soiled EEO hands," he said.

Mr. McKee recommended that the Federal Communications Bar Association

consider forming a task force or committee to recommend methods in which FCBA can provide legal help to citizen's groups.

For those committee members or lawyers who would claim that qualified females or minority persons are not available, Mr. McKee said he would respond the same way the FCC responds to licensees: Recruit.

He also charged that the Corporation for Public Broadcasting and the Public Broadcasting System are not setting the proper example for public stations.

Mr. McKee also praised the record of Commissioner Benjamin L. Hooks and

criticized those who want him "to bear the burden of remedying" every discriminatory action against women and minorities in the communications industry." Mr. McKee said Mr. Hooks has accomplished more than ever was done before for women and minorities and reminded his audience that Mr. Hooks is only one of seven commissioners.

Media Briefs

Upheld. FCC review board has affirmed administrative law judge ruling that cleared D.H. Overmyer of charges that he intentionally or fraudulently misrepresented

How to keep thieves from making what's yours theirs.

Burglary and car theft are among our nation's most prevalent crimes. They also are among the easiest to prevent . . . if people like your listeners would take the time to learn how.

The State Farm Insurance Companies have produced for radio a series of five public service programs and four spots on how your listeners can protect themselves against burglary and car theft. The programs, each four minutes, are on such topics as how to make it tough for burglars to get into your home; how to outthink the would-be thief; how to make it more likely he'll get caught; and how to get financial protection against theft. The spots—two are 60 seconds and two are 30 seconds—cover some of the same pointers in briefer fashion.

These non-commercial messages are aimed at informing your listeners . . . not advertising State Farm. For a free tape and scripts, return the coupon below or call us collect at 309-662-2625.



Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

Please send me your public service series on burglary and car theft prevention. I understand there is no charge.

NAME _____

STATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

(No P. O. Box Numbers, Please)



In the future. Sales and management proved to be the general preference among six college students who participated in the International Radio and Television Society's sixth annual summer internship program in New York. The eight-week program, supported by funds raised by the IRTS Foundation, took interns to companies and individuals representing every facet of broadcasting. The interns were selected from 150 applicants through an essay contest. Two of the six lean to advertising as career, two to station management, one to news and one to communications law. Interns are (seated, l-r): Ronald Williams, Queens College; Jeannine Boutte, Florida State University; Dennis Mazzaco, Seton Hall University; Howard Richman, Syracuse University; Mary Stamm, University of Wisconsin-Milwaukee, and Peter Landis, Columbia University Graduate School of Journalism. Standing are (l-r): Jack Fritz, president, John Blair Co.; Robert H. Boulware, executive secretary, IRTS Foundation; Don Saraceno, president, stations division, Blair Television, and Ollie Trittler, vice president and general manager, Blair Television. This photo was taken at Blair offices, one of many firms the interns visited.

out-of-pocket expenses in obtaining approval to transfer control of five UHF construction permits to U.S. Communications Corp. in 1967 (BROADCASTING, May 27, 1974). Expenses at issue were those incurred for authorization and development of stations. Subject is somewhat academic since U.S. Communications has sold all five stations but decision indirectly affects Mr. Overmyer's renewal bid for WDOH-TV Toledo, Ohio.

Another question. FCC review board has granted request by Post-Newsweek Stations to add issue against St. Johns Television Co., competing applicant for Post-Newsweek's WJXT(TV) Jacksonville, Fla. Issue is to determine whether St. Johns's application made misrepresentations about its efforts to ascertain community needs. Board said issue would be heard only if FCC Administrative Law Judge Forest L. McClenning's decision—which granted WJXT's renewal and denied St. Johns application (BROADCASTING, July 28)—is overruled.

Public TV/radio grants. Virginia Public Telecommunications Council has awarded contracts totaling \$2,521,700 to seven

public TV stations in state for development, production and broadcast of in-school programming. WCVE-TV and wcvw Richmond, WHRO-TV Norfolk, WBRA-TV Roanoke, wsvn-TV Norton, wvpt Staunton, and wvnt Goldvein will receive funding. \$62,055 in additional contracts will be made to WRFK-FM Richmond, WMRA(FM) Harrisonburg, WTGM(FM) Norfolk and WVWR-FM Roanoke.

Two more. ABC and CBS have petitioned U.S. Court of Appeals for District of Columbia for review of FCC's new pay cable rules. National Association of Broadcasters had filed similar request earlier (BROADCASTING, Aug. 18).

Court ruling stands in KHJ-auto death case

The California Supreme Court has upheld a lower court ruling holding a Los Angeles radio station liable in part for the death of a motorist caused by contestants in a station promotion.

The court refused to overturn a superior court jury award of \$300,000 to the victim's family against KHJ(AM) Los Angeles and one of the two teen-age motorists who caused the 1970 death of Ronald A. Weirum. KHJ at that time was engaged in a "find the disk jockey" promotion that required contestants to locate a disk jockey who moved around the city broadcasting clues to his whereabouts. The two teen-agers participating in the contest forced Mr. Weirum's car onto a freeway center divider where it overturned, killing him. One teen-ager settled out of court. The resulting suit was against the second teen-ager and the radio station. The Supreme Court held that there was evidence showing the existence of a foreseeable risk of harm to motorists as listeners tried to find the D.J.

Amendments to the 1975 'Yearbook'

Following are additions and corrections to the BROADCASTING YEARBOOK 1975. They appear by page number in the same order as in the YEARBOOK.

Page A-9. Under **Office of General Counsel** correct spelling to read Daniel R. Ohlbaum.

Page A-31. Change phone number of **Taft Broadcasting** to (513) 721-1414.

Page A-41. Delete **Family Group Enterprises Inc.** Also on **page A-48** under Texas delete KIKR(AM)-KNRO(FM) Conroe. (Principals have no newspaper interests.)

Page B-118. Under New York correct ***WNET** phone to (212) 262-4200.

Page B-128. Under **WFBC-TV** Greenville, S.C. Wilson C. Wearn should be listed as pres.

Page B-135. Under San Antonio Tex., correct call letters from ***KERN** to ***KLRN**.

Page B-142. Under Superior, Wisc., change WDSM-TV to **KBJR-TV**.

Page C-12. Under listings for **KBTM** Jonesboro, Ark., change to Dennis Rogers as prog & music dir. Under **KBTM-FM** change to Bill Little as com'l mgr. Correct facilities of **KBTM-FM** to 100 kw.

Page C-28. Under Colorado Springs correct **KPIK-FM** facilities to 93.9 mhz; 30 kw. Also on **page C-274** move station from 94.3 mhz to 93.9 mhz.

Page C-29. Under **KERE** Denver, Colo., change listing as follows: **KERE**—1941: 710 khz; 5kw. DA-1. 1500 Grant, Box 2097 (80201) 534-5373. Mission Denver Co. (acq 9-73). Rep: Metro Radio. Format: Modern country. Jack Roth, pres; Ed Hardy, mgr; Doug Dillon, prog dir; Jack Duane, news dir; Bob Barwich, mus dir; Art Harlow, chief engr; George W. Ing, dir of engrg.

Page C-33. Delete **WRKV** Rockville.

Page C-67. Under Atlantic, Iowa, correct **KJAN** area code to (712).

Page C-76. Under **WCSN(FM)** Louisville, Ky., add: 99.7 mhz; 18 kw. Ant 720 ft.

Page C-77. Under Murray, Ky., change date at which ***WKMS-FM** went on the air to May 11, 1970. Also correct listing to show Jay Landers as stn mgr and J. D. Williams as prog dir.

Page C-105. Under Jackson change personnel for **WJXN** as follows: Elva I. Upton, pres; Rodger Earle Ownby, VP-gen mgr; Hal Harris, com'l & prog dir; Billy Harris, chief engr. Also change rep to R.S. Crane.

Page C-127. Under **WALY** Herkimer, N.Y., change to read as follows: **WALY**—October 1956; 1420 khz; 1 kw-D. Box 511 (13350) (315) 866-1420. Owego Community Service Bcstg. (acq 1972). Rep: Market 4. Format: MOR. • Phillip Spencer, pres-gen mgr;

Robert Kinum, stn & sis mgr; Stan Joseph, news dir; Mark Fuller, prog dir; Lloyd Smith, chief engr.

Page C-172. Under listing for **WYCL** York, S.C., change format to contemp rock.

Page C-175. Under **WMBW(FM)** Chattanooga, Tenn., add: Dean L. Sippel, stn mgr; Alan Hill, chief engr.

Page C-192. Under listing for **KTXN(FM)** Victoria, Tex., delete: "Co-owned with KWBY." (Station is independent.) Change net to read: ABC, MBS.

Page C-195. Change **"NEW FM"** listing following **WKVT** Brattleboro to read as follows: **WKVT-FM**—Not on air, target date unknown: 92.7 mhz; 3 kw. Ant 712 ft.

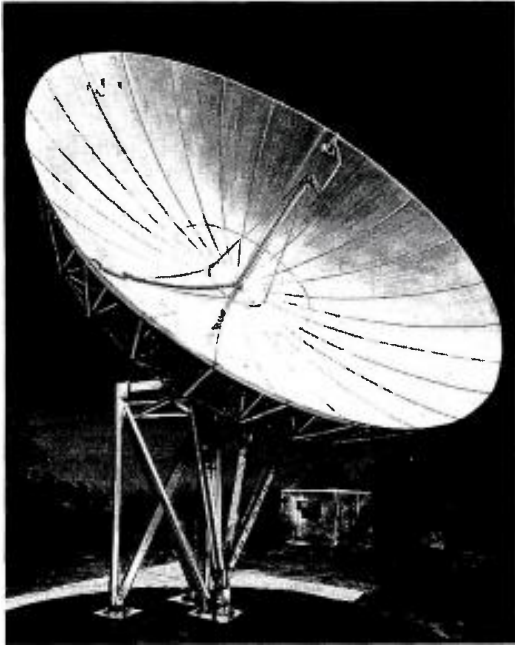
Page C-215. Under Jackson change **KMTV(FM)** to **KMTN(FM)**.

Page D-8. Under Independent Media Buying/Planning Services insert: **Vitt Media International Inc.** 437 Madison Ave., New York 10022. (212) 751-1300. TWX 710-581-4294. Sam B. Vitt, pres; F. Richard Olsen, sr VP, H.M. LaTerre, sr VP; Lawrence B. Miller, sr VP & chief oper.

Page F-3. Under Consultants insert: **BFM Associates.** Box 101, Westtown, N.Y. 10998. (914) 355-1393, 726-3927. Joseph J. Madden, managing ptrnr.

Page F-9. Under **Hyde, Rosei H.** change phone to (202) 833-9800.

If you've been waiting for a chance to sell pay TV, this is it.



The satellite is ready to deliver programming. And Scientific Atlanta's earth station is ready to receive it. Which means your chance to make money selling pay TV has finally arrived. It's quite an impressive chance, too. Even conservative projections call for a phenomenal growth in subscriptions right from the start.

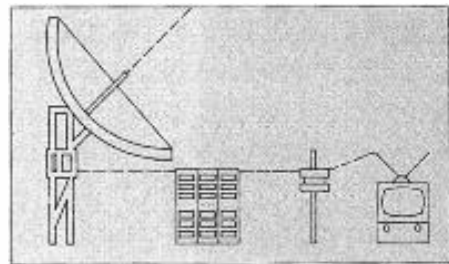
And how do you get into pay TV? We've made it as simple as possible with our earth station. You just add it onto your existing CATV system; you won't be replacing or duplicating any of the equipment you already have. We'll help you figure out in advance exactly what configuration you'll need; just send us your coordinates.

The earth station consists of an antenna, its associated feed and mount, and a low noise amplifier and receiver, all

properly interconnected for optimum system performance. It's extraordinarily simple to operate and maintain, and the construction and installation costs are moderate. Also, it's designed to be completely flexible. Additional features or capabilities can be added as the need arises.

Has our earth station already proven itself? Absolutely. It's been performing reliably in places like Alaska and Saudi Arabia for several years. And of course the system is backed by our CATV technical and service organization. We have nine sales and service offices throughout the United States, with emergency assistance available 24 hours a day.

We've prepared a brochure to introduce you to the Scientific Atlanta earth terminal. The sooner you read it, the sooner you can begin planning your future in pay TV. Write for a copy of the brochure, or for more information on our complete distribution and head end systems call Jay Levergood collect at (404) 449-2000.



**Scientific
Atlanta**
Complete systems

RADIO ARTS



"THE ENTERTAINERS" BRINGS BACK THE MUSIC TO MOR PROGRAMMING

Radio Arts is a company that is dedicated to quality. It is a leader in the pursuit of better programming. It was Radio Arts who conducted the recent, first of its kind, National Listener Music Preference Study. It was also Radio Arts who surveyed the radio stations of America on the state of automated programming in broadcasting. And now, it is Radio Arts who leads the way in presenting truly adult MOR.

"The Entertainers" is current and all time at the same time. The veteran superstars who fill the Vegas showrooms and the network TV screens return to radio. They're joined by

today's great new stars in an exciting, mood setting blend of the most familiar music of our time. Music that has lasted and that will last. Yesterday's hits that are today's standards and today's hits that will be tomorrow's favorites.

"The Entertainers" is radio's response to the rising adult demand for real middle of the road music programming. It fills the needs of the abandoned 25-plus adult listener with true MOR tastes. There are thousands of these people in every market. "The Entertainers" is their answer.

PRESENTS



A Complete Format
Service from Radio Arts

"The Entertainers" are Frank Sinatra, Tony Bennett, Olivia Newton-John, Perry Como, Vikki Carr, Jack Jones, Ray Conniff, Neil Diamond, Andy Williams, Helen Reddy to name just a few.

"The Entertainers" is Genuine MOR.

"The Entertainers" will be available this October in announced and unannounced form.

If you cannot join us in Atlanta, please contact Phillip Koener at Radio Arts for a sound preview.



Radio Arts, Inc.

Suite 105, 4001 West Alameda Avenue,
Burbank, California 91505 (213) 841-0225

Look for us
at the
NAFMB

ATLANTA
MARRIOTT
SEPTEMBER
17 through 20

Suite
★ **801** ★

Yes! I'd like a copy of "The Entertainers" demo disc.

Name _____ Title _____
 Station _____ Address _____
 City _____ State _____ Zip _____

Preseason checkers pays off for CBS

Early debuts of 'Beacon Hill,' 'Big Eddie' get impressive ratings

The name of the prime-time game right now is sampling, and both *Beacon Hill* and *Big Eddie*, which are jumping the gun on premiere week, scored solid initial numbers for CBS.

Beacon Hill led its time period with a 23.1 national Nielsen rating and 42 share on Monday, Aug. 25 (9-11 p.m., NYT), easily beating a rerun of ABC's made-for-TV movie "The Legend of Lizzie Borden" (which got an 18.2 rating and 33 share) and the Atlanta Braves-Pittsburgh Pirates baseball game on NBC (which hit a 9.1 rating and 16 share).

Although it lost five share points from its *All in the Family* lead-in, *Big Eddie* still came out strongly on top in the 8:30-9 p.m. time period on Saturday, Aug. 23, with an 18.1 rating and 41 share.

"Our strategy worked in both cases," said Lee Currin, vice president for programing at CBS. He pointed out that CBS deliberately put the two-hour *Beacon Hill* premiere on Monday (the show's regularly scheduled time period will be Tuesday, 10-11 p.m.) because "I knew that NBC was committed to baseball that night—it couldn't counterprogram with something strong." (NBC's live prime-time baseball games never do much better than high-teens or low-20's shares.)

And *Big Eddie*, Mr. Currin added, was inserted in the Saturday at 8:30 p.m. time slot to reap the benefits of the *All in the Family* lead-in for three weeks before beginning the regular season in the "tough" time period opposite NBC's *Sanford and Son* (Friday, 8-8:30 p.m.).

Even more prime-time sampling is on tap for this week, starting tomorrow (Sept. 2) with ABC's 90-minute pilot of *Mobile One* at 8 p.m. and an original *Beacon Hill* episode in its regular 10-11 p.m. time period.

And on Thursday (Sept. 4), NBC weighs in with *The Montefuscos* (8-8:30 p.m.), *Fay* (8:30-9 p.m.) and a special two-hour version of the 60-minute *Medical Story* series, starting at 9 p.m. That same night, CBS will telecast, for the first time, its 90-minute pilot of *Three for the Road*, starting at 9:30 p.m. Industry sources say that *Three for the Road*, which begins its regular-season run on Sunday, Sept. 14 (7-8 p.m.), may never be able to compete in the same park with the big boys because only 80% of the CBS affiliates ("Closed Circuit," July 14) are clearing it. (No other series on any of the three networks has a clearance rate lower than 95%, and most of them are in the high 90's, according to these same sources.)

In addition, as in previous seasons, the networks have been rerunning the pilots

of many of their new dramatic series in the three or four-week period prior to premiere week to draw viewer attention to these shows.

"This whole early-start business is expensive," said Mike Weinblatt, the executive vice president of NBC-TV. "In many cases, you're running original episodes of series in weeks and in time periods when reruns are the norm." He added the caution that if the networks begin pushing up the openings of all their new shows, they're bound to end up competing with each other, in which case "you'd be defeating the whole purpose of the strategy."

And Mr. Currin, although pleased by the *Beacon Hill* and *Big Eddie* sampling, said, "We're not counting our chickens before they're hatched." He acknowledged that the big numbers were chalked up against reruns and that premiere week, when originals run head-on 'nto originals, will be the acid test of which series survive and which fall by the wayside.

Or, as Mr. Weinblatt put it: "If a series is bad, this type of pre-season stunting is not going to save it."

But the reviews said . . .

Reviews of the new season shows premiering on CBS last week were mixed. Everyone sees trouble ahead for *Big Eddie*, to air regularly on Fridays 8-8:30 p.m. *Beacon Hill*, the drama based on the BBC's *Upstairs Downstairs*, drew comments ranging from mild applause to raves. A two-hour special premiered Aug. 25; the series' regular slot will be Tuesday, 10-11 p.m. A sampling of critical comment for both shows:

'Big Eddie'

"... to know *Big Eddie* is to loathe it." [The show] "is small (and rotten) potatoes. As a harbinger for the new season, it is also somewhat depressing." John J. O'Connor, *The New York Times*.



"The series . . . is a contrived, strained comedy effort that doesn't begin to capture the easy-flowing fantasy world of the late Damon Runyon, from whom the character of Big Eddie has been loosely

borrowed." Kay Gardella, *New York Daily News*.

Big Eddie "would be disappointing even if it was funny, which it isn't. . . . It has all the reality, topicality and bite of one of those 1950's situation comedies that always seemed to hang on such critical issues as whether Mom would have dinner ready by the time Dad got home The jokes are tired and punchless, matched in blandness only by the performances of the actors delivering them." Lee Margulies, *AP*.

"The CBS decision to premiere *Big Eddie* three weeks before the season starts couldn't distract from the contrived, heavy-handed, unoriginal air of that Sheldon Leonard-Sherre North comedy vehicle." Anthony LaCamera, *Boston Herald American*.

"*Big Eddie* is the first flop of the season. It will be a rating midget when it runs into *Sanford and Son* in its regular time slot." Frank Judge, *Detroit News*.

"*Big Eddie* will have to get its act together—and fast—if it expects to take viewers away from *Sanford and Son*." Bob Brock, *Dallas Times-Herald*.

"You have seen much worse on television. What you will see tonight could be much better. Why isn't it? Because it lacks bite. *Big Eddie* is a throwback to an earlier comedic form. Perhaps it does not work because our level of expectation has been raised." Sander Vanocur, *Washington Post*.

"It's a throwback to old-time situation comedy based in trivia, and Sheldon Leonard's effort to recreate his hard-tongued, soft-hearted character . . . proves that you can't go back. . . . There are some cute scenes around the house but the dialogue is more quaint than humorous, and everything seems ill-matched." Percy Shain, *Boston Globe*.

'Beacon Hill'

"This is essentially the soap-opera form in a broader tapestry. It does a commendable job in establishing the characters as individuals, although several of them are more caricatures than human beings. . . . The acting is excellent." Percy Shain, *Boston Globe*.

"No question, this taped, New York-staged production is stylishly done, and its lavish sets and fancy costumes are very impressive. But its plot contents, brimming with family conflicts and amorous intrigues, simply add up to glossy calculated prime-time soap opera in which no titillating possibility is overlooked." Anthony LaCamera, *Boston Herald American*.

[*Beacon Hill*] "is a well-crafted and mildly engaging piece of material based unabashedly on *Upstairs Downstairs*." [The show] "is so lavishly produced and boasts such uniformly fine performances and meticulous attention to details of the period that it seems somehow weightier than a regular old soaper." Lee Margulies, *AP*.

"I want to step out of character today and beg everybody to watch this show. . . . *Beacon Hill* is the most interesting thing



I've ever seen on commercial television. . . ." [The series] "is embarked on a revolutionary course in American TV. It could be the start of telling stories again, an art that cannot be learned quickly." *Marvin Kitman, Newsday.*

"The general production . . . is quite splendid . . . The visual 'values' are unusually rich . . . virtually all the details are accurate. . . . *Beacon Hill* can lay claim to a brilliant company of actors . . . lovely television." *John J. O'Connor, The New York Times.*

"The sequence is so heavily plotted, so focused on action rather than character and detail, that one suspects the producers are in danger of forgetting that the aim of the show is to present an authentic picture of a time, place, household. The danger inherent in the *Beacon Hill* project is a possibility that it will prove to be too high-brow for soap and sitcom fans, too lowbrow and tasteless for *Masterpiece Theater* fanciers." *Art Unger, The Christian Science Monitor.*

Beacon Hill "is a spectacular hit. The acting is uniformly excellent and the show is beautifully photographed." *Frank Judge, Detroit News.*

"The producers claim to have gone to wild expenses to buy up the proper furnishings and interiors for the 1920 New England rich. If so, the show isn't worthy of its props. The worst thing about it is the utter waste of such first-rate acting talents as George Rose and Beatrice Straight as the butler and housekeeper, and Stephen Elliott as Lassiter. The suspicion lingers that the real difference between the new show and its alleged model is that public television can afford to be honest; commercial network television has lost the meaning of the word from long disuse." *Frank Getlein, Washington Star.*

'Kotter' not so welcome

Boston ABC affiliate turns down ghetto teacher sitcom citing cities present school problems

The edgy school-busing situation in Boston has prompted WCVB-TV, the ABC affiliate there, to drop the prime-time sitcom *Welcome Back, Kotter* (Tuesday, 8:30-9 p.m., NYT), which deals with a

young ghetto-high school teacher and his wisecracking students.

"After a lot of soul-searching," explained Robert Bennett, the vice president and general manager of WCVB-TV, "we decided that a classroom series involving anything stronger than *Room 222* might be too explosive in light of all the problems our school system has been going through."

Mr. Bennett went on to say that he has no objection to the show itself, which he thinks is "very well-done," but "I had to exercise my judgment as a licensee."

Kotter will end up on WSKB-TV Boston, a UHF station owned by Storer. WCVB-TV will probably fill the vacant *Kotter* time slot with ITC's *Space 1999* from 8 to 9 p.m. Tuesday, a maneuver that would push *Happy Days* up a half-hour, to 7:30, according to Mr. Bennett.

Same-game rule is out of bounds, say sports, broadcasters

Following NBA petition, Kaiser, pro football, hockey, baseball also ask FCC to take another look at its cable sports-carriage order

Broadcasters and professional sports groups asked the FCC last week to reconsider its sports carriage rules for cable. They say the rules, adopted earlier this summer (BROADCASTING, June 30), do not provide adequate siphoning protection. The new rule, the so-called "same-game rule," prohibits a cable system from importing a sports event into a 35-mile zone around the local station in a city that is blacked out for that particular game.

The National Hockey League said protection should not be limited to the zone of an individual station, but rather a larger zone around the entire market. It is not adequate to protect only a San Francisco broadcaster, for example, when in fact the game has an audience in the San Francisco-Oakland area, said NHL. The National Football League advocated a 75-mile zone.

NHL also claimed the notice period for the sports rights holder to notify cable systems of their coverage plans was unrealistic. The rules specify that notice must be given eight days prior to the calendar month during which the game occurs. That type of advance notice is impractical, NHL said, when it comes to the "uncertain nature" of play-off games. The NFL filed similar comments, suggesting that the FCC might dispense with the advance-notice provision.

The commissioner of baseball urged leeway up to 12-hours prior to an event for giving notice to cable operators. The 35-mile zone of protection is "arbitrary," said the commissioner, and should be recalculated to reflect realistically a sports team's actual drawing area.

Kaiser Broadcasting Co., licensee of five UHF independents, said the new

rules add a "new element of risk to an already difficult situation"—UHF viability. The rule overlooks the significant role independents play in broadcasting sports events, said Kaiser, noting that independent U's originate regular season baseball games for teams in three top-10 markets (Boston, Chicago and Philadelphia) and five of the top-22 markets. Additionally, U's provide hockey and basketball in seven markets including Houston, Kansas City, Mo., Sacramento, Calif., Cleveland, Boston, Philadelphia and Detroit. Unless broader restrictions are adopted, Kaiser said, UHF will suffer "significant competitive harm."

Kaiser urged the FCC to adopt a rule that prohibits distant signal importation into a market of any live professional or collegiate sport when carriage of that signal would overlap with the telecast of a sports event on the local station.

ABC faulted the 35-mile zone of protection, claiming it is smaller than the broadcast black-out area and would allow cable systems to bring in sports events to blacked-out homes. The commission has failed to come to grips with its fundamental responsibility to "foster and promote carriage of sports by free TV," said ABC.

The National Association of Broadcasters had earlier filed a petition for reconsideration (BROADCASTING, Aug. 25).

Research, new ideas reshape ABC's 'Sundae' to 'World of Adventure'

ABC Owned Television Stations faced a dilemma this year: The group had committed itself two years ago to produce a quality children's series, and to keep it on the air in prime-access time. But it had to admit that its entry, *Rainbow Sundae*, had failed to light up the ratings firmament.

Determined to honor its commitment, the division tapped McHugh & Hoffman, McLean, Va., for guidance. In turn, M & H asked R.H. Bruskin & Associates, New Brunswick, N.J., to conduct a study among New York children, ages 6 to 11, to find out what they liked and disliked about *Rainbow Sundae*, which began in the fall of 1973.

Out of the study came a critique from McHugh & Hoffman suggesting a new program concept. Phil Boyer, vice president of programming for the ABC Owned TV Stations, last week said that the access children's series starting this fall will have a new title, *World of Adventure*, and will include elements that will appeal to all family members, rather than the 6-to-11 audience only.

"We found out that at 7:30 p.m. the channel doesn't belong only to the younger children, but that older children and the parents exert some authority," Mr. Boyer commented.

The new series will differ from *Rainbow Sundae* in several respects (based on conclusions from the study): each half-hour

program will be devoted to a single subject, rather than a "magazine" approach including a number of topics; subject preferences will be animals, sports and natural phenomena (earthquakes, sharks, caves, volcanoes); "super-kids" will be out as will be topics that are too narrowly educational and related to school; music is a "must" but it will be less juvenile and appeal to all family members; each program must have a beginning, a middle and an end.

Danny Wilson Productions, New York, served as sole producer of *Rainbow Sundae* last year, fashioning 26 segments that were repeated. For 1975-76, Wilson will contribute 13 episodes; Alan Sloan Inc., Los Angeles, will produce six programs (based on material supplied by the Encyclopedia Britannica Educational Corp.); Time-Life Films, New York, will supply four circus specials, and the consortium of Avco Broadcasting, Meredith Broadcasting and MGM Television will provide six programs. There will be repeat presentations to bring the number of telecasts to 52.

Program Briefs

Mutual understandings. Signing of eight more affiliates for Mutual Radio Network has brought line-up to 661 stations. They are: WCOB(AM) and WBIE-FM Atlanta; KEVA(AM) Evanston, Wyo.; KOJO(AM) Laramie, Wyo.; WSVS-FM Crewe, Va.; KWCL-AM-FM Oak Grove, La., and KUCI(FM) Vacaville, Calif. In addition, KAGB-FM Inglewood, Calif., has become 99th station to join Mutual Black Network.

More for Crim. Alcare Communications, Wayne, Pa., reports new Mort Crim TV commentary series is now in 30 markets with sales to KTRK-TV Houston, WFAA-TV Dallas, KFDM-TV Beaumont and KMCC-TV Lubbock, all Texas. In addition to sales for Mr. Crim's 75-second TV features, Alcare has placed radio version of *One Moment Please with Mort Crim* on more than 150 radio stations.

Higher and higher. Paramount Television announced latest station counts on three of its hottest fall properties. *The Brady Bunch* has been sold in 100 markets, *Love*

American Style in 60 and *Portfolio VI* film package ("Love Story," "Barefoot in the Park" among others) in 94 markets.

More sign. Four Star Entertainment Corp., Beverly Hills, Calif., announces four more stations have signed for its 52-episode *Thrillseekers*, starring Chuck Conners, bringing total markets to 85. Latest stations are KSTP-TV St. Paul, WAGA-TV Atlanta, WUHQ-TV Battle Creek and WBKB-TV Alpena, both Michigan.

Old-time radio revival. Radioland Productions Inc., Chicago-based syndicator specializing in radio nostalgia, is in negotiations with number of potential national sponsors for five 60-minute specials under umbrella titled *Christmas at 79 Wistful Vista with Fibber McGee*. Featured within three hours will be Christmas broadcasts from such old-time radio shows as *The Jack Benny Program*, *Blondie*, *Duffy's Tavern*, *Lum 'n' Abner*, *Suspense* and *Mr. First Nighter*. If national sponsors are found, series will go out to stations on barter. If no national sponsors get involved, series will be sold to stations based on still-to-be-worked-out multiple of their standard one-minute rates. In return, stations will get seven minutes to sell to local advertisers within each hour. *Radioland Productions, 5901 North Cicero Avenue, Chicago 60646. (312) 545-2260.*

AIP's new address. American International Pictures has moved its New York office to 515 Madison Avenue 10022. New telephone is (212) 752-4700.

Michelson move. Charles Michelson Inc. formerly at 45 West 45th Street, New York has moved to new quarters: 444 Madison Avenue, New York 10022, (212) 759-3232.

Public TV numbers. Statistics and characteristics of public television programing are contained in Joint report by Corporation for Public Broadcasting and National Center of Education Statistics of the Department of Health, Education and Welfare's Office of Education. copies of advance edition, "Public Television Program Content: 1974", are available from CPB's office of communication research, 1111 16th Street, N.W., Washington 20036.

Chicago movies. Video Entertainment Inc.

will begin Sept. broadcasting in Chicago via multipoint distribution service its pay movie package, Channel Xtra (BROADCASTING, Aug. 11). First month's films include: "Alice Doesn't Live Here Anymore" (Ellen Burstyn), "At Long Last Love" (Burt Reynolds), "The Prisoner of Second Avenue" (Jack Lemmon), "Harry and Tonto" (Art Carney), "The Stepford Wives" (Katherine Ross), "The Terminal Man" (George Segal), "Rafferty and the Gold Dust Twins" (Alan Arkin), "11 Harrow House" (Candice Bergen), "McQ" (John Wayne), "Open Season" (Peter Fonda), "Mame" (Lucille Ball), and "The Yakuza" (Robert Mitchum). Among 12 September films, seven are rated PG, one G and four R. R-rated films can be locked off by the receiving equipment. Monthly subscriber rates are set at \$10.

AFTRA sued. Performer Troy Cory and daughter have filed a complaint against the American Federation of Television and Radio Artists, asking \$17 million in combined damages. Suit, filed in Los Angeles superior court, claims AFTRA interfered with Mr. Cory and performers he had hired for show he was putting together for summer series on KTLA(TV) Los Angeles. Mr. Cory said AFTRA officials harassed him by seeking cash bonds for performers and disparaged him before backers. Mr. Cory is suing for \$11 million; his daughter for \$6 million. Last June, AFTRA filed lawsuit against Mr. Cory for his refusal to post bonds.

ABC slots 'Mannix' in late-night period

Veteran Paramount detective series avoids family hour problems and takes on bigger one of Carson

Paramount Pictures Television has found a home for the off-network reruns of *Mannix*, a private-eye series that ran afoul of the family-hour concept when the company began floating it as a possible syndication item earlier this year.

That home is late night on ABC-TV.

Beginning Thursday, Oct. 2, ABC will telecast reruns of *Mannix* (which is just ending a lucrative eight-year prime-time run on CBS) each week from 11:30 p.m. to 12:30 a.m., NYT, as part of its *Wide World of Entertainment* format, followed by weekly reruns of the 23 episodes of Paramount Television's *Longstreet* (12:30-1:30 a.m.), starring James Franciscus as a blind private eye, which ran for one prime-time season a few years ago on ABC.

The hope at ABC is that the audience flow from its Thursday-night prime-time cop shows, *Streets of San Francisco* (9-10 p.m.) and *Harry O* (10-11 p.m.), will lead to bigger numbers for the network's late-night programing on Thursday. (ABC's late-night *Wide World of Entertainment* consistently runs third on all five nights, trailing Johnny Carson on NBC and CBS's

Please send

Broadcasting

The newsweekly of broadcasting and allied arts

Name _____ Position _____

Company _____

Business Address

Home Address

City _____ State _____ Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

SUBSCRIBER SERVICE

3 years \$60

2 years \$45

1 year \$25

Canada Add \$4 Per Year

Foreign Add \$6 Per Year

1975 Cable

Sourcebook \$10.00

(If payment with

order: \$8.50)

1975 Yearbook \$20.00

(If payment with

order: \$17.50)

Payment enclosed

Bill me

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

mixture of theatrical and made-for-TV movies.)

ABC also announced that on Tuesday, Sept. 9, its *Wide World Mystery* (11:30 p.m.-1 a.m.) will present a new batch of video-taped thrillers, and on Wednesday, Sept. 10, a series of reruns of 90-minute made-for-TV movies begins at 11:30 p.m. In addition, on Friday, Sept. 12, some new 90-minute *Wide World Specials* start holding down the 11:30 p.m. time period, ranging from a tape-and-film bio of Marlon Brando to a series of excerpts from the British satirical series *Monty Python's Flying Circus*. ABC doesn't program the Monday 11:30 p.m.-1 a.m. time period during the fourth quarter because of the run-over of its prime-time football games.

WDCA-TV denied 'Brady' injunction

Rejection is part of opening skirmish in antitrust action against Metromedia buying

Channel 20 Inc., licensee of WDCA-TV Washington, has lost the first round in the antitrust suit it has filed against Metromedia Inc. in U.S. District Court. The court denied Channel 20's motion for an injunction barring Metromedia's WTTG(TV) Washington from broadcasting the syndicated series, *The Brady Bunch*, beginning Sept. 2.

Channel 20 has alleged that Metromedia uses the purchasing power of its five other television stations—including one in New York and another in Los Angeles—to compete unfairly with WDCA-TV for program rights (BROADCASTING, Aug. 4).

The Brady Bunch program was singled out for injunction action now because it is the only one of several programs mentioned in the suit that is scheduled to begin this fall.

Both sides are now preparing discovery materials looking towards the yet unscheduled trial on the larger antitrust issues.

More for '76

NBC-TV has announced it will add some 20 hours to its schedule of programming related to the Bicentennial, bringing the over-all total to 190 hours.

Highlights of this expansion are: (1) NBC's all-day production *The Glorious Fourth*, which will go from 16 to 21 hours (from dawn on July 4, 1976, to 2 a.m. July 5, NYT). During the course of this telecast, NBC's cameras "will travel the world to see how Americans celebrate their nation's 200th birthday; and (2) *First Ladies' Diaries*, two more of which have been scheduled as daytime specials, the first, on Martha Washington, to be aired Thursday, Oct. 23 (1:30-3 p.m.), and the second, with a subject still to be selected, on Dec. 2 (1:30-3 p.m.).

Another argument for looser rule on phone interviews

The National Association of Broadcasters last week went to the support of a rulemaking petition by Doubleday Broadcasting Co., asking that broadcasters be required to identify themselves only after telephone conversations are recorded. Present rules do not allow telephone calls to be recorded or broadcast simultaneously unless the party at the outset is informed of an intention to broadcast.

The NAB joined in Doubleday's contention that spontaneity is hampered or lost if a party to a phone call knows in advance it may be aired.

The Doubleday petition also said that the conversations should not be broadcast without the consent of all parties involved and that broadcasters should retain a copy of the recording for at least 30 days. If consent is not obtained, the recording should be destroyed, Doubleday suggested.

Like Doubleday, the NAB brought up the example of the *Candid Camera* program. Doubleday asked why television should be spared from rules limiting spontaneity. The NAB said that "rights of the individual are not more abused by the hidden camera or hidden microphone than would be the case of an unexpected telephone call."

ABA Colonels plan to sell own TV, radio networks

Regional radio and television networks are being set up for the 1975-76 season by the Kentucky Colonels club of the American Basketball Association which is buying air time on WHAS-AM-TV Louisville, Ky., to originate radio coverage of four preseason exhibitions and all regular and postseason games and TV coverage of 15 regular-season and all road play-off games.

Dan O'Neil, formerly of the Schlitz Broadcast Division, Milwaukee, has been appointed director of radio-TV operations for the Colonels with responsibility for developing the networks and handling sponsorship sales. Eleven stations have committed themselves to the radio network, according to Colonels owner Ellie Brown, with an eventual line-up of 20 stations targeted. Van Vance and Walt Simon will return to do play-by-play and color, respectively.

Mutual all-nighter opens for calls


Mutual Broadcasting System will launch an all-night call-in program, *The Herb Jepko Show*, on Nov. 4. It will feature Herb Jepko, whose similar all-night *Nitecap Radio* program has been on the

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

the young team produces

Television Station Representatives

3 East 54th Street
New York, N.Y. 10022
(212) 826-5900




QUALITY TALKS FOR WOR

New York. New York



Continental's 317C is the best measure for any 50 kW AM transmitter purchase. Performance, 125% positive modulation and reserve power capabilities are unbeatable. Today's best sound in 50 kW AM is Continental.

Continental Electronics 

CONTINENTAL ELECTRONICS MFG. CO.
BOX 17040 DALLAS, TEXAS 75217

air for 12 years and expanded in recent years from KSL(AM) Salt Lake City, where it originates, to include WBAL(AM) Baltimore, WHAS(AM) Louisville, Ky., KIRO(AM) Seattle, and KRLA(AM) Pasadena, Calif.

C. Edward Little, MBS president, said the show refuses to discuss controversial subjects and concentrates on listener service. Mutual will present it Monday through Friday from midnight to 6 a.m. eastern time and continue it on the west coast for three more hours to 6 a.m. local time with six minutes of news each hour on the hour. Mr. Little said the program is being offered first to Mutual's 679 affiliates, at no charge. Rates for advertisers are \$300 per commercial minute, \$200 for a commercial 30.

Tennessee judges say young criminals take cues from TV

The "vast majority" of Tennessee's juvenile court judges "are convinced that violence on television has a real effect on juvenile crime in their area," Senator Bill Brock (R-Tenn.) has reported. He based the statement on a survey of judges in his state. Of 95 questioned, 56 responded.

Fifty of those said they think violence on TV affects juvenile crime. "Many" of them, according to Senator Brock, offered specific examples of youth crimes apparently patterned after depictions of violence on TV.

All 56 respondents said they think there should be tighter controls on TV violence, a Brock aide said, adding that one-third think the FCC should promulgate rules restricting violence on TV, one-third think government (Congress, presumably) should get involved, and the other third think government should stay out of the act, for fear of trespassing on First Amendment ground, but that the industry should regulate itself.

He also urged the FCC to conduct "a comprehensive study and investigation of the effects of the display of violence in television programs."

New sales firm offers farm radio packaging

Five state radio networks with 164 stations will have national advertising sales handled by the newly organized State Farm Radio Network effective immediately. Jack L. Farmakis is national accounts manager for the network; John Bourke will handle West Coast accounts.

State Farm will bring together, for national accounts, Agri-Broadcasting (44 stations in Ohio, 13 in Pennsylvania), the Indiana Farm Markets Reports (12 stations), the Michigan Farm Radio Network (45 stations), and Agri-Net (50 stations in Virginia).

SFRN is in New Canaan, Conn. Telephone: (203) 966-1746.

MDS figures in CCTV presentation of boxing

Microband Corp. has announced an agreement with Don King Productions Inc., promoter of the closed-circuit telecast of the Ali-Frazier fight scheduled for Sept. 30, to provide multipoint distribution facilities to bring the event to as many as 50 box office locations in the New York area. Microband says it's the first time a closed-circuit presentation has not relied exclusively on land lines for local distribution.

According to Mark Foster, Microband vice president, multipoint distribution service results in a "major cost reduction" over the leasing of telephone facilities. MDS service will cost from one-half to one-third the \$1,500 and up cost for a telephone loop plus special construction to provide closed-circuit distribution, estimated Mr. Foster.

The New York box-office locations are spread over a 25-to-30-mile area and are expected to serve nearly 100,000 people. Outside of New York the fight will be distributed via telephone lines.

The fight will be transmitted from ringside in Manila via a Western Union satellite. That signal will be retransmitted from Microband's MDS station atop the Empire State building in New York to the box office sites, which will be equipped with parabolic antennas to receive the color TV signal.

Technical Briefs

AMST to assess problems. Engineering committee of Association of Maximum Service Telecasters will meet Oct. 16-17 at AMST headquarters in Washington to discuss pending issues. Committee Chairman Clyde Haehle, Avco Broadcasting, said discussions will include general proposals for reducing FCC-established mileage requirements for VHF stations; recent studies and reports on needs to achieve UHF-TV service on technical parity with VHF as well as related studies on UHF mileage separation requirements and related home-TV receiver technical characteristics.

Seven by 3M. 3M Company has added seven low-cost professional video-equipment products to its Mincom line, including processing amplifier, bridging video switcher, color bar, sync generator, digital video AGC unit and three distribution amplifiers. All are designed to fit standard 19-inch racks and are also supplied with feet for desk mounting. Each is 1.75 inches high.

Going RCA. All three commercial VHF television stations in Sacramento, Calif.—KQVR(TV), KXTV(TV) and KCRA-TV—are installing RCA transmitting systems. KCRA-TV will have TT-30FL, 30kw transmitter; others are installing TT-35FH, 35 kw unit. New units, valued

at approximately \$1 million, will be installed at common tower facility at Walnut Grove, Calif.

Suggestions. Commerce Department staff will report to commerce secretary Oct. 31 on ways to reverse currently unfavorable balance of trade in telecommunications hardware and how to open doors to spread of advanced technology, for example two-way cable, in this country. At this stage, project, headed by Dr. Betsy Anker-Johnson, assistant secretary of science and technology at Commerce, is trying to define problems inhibiting growth. Staff held interviews last month with several companies engaged in telecommunications trade, such as AT&T, Comsat, General Electric, Motorola and National Cable Television Association.

Long and cool. Westron Corp., New York based lamp manufacturer, has developed light bulb for TV studio use that burns cooler and is said to last eight times longer than typical studio lamp. Model IDE-1000 is 1 kw tungsten halogen lamp that covers 99% of luminous maintenance curve and lasts approximate 4,000 hours. WTEV(TV) New Bedford, Mass. is using bulb now in general use and WABC-TV New York is testing lamp. Westron expects to market lamp shortly at per unit cost of \$40.

Rank in West Nyack. Rank Precision Industries Inc. has designated West Nyack, N.Y., as national sales and service center for TV lenses marketed in U.S. by company. Previously, Rank handled lens sales and service from Fairlawn, N.J. Lens products include: Rank Taylor Hobson Varotal, Monital, Cooke and Cooke Varotal lenses. Other products handled out of West Nyack are Cintel line of TV equipment.

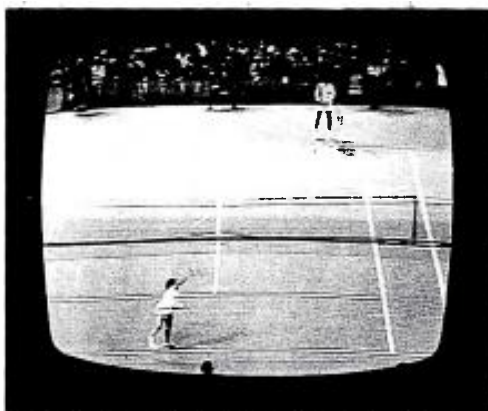
RCA's latest. RCA has unveiled its new ColorTrak TV system, to go on sale by end of September, marking complete redesign of its color receiver systems. ColorTrak electronically tracks broadcast TV signal and automatically adjusts picture to life-like color, using new solid-state chassis, and new picture tube employing filtered phosphors. New sets will range in price from \$509.95 for 19-inch (diagonal) color receiver to \$1,095 for series of four 25-inch (diagonal) consoles. Consoles feature new remote console concept which operates all receiver's controls and displays time of day and TV channel number on screen.

Easy removal. Seaelectro Corp., Mamaroneck, N.Y., has introduced latch arrangement on its 60-position drum type programmer which permits easy drum removal for storage in program library. With flip-up latch and one-way shaft engagement, removal can be accomplished without tools. Plug-in pins to permit rapid program change for 24-hour time-based institutional programmer are also available. Program matrix board provides 42 channels and can be programmed in minutes by insertion of various pins in board.

Two from Akai. Akai America Ltd., Los



The best seat in the stadium



is the best seat in the house

On that simple equation has been built the many-millioned marriage between television and sports. How extensive, how expensive and how intense that relationship has become is the subject of a special report to appear in **BROADCASTING** September 22. The editors have given it the working title of "The Competitive World of TV and Sports." If you're in the contest, you'll want that issue working for you. Deadline for advertising: September 15.

You belong in Broadcasting  Sep 22

Angeles, has added time base corrector (model TBC-150), vertical interval switcher (model SEG-161) and color sync generator (CSG-162) to its line of color video equipment. Time base corrector can be used with most helical scan video recorders. Interval switcher allows preview or mix preset without disturbing program output. Unit also has special mix-wipe function which requires only two busses. Sync generator can be used either as color standard in studio-type installation or in transportable color TV system.

Things to come. RCA will again demonstrate two-channel AM stereo and its discreet quadraphonic FM stereo broadcasting systems, this time at National Association of FM Broadcasters conference in Atlanta, Sept. 17-20. While both systems have been previewed at earlier National Association of Broadcasters' convention (BROADCASTING, April 14), developments are still in "prototype" stage as FCC permission to employ units has not yet been sought. RCA also plans to demonstrate various radio transmitters, some in connection with circularly polarized FM units, and its DAP-5000A digital automatic programmer.

Cable engineering grouped with broadcast in new IEEE setup

The role of cable television has been elevated in the organizational structure of the Institute of Electrical and Electronics Engineers. The IEEE has formed a Broadcast, Cable and Consumer Electronics Society, which will replace the previous and separate Broadcasting Group, Consumer Electronics Group and the less formalized Coordinating Committee on Cable Communications Systems.

While the new society will be managed by one governing body, individual administrative committees for each of the three areas will be retained to "preserve specialized technology."

The new society is expected to have 4,500-5,000 members. The IEEE currently has 170,000 members represented in 25 professional societies or groups.

Cable by 1984: in fighting trim

Comquest report says industry in next 10 years will think more in terms of profits

A "leaner, but more healthy" industry is predicted by Comquest Corp. in a report, "New Trends in Cable Television—A Market Analysis Covering the Next Decade."

New growth will be in selected areas, according to the report, and plant expansion will move forward only when necessary to serve a profitable number of subscribers. The era of "building for bigness's sake rather than profits is ending," said the report.

More than \$6 billion in construction is planned by the CATV industry in the next decade, said the report. By 1984, core construction of cable systems in most cities will be completed, according to Comquest. Construction will then be limited to system additions.

Comquest forecast that subscriber fees would total \$4.3 billion by 1984, up from \$544 million in 1974. The basic monthly subscription fee will "rise gradually," but it is not expected to exceed \$8 per average subscriber by 1984.

Pay cable is seen as a major revenue producer, contributing \$775 million in revenues by 1984. Two-way cable service, however, will find slow acceptance among subscribers and will remain in the background, said the report.

Cable Briefs

Passing the plate. National Cable Television Political Action Committee will "clearly meet and exceed its goal" of \$25,000 this calendar year, said Josh Lanier, NCTPAC coordinator. Group, which is separate from all cable associations in accordance with federal law, supports congressional candidates through contributions solicited from individuals in

cable industry. In 1974 federal elections, Mr. Lanier said, 84% of \$12,700 plus collected went to officials who were elected. At present, NCTPAC is "approaching" 40% mark on its way to \$25,000 figure. Contributions have come from close to 300 individuals.

Consultancy formed. John D. Fannetti and Michael B. Arnold have formed Fannetti-Arnold Associates, Syracuse, N.Y.-based broadband communications consulting firm. Company is negotiating for both computer and cable concerns as clients. Mr. Fannetti previously was associated with Syracuse University Research Corp. as project engineer for its cable studies; Mr. Arnold was Northeast regional sales manager of GTE Sylvania's CATV division.

Input. National Cable Television Association has mailed letter to approximately 300 independent system operators soliciting their views on definition FCC should adopt for cable TV system. Mail-out will be followed up by others, addressed to multiple-system operators. Letter contains commission's report and order outlining proposed definition changes and seeks open-ended comment. Based on input, NCTA will be filing its comments at FCC by Oct. 28.

Okays. UA-Columbia Cablevision has received two more approvals from FCC to begin constructing earth stations at Fort Smith, Ark., and Laredo, Tex.

Not satisfied. National Cable Television Association has filed complaint in U.S. district court against FCC for alleged withholding records and data ostensibly used in coming up with its network programming exclusivity rules. Filing requests court to order commission to provide access to its records relating to establishment of secondary 55-mile zones for exclusivity protection and decision to exempt systems with less than 1,000 subscribers. Earlier NCTA freedom of information request was only "partially" complied with by FCC, it was claimed.

Second thoughts. Former owners of two cable TV systems bought by Vikoa Inc. in 1972 have sued Vikoa for security law violations in connection with sales and are asking for \$9.4 million in damages. Involved are Cale and Larry Hudson, former owners of General Communications Inc. and Ottawa Cable TV, operated in 14 communities in Missouri and Kansas. Both systems had been sold for \$4.4 million in long-term stock transaction.

NCTA doesn't drop the shoe

Pole-attachment issue prompts much talk, but no decision

More activity, but still no resolution of the pole-attachment issue was reported last week by the National Cable Television Association's pole committee. After a 75-minute conference call between the members of the committee no decision was

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

445 PARK AVENUE

NEW YORK, N. Y. 10022

(212) 355-0405

reached on whether the most recent rate schedule will be recommended to the NCTA board. The schedule is a result of numbers generated from cost estimates supplied by NCTA and plugged into the FCC staff's formula (BROADCASTING, Aug. 4).

Amos (Bud) Hostetter, chairman of the pole committee, said "further analysis of the numbers" was felt necessary and another conference call is scheduled for early this week.

Should the committee recommend the schedule, it would be for a settlement with AT&T. A recommendation would not be made to serve as a basis for further negotiations since the schedule is not NCTA's proposal and the cable industry does not want it used as a stepping-off point for AT&T to come up with counter proposals.

The figures in the rate schedule represent a nationwide decrease in present pole rates of about 15%, with the average rate set at \$2.90 as compared with the present average of \$3.35 per-pole attachment. Individual rates range from \$1.80 to \$4.40 under the schedule. Cable operators in Pennsylvania and California—the two states with the most systems and subscribers, respectively—would face higher rates than at present. (The phone company in those states now charges \$2.50 per pole.) California operators, reportedly, would pay an additional \$400,000 a year in pole rentals. Operators in New York, who now pay a \$5 rate, would see a reduction.

State commission puts a lock on Naples system

N.Y. agency stands firm on decision closing DATV

The New York State Cable Commission has decided to stick by its Sept. 1 date to shut down Community Cable Corp.'s system serving Naples, N.Y. An original order to shut down by Aug. 1 had been extended on the request of the Naples village board. The village was concerned that its citizens would be without television service until a new franchise could be granted (BROADCASTING, Aug. 11, 25).

The village asked that Community Cable be allowed to operate for nine more months to give the village adequate time to grant a new franchise. However, the commission in an order released last week explained that the continued substandard operations of Community Cable and its refusal to comply with commission policies necessitated the shutdown. The village had initially brought the complaints of poor service to the commission.

The order also requires Community Cable to refund by Sept. 15 any fees collected from subscribers during the last three months in excess of the village's previously approved rate.

Bids for new franchises are scheduled to be opened Sept. 12.

'Call-girl' console speeds opinion polling

New device designed for broadcast journalism using phone and tape cassettes makes large, same-day opinion polling possible

Key Marketing Corp., St. Petersburg, Fla. has developed a "call-girl" device that will allow broadcast journalists to conduct faster and less expensive public opinion polls. "Designed as a business tool for electronic journalism," according to Eli Jenkins, Key Marketing president, the machine permits a single operator to make overnight polls on public issues. The machine has also been used to measure a station's audience or potential audience in a given market.

Basically, the call-girl machine is a console with three stations. Each station has two cassette tape recorders (General Electric integrated circuit models). One is used for outgoing messages; the other for recording incoming responses. A circuit between the two tape recorders regulates the activation of each.

Operating the machine goes something like this: a single operator places a call and when an answer is received plugs the phone into the machine. A taped message, usually produced by the station's news director, explains who is talking and directs any questions to the respondent. Then a master unit, which controls each line, will activate the second tape recorder for a certain period of time to tape the respondent's answer. (The tape recorders are not voice-activated and therefore avert the possibility of very wordy respondents tying up the line indefinitely.) Once the interviews are completed, the operator merely plays back the tape and tallies the responses.

According to Mr. Jenkins, from 900-1,000 phone calls can be handled in one day. That translates to about 100-125 calls an hour, depending on the type of phone—pushbutton or dial. All three stations on the single console can be run by one operator. The console can also be added to

in component fashion with several consoles being used together, permitting close to 3,000 calls a day with three consoles.

The call-girl unit sells for \$3,995. So far Key Marketing has been approaching only television stations, a marketing approach which, in the two and half months since the unit was initially developed, has netted 37 stations. Key sells the unit on an exclusive one-to-a-market basis. "The vast majority of (Key's) sales have been in the larger markets," said Mr. Jenkins, adding that Boston, Atlanta, San Diego, Houston, Nashville and Cincinnati are lined up, although systems are not yet in use in those markets. Operating call-girl units are being used at WDAY-TV Fargo, N.D.; KJEO-TV Fresno, Calif.; KSTP-TV Minneapolis; KBR-TV Duluth, Minn., and WTMJ-TV Milwaukee.

Norm Schrader, news director at WDAY-TV, uses the call-girl device about twice a week for taking public opinion surveys, usually on local issues. Mr. Schrader estimated that it takes about three hours to place, record and tally the results of some 400 calls. The station has conducted polls on everything from the mayor's proposed wage increase to the Russian wheat deal, contrasting the opinions of rural viewers with those living in the metropolitan area.


Westin on news-time access

Av Westin, executive producer and director of television documentaries for ABC News, opposed any system of public access to network news or documentary air time, in a speech to a conference at Morningside College, Sioux City, Iowa.


"I take no rigid stand on news-time access but I seek a useful answer," Mr. Westin said. "I also suggest that what the public gets to know under some helter-skelter system of access will not, in my view, be worth the cost in bias, misinformation and distortion."

Mr. Westin's remarks, sponsored jointly by the college, the Iowa Press Club and KCAU-TV Sioux City, Iowa, the ABC-TV affiliate there, went over familiar ground in stating his reasons for opposing independent documentaries and newsfilm

Visit us at
NAFMB
Booth 23-24
Atlanta-Sept. 17-20



CSI ELECTRONICS INC.
835 Industrial Highway, Bldg. #4
Cinnaminson, New Jersey, 08077 Telephone: (609) 786-1060



on network air.

Citing two recent, newsmaking independent interviews—Jack Anderson's with President Ford and Frank Mankiewicz's with Fidel Castro—Mr. Westin said, "Each individual television station is in the end responsible for what it broadcasts. If there were something libelous or staged or inaccurate in those broadcasts, it would be KCAU-TV that would face the lawsuit or the challenge—not Frank Mankiewicz or Jack Anderson."

Mr. Westin's speech also took aim at the pending revision of the federal criminal code, Senate bill S. 1, saying "It comes very close to setting up an 'official secrets act' in this country."

Farr goes to high court

The latest episode in the five-year saga of reporter William Farr and his struggle with the courts occurred last week when his attorney requested U.S. Supreme Court review of Mr. Farr's conviction on contempt-of-court charges. This move follows action last month by the Ninth Circuit Court of Appeals upholding a lower court contempt citation for violating a gag order during the 1970 Manson family trial. Mr. Farr originally was given an indefinite sentence for refusing to reveal names of attorneys who revealed to him information the judge in the case declared off-bounds to the media. He served 46 days of that sentence before being released on order of Supreme Court Justice William O. Douglas; a state court later ruled Mr. Farr could only be sentenced to five days and fined up to \$500. The trial judge imposed that sentence and it was upheld by the state supreme court. It is that decision that is now being appealed.

Journalism Briefs

New customers. Four television networks and stations in Caribbean have contracted with ABC News for its Syndicated News Videotape Cassette Service. ZFB Hamilton, Bermuda, and WAPA-TV San Juan, P.I., have already begun receiving service; Netherlands Antilles Television—Curacao and Aruba, and Surinam Television will start Sept. 1. Cassette service brings subscribers *ABC Evening News*, ABC News' Daily Electronic Feed, and sports and other features.

RTNDA scholarships. Radio Television News Directors Association scholarships will be awarded to Richard Allgire, University of Utah, Salt Lake City, for news documentary submission; Gordon Rothman, Indiana University, Bloomington, for radio newscast, and Steve Connelly, West Texas State University, Canyon, for TV news documentary. Endowed \$1,000 scholarships are named for deceased ex-presidents of RTNDA—Ben Chatfield, Bruce Palmer and James McCulla, respectively.

Music

Tracking the 'Playlists'

'Jive Talkin'' still number one in pop; Ian, Bowie singles on rise

Jive Talkin' is the nation's most-heard pop single for a third week, as only a handful of singles make significant gains within the upper half of the pop "Playlist". Glen Campbell's *Rhinestone Cowboy*, a remake of a song written and released by Larry Weiss three years ago, is recalling his sixties successes and is now at seven, having just passed its peak on most country charts. Janis Ian's *At Seventeen* continues to grow as a pop hit after reaching the first position on many MOR lists in the last few weeks. David Bowie's greatest top 40 success is coming with the disco-oriented *Fame*, now at 15. And David Geddes' surprising debut, *Run, Joey, Run*, is at 19 in only its second week on the chart. Johnny Wakelin's light reggae tribute to Muhammad Ali, *Black Superman*, still adding stations by fits and starts, is now at 22. Bad Co.'s strongest effort since *Can't Get Enough* is *Feel Like Making Love* (no relation to the Roberta Flack hit), now at 23. Freddy Fender is successfully following *Before the Next Teardrop Falls* with *Wasted Days and Wasted Nights*, now at 24. *Do It Any Way You Wanna* by the People's Choice, a dance hit receiving substantial New York airplay, is at 26 in its first week. Helen Reddy's biggest pop hit since *Angie Baby* seems to be building with *No Way to Treat A Lady*, at 27 in its second week. A number of new releases reach the top 50 this week, with the Pointer Sisters' R&B hit *How Long* at 41, America's *Daisy Jane* at 42, the Spinners' *Games People Play* at 44, Dickie Goodman's novelty *Mr. Jaws* at 46, and Bob Seger's potential pop breakthrough, *Katmandu*, at 47.

Breaking In

Jaws Main Title—John Williams *Orchestra* (MCA); **Mr. Jaws**—Dickie Goodman (Cash); **Jaws**—Atlantic Ocean (Atlantic); **Do the Jaws**—The End (20th Century); **Right from the Shark's Jaws**—Byron McNaughton (Jamie).

The "Jaws" craze has struck pop music in a big way in the past two weeks, with at least five singles vying for what is essentially novelty airplay at pop and MOR stations. The frontrunner is the film's theme, by John Williams and orchestra, released as a forbidding single and now being played at KILT(AM) Houston, WFIL(AM) Philadelphia, KEWI(AM) Topeka, Kan., KTSA(AM) San Antonio, Tex., WJET(AM) Erie, Pa., and WRAW(AM) Reading, Pa.

Dickie Goodman, who has had sporadic chart success for 15 years or more with novelty singles made up of spliced bits of current hits, is getting some play on *Mr. Jaws*, a comedy "interview" with the shark. KLIV(AM) San Jose, Calif., and

WORC(AM) Worcester, Mass., have added it.

Two hastily-formed groups of studio musicians from Atlantic and 20th Century Records, Atlantic Ocean and The End, have cut novelty/disco singles about sharks and such, entitled *Jaws* and *Do the Jaws* respectively. And Byron McNaughton has released a single entitled *Right From the Shark's Jaws*, also dealing with the subject in a light manner.

None of these singles is likely to outlast the beach weather in any market, but requests for them have been reported to be building, and program directors are finding them useful for occasional rotation.

Extras

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

- Bad Blood*, Neil Sedaka (Rocket).
- Brazil* Ritchie Family (20th Century).
- Carolina in the Pines*, Michael Murphy (Columbia).
- Disco Queen*, Hot Chocolate (Big Tree).
- Dream Merchant*, New Birth (Buddah).
- Feelings*, Morris Alpert (RCA).
- Glass House*, Temptations (Gordy).
- Gone at Last*, Paul Simon & Phoebe Snow (Columbia).
- I Believe I'm Going to Love You*, Frank Sinatra (Reprise).
- I Only Have Eyes For You*, Art Garfunkel (Columbia).
- It Doesn't Matter Anymore*, Linda Ronstadt (Capitol).
- "Jaws"*, John Williams (MCA).
- Sky High*, Jigsaw (Chelsea).
- Sweet Maxine*, Doobie Bros. (Warner Bros.).
- 'Til the World Ends*, Three Dog Night (ABC).
- Two Fine People*, Cat Stevens (A&M).
- What You Got*, Duke & Drivers (ABC).
- Who Loves You*, Four Seasons (Curb/Warner).

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

- Another Woman*, T. G. Shepard (Melodyland).
- Bringing It Back*, Brenda Lee (MCA).
- Cry Like a Baby*, Joe Stampley (ABC Dot).
- Don't Stop Loving me*, Don Gibson (Hickory).
- Funny How Time Slips Away*, Narvel Felts (ABC Dot).
- I'm Sorry*, John Denver (RCA).
- If You Ever Change Your Mind*, Ray Price (Columbia).
- Movie Magazine Stars in Your Eyes*, Barbi Benton (Playboy).
- A Poor Man's Woman*, Jeannie Pruitt (MCA).
- Rocky*, Dickie Lee (RCA).
- Thanks*, Bill Anderson (MCA).
- What's Happened to Blue Eyes*, Jessi Colter (Capitol).

The Broadcasting Playlist™ Sep 1

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	This week	Title (length) Artist—label	Rank by day parts				
				6-10a	10a-3p	3-7p	7-12p	12p
1	1	1	Jlve Talkin' (3:43) Bee Gee's—RSO	1	2	1	1	1
2	2	2	Someone Saved My Life Tonight (6:45) Elton John—MCA	2	1	2	2	2
5	3	3	Love Will Keep Us Together (3:15) Captain & Tennille—A&M	3	4	3	3	3
4	4	4	One of These Nights (3:29) Eagles—Asylum	6	3	4	5	4
7	5	5	Fallin' in Love (3:13) Hamilton, Joe Frank & Reynolds—Playboy	7	7	6	4	5
3	6	6	Listen to What the Man Said (3:53) Paul McCartney—Apple	5	6	5	10	6
16	7	7	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	4	5	8	7	7
10	8	8	Get Down Tonight (3:06) K.C. & Sunshine Band—TK Records	8	9	7	9	8
8	9	9	Why Can't We Be Friends (3:45) War—United Artists	9	12	9	8	9
6	10	10	I'm Not in Love (3:40) 10 C.C.—Mercury	11	8	10	6	10
11	11	11	Midnight Blue (3:25) Melissa Manchester—Arista	10	11	11	11	11
13	12	12	Could It Be Magic (3:37) Barry Manilow—Arista	13	10	12	12	12
17	13	13	At Seventeen (3:56) Janis Ian—Columbia	12	13	13	13	13
9	14	14	The Hustle (3:27) Van McCoy—Avco	15	14	14	14	14
23	15	15	Fame (3:30) David Bowie—RCA	17	17	15	16	15
18	16	16	Rockford Files (3:06) Mike Post—MGM	19	15	16	17	16
14	17	17	Please Mr. Please (3:24) Olivia Newton-John—MCA	14	18	21	20	17
12	18	18	How Sweet It Is (To Be Loved By You) James Taylor—Warner Bros.	16	16	20	22	18
22	19	19	Run Joey, Run (3:52) David Geddes—Big Tree	20	20	18	18	19
21	20	20	Fight the Power (5:05) Isley Bros.—T-Neck	21	19	22	15	20
15	21	21	Magic (3:30) Pilot—EMI	18	21	23	19	21
38	22	22	Black Superman Ali (3:32) Johnnie Wakelin—Pye	36	32	17	21	22
35	23	23	Feel Like Making Love (3:03) Bad Co.—Swan Song	23	22	25	26	23
41	24	24	Wasted Days & Wasted Nights (2:41) Freddie Fender—ABC	22	24	28	30	24
24	25	25	Tush (2:14) Z.Z. Top—London	40	42	19	23	25
—	26	26	Do It Any Way You Wanna (3:15) Peoples Choice—TSOP	33	36	26	25	26
50	27	27	No Way to Treat a Lady (3:26) Helen Reddy—Capitol	28	23	30	35	27
30	28	28	There's Nothing Stronger Than Our Love (2:52) Paul Anka—United Artists	24	25	33	37	28
26	29	29	Holding on to Yesterday (3:18) Ambrosia—20th Century	26	28	32	31	29
27	30	30	Dynamite (3:30) Tony Camillo's Bazuka—A&M	39	33	27	27	30
19	31	31	Rockin' Chair (3:15) Gwen McCrae—Cat	42	47	24	24	31
39	32	32	Ballroom Blitz (3:17) Sweet—Capitol	38	29	29	28	32
28	33	33	Rendezvous (3:30) Hudson Bros.—MCA	32	26	34	29	33
25	34	34	I'm Sorry (3:29) John Denver—RCA	30	27	31	38	34
40	35	35	That's the Way of the World (3:08) Earth, Wind & Fire—Columbia	27	38	36	33	35
32	36	36	Third Rate Romance (3:22) Amazing Rhythm Aces—ABC	31	31	35	40	36

Over-all-rank	Last This week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
43	37	37	Dance With Me (2:59) Orleans—Asylum	29	35	38	32
29	38	38	Solitaire (4:40) The Carpenters—A&M	25	30	37	46
49	39	39	Rocky (3:34) Austin Roberts—Private Stock	35	39	39	39
44	40	40	Help Me Rhonda (2:48) Johnny Rivers—Epic	34	40	40	43
—	41	41	How Long (Bet You Got a Chick on the Side) (3:30) Pointer Sisters—ABC	41	34	41	34
—	42	42	Daisy Jane (3:07) America—Warner Bros.	37	41	42	41
34	43	43	Wildfire (4:47) Michael Murphey—Epic	47	37	48	36
—	44	44	Games People Play (3:29) The Spinners—Atlantic	49	43	47	44
20	45	45	Swearing to God (3:58) Frankie Valli—Private Stock	45	*	43	47
—	46	46	Mr. Jaws (2:03) Dickie Goodman—Private Stock	50	*	45	42
—	47	47	Katmandu (3:12) Bob Seeger—Capitol	*	45	49	50
—	48	48	That's When the Music Takes Me (3:35) Neil Sedaka—MCA	43	*	50	*
31	49	49	Sister Golden Hair (3:16) America—Warner Bros.	*	44	*	45
—	50	50	It Only Takes a Minute (3:13) Tavares—Capitol	*	*	46	*

Country

1	1	1	Daydreams about Night Things (2:21) Ronnie Milsap—RCA	1	5	1	4
2	2	2	Blue Eyes Crying in the Rain (2:17) Willie Nelson—Columbia	3	1	2	2
6	3	3	Home (2:10) Loretta Lynn—MCA	2	6	4	5
3	4	4	The First Time (3:04) Freddie Hart—Capitol	4	4	3	10
—	5	5	Don't Cry Joni (3:05) Conway Twitty—MCA	5	2	6	1
8	6	6	Bandy the Rodeo Clown (2:54) Moe Bandy—GRT	7	3	5	6
4	7	7	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	8	7	7	8
7	8	8	I Hope You're Feelin' Me (2:59) Charlie Pride—RCA	6	8	8	14
10	9	9	Feelins' (3:00) Conway Twitty & Loretta Lynn—MCA	9	9	9	12
11	10	10	Woman in the Back of My Mind (2:48) Mel Tillis—MGM	13	10	10	17
13	11	11	Stay Away from the Apple Tree (2:46) Billy Jo Spears—United Artists	10	11	14	21
17	12	12	Say Forever You'll Be Mine (2:45) Dolly Parton & Porter Wagoner—RCA	12	12	13	24
14	13	13	I'll Go to My Grave (Loving You) (2:46) Statler Bros.—Mercury	15	13	12	20
15	14	14	Memories of Us (3:11) George Jones—Epic	14	14	11	31
22	15	15	Heart to Heart (2:45) Roy Clark—ABC/Dot	11	16	15	25
18	16	16	You're Not the Woman You Used to Be (2:48) Gary Stewart—MCA	19	15	16	23
20	17	17	Same Old Story (2:46) Hank Williams Jr.—MGM	20	17	17	*
5	18	18	If I Could Only Win Your Love (2:36) Emmylou Harris—Reprise	17	19	22	3
19	19	19	Love in the Hot Afternoon (3:20) Gene Watson—Capitol	16	22	21	7
—	20	20	What in the World's Come Over You (2:30) Sonny James—Columbia	*	18	18	*
9	21	21	Bouquet of Roses (2:24) Mickey Gilley—Playboy	18	20	23	13
—	22	22	(Turn Out the Light and) Love Me Tonight (2:18) Don Williams—Dot	23	21	19	*
16	23	23	This Is My Year for Mexico (2:45) Crystal Gayle—United Artists	*	23	20	*
12	24	24	I've Never Loved Anyone More (2:42) Lynn Anderson—Columbia	21	24	24	19
—	25	25	San Antonio Stroll (2:48) Tanya Tucker—MCA	22	*	25	*

NAB denounces TV drug ban as another signer defects

Association sees no evidence of TV as cause of drug abuse; Maryland attorney general says he's had second thoughts

The National Association of Broadcasters last week entered its opposition to the petition filed by 14 state attorneys general with the FCC to ban television advertising of nonprescription drugs before 9 p.m. Meanwhile the 14 original co-signers of the petition have dwindled to 12 with the departure last week of Maryland Attorney General Francis Burch.

Mr. Burch wrote Massachusetts Attorney General Francis X. Bellotti, initiator of the petition, last Monday, saying, "I am constrained to withdraw my support." He said: "I believe a number of very serious legal and constitutional issues are involved ... While I certainly appreciate the reasons which motivated your petition, I believe the issues involved are quite complex and require greater study and consideration."

The first to withdraw his name from the petition was North Carolina Attorney General Rufus Edmisten (BROADCASTING, Aug. 4).

In its comment on the petition, filed with the FCC last week, the NAB said the proposal is "totally lacking in merit" and fails to show that television advertising causes drug abuse among the young. The NAB cited one study that found that among teen-age boys the heavy viewer of TV commercials was less likely to use illegal drugs than the light viewer.

The NAB defended its own TV code provisions as sufficient regulation of over-the-counter drug advertising on TV. The Bellotti petition objected to the code guidelines because they affect few afternoon and early-evening programs which large numbers of children watch. The NAB drew a line between commercials aimed at children and those aimed at adults, but said that neither kind will harm children if in compliance with the TV code.

The Bellotti petition also said industry self-regulation will be inadequate as long as the networks continue to receive large amounts of advertising revenue from drug companies. The NAB said it was "somewhat dumbfounded" by that assertion, pointing to code prohibitions affecting liquor and some personal products as evidence that the industry's self-regulation is not affected by financial concerns.

The NAB also argued that there is "absolutely no evidence" to link child poisonings with drug ads on TV. It said, "NAB submits that if television and television advertising have had any impact at all in the area of poisoning, it has been the opposite of that contended by the Bellotti petition. Television has played an affirmative educational role in this regard."

The logistics of ratings

Broadcasters, advertisers and advertising agencies spend about \$35 million annually to get broadcast ratings from independent survey services, according to Hugh M. Beville Jr., executive director of the Broadcast Rating Council. His figure applies to those services accredited and monitored by the council.

In the process, those services involve more than three million viewers annually, he told a session on "Reliability in TV Ratings" which was part of the Joint Statistical Meetings of the American Statistical Association in Atlanta last week.

Grey and Block will fight

Grey Advertising, New York, and its client, Block Drug Co., Jersey City, N.J., plan to go to court to defend themselves against what they say are "unfounded" charges by the Federal Trade Commission in connection with TV spots for Block's denture adhesive and cleanser products.

The ads for Super Poli-Grip and Poli-Grip that suggest users will be able to eat "problem" foods without embarrassment or discomfort are misleading in the FTC's view. Block and Grey "didn't possess and rely upon a reasonable basis for making" such a claim, the commission said. Claims for New Extra Effervescent Polident denture cleanser were similarly cited as deceptive for claims of superiority over competitive products.

Broadcasting's index of 134 stocks allied with electronic media

Stock Symbol	Exch.	Closing Wed. Aug. 27	Closing Wed. Aug. 20	Net change in week	% change in week	1974-75 High	1974-75 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
ARC	N	19 1/4	19 1/8	+ 1/8	+ .65	28 3/8	12 3/8	7	17,187	330,840
CAPITAL CITIES	N	36 1/2	36 1/8	+ 3/8	+ 1.03	43 1/2	19 1/2	12	7,208	263,002
CBS	N	43 7/8	44 1/4	- 3/8	- .84	53 1/8	20 1/8	11	28,313	1,242,232
CONCERT NETWORK*	O	1/4	1/4		.00	7/8	7/8		2,200	550
CDX	N	20	19 1/4	+ 3/4	+ 3.89	26 1/2	9 3/4	10	5,812	116,240
GROSS TELECASTING	A	9 1/2	9 3/4	- 1/4	- 2.56	13 5/8	6 3/8	7	800	7,600
LIN	O	7 1/8	7 1/8		.00	9 1/8	2	7	2,373	16,907
MOONEY	O	2 1/8	2 1/2	- 3/8	- 15.00	3 5/8	1	6	385	818
RAHALL	O	5 1/4	5 1/4		.00	6 1/4	1 3/4	11	1,297	6,809
SCRIPPS-HOWARD	O	18	19	- 1	- 5.26	22	13 1/2	6	2,589	46,602
STARR	M	3 1/8	3 1/4	- 1/8	- 3.84	9	3 1/4	3	1,091	3,409
STORER	N	15 3/8	14 1/8	+ 1 1/4	+ 8.84	20 5/8	10 7/8	8	4,571	70,279
TAFT	N	17 1/2	19 3/4	- 1/4	- 1.26	27 1/4	10 3/4	7	4,045	78,877
WOODS COMM.*	O	1/2	1/2		.00	1 1/4	1/4	4	292	146
TOTAL									78,163	2,184,410

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	2	2 1/8	- 1/8	- 5.88	2 1/2	3/4	12	1,248	2,496
AVCO	AV	N	5	4 7/8	+ 1/8	+ 2.56	8 7/8	2 1/8	1	11,481	57,405
BARTELL MEDIA	RMC	A	1	7/8	+ 1/8	+ 14.28	2 3/8	5/8	1	2,757	2,757
JOHN BLAIR	BJ	N	4 7/8	4 3/4	+ 1/8	+ 2.63	7 1/2	3 1/2	23	2,403	11,714
CAMPTOWN IND.*	O		1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	4 7/8	5 1/8	- 1/4	- 4.87	5 7/8	1 1/2	18	4,164	20,799
COMBINED COMM.	CCA	N	10 1/2	9 1/4	+ 1 1/4	+ 13.51	16 1/8	5 1/8	6	4,673	49,066
COWLES	CWL	N	7 1/8	7 1/8		.00	8 7/8	3 7/8	6	3,969	28,279
DUN & BRADSTREET	DNB	N	25 1/8	24 1/2	+ 5/8	+ 2.55	36	14 5/8	17	26,514	666,164
FAIRCHILD IND.	FEN	N	6 5/8	7	- 3/8	- 5.35	8 3/4	3 3/4	6	4,550	30,143
FIJOLIA	FQA	N	5	5 3/8	- 3/8	- 6.97	10 3/4	3 1/8	8	8,086	40,430
GANNETT CO.	GCI	N	33 3/4	32 3/8	+ 1 3/8	+ 4.24	38 1/2	20 1/2	21	21,108	712,395
GENERAL TIRE	GY	N	14 3/8	14	+ 3/8	+ 2.67	18 1/4	10 1/4	5	21,523	300,393
GLORETROTTER	GLRTA	O	1 5/8	1 5/8		.00	4 3/4	7/8	8	2,783	4,522

Stock symbol	Exch.	Closing Wed. Aug. 27	Closing Wed. Aug. 20	Net change in week	% change in week	1974-75 High	1974-75 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
GRAY COMMUN.	O	7	7		.00	8 1/2	5	5	475	3,325
HARTE-HANKS	MHN	N 17 3/8	17 1/4	+ 1/8	+.72	19 3/8	6	11	4,369	75,911
JEFFERSON-PILOT	JP	N 28	29 1/4	- 1 1/4	- 4.27	38 1/4	20 1/2	12	24,066	673,848
KAISER INDUSTRIES	KI	A 8 3/8	8 1/4	+ 1/8	+ 1.51	11 3/8	4 1/4	5	27,575	230,940
KANSAS STATE NET.	KSN	O 3 3/8	3 1/4	+ 1/8	+ 3.84	4 1/8	2 3/4	6	1,815	6,125
KINGSTIP	KTP	A 5 1/2	6	- 1/2	- 8.33	5 3/4	1 1/2	10	1,154	6,347
KNIGHT-RIDDER	KRN	N 25 1/4	24 3/4	+ 1/2	+ 2.02	32 3/4	9 1/4	16	8,305	209,701
LAMB COMMUN.*	L	P 1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A 18	17 3/8	+ 5/8	+ 3.59	19 3/8	10 3/4	10	3,352	60,336
LIFERTY	LC	N 7 7/8	9 3/4	+ 1/8	+ 1.28	15 5/8	7 1/8	5	6,762	66,774
MCGRAW-HILL	MHP	N 10 3/4	9 1/8	+ 1 5/8	+ 17.80	13 1/2	5 1/2	9	24,569	264,116
MEDIA GENERAL	MEG	A 27 3/8	28 3/4	- 1 3/8	- 4.78	32 3/4	15 1/2	10	3,604	98,659
MEREDITH	MDP	N 9 3/8	9 3/4	- 3/8	- 3.84	13 3/8	8	4	3,003	28,153
METROMEDIA	MET	N 12 3/8	11 3/4	+ 5/8	+ 5.31	15	4 1/2	10	6,553	81,093
MULTIMEDIA	MMED	O 13	13		.00	14 1/4	8 3/4	9	4,389	57,057
NEW YORK TIMES CO.	NYKA	A 12 1/4	12 3/8	- 1/8	- 1.01	14 1/2	6 3/4	7	10,938	133,990
OUTLET CO.	OTU	N 12	12		.00	62	7	4	1,381	16,572
POST CORP.	POST	O 6 3/4	6 1/2	+ 1/4	+ 3.84	15 1/2	4 3/4	27	870	5,872
PSA	PSA	N 4 1/8	4 1/8		.00	10	1 1/2	8	3,181	13,121
REEVES TELECOM	RRT	A 1 5/8	1 5/8		.00	3	5/8	7	2,376	3,861
ROLLINS	RDL	N 17 5/8	16 3/8	+ 1 1/4	+ 7.63	22	6 1/2	13	13,341	235,135
RUST CRAFT	RUS	A 6 1/2	6 3/4	- 1/4	- 3.70	10 1/4	5 1/8	5	2,328	15,132
SAN JUAN RACING	SJR	N 8 1/2	8 5/8	- 1/8	- 1.44	13 3/8	5 1/2	6	2,500	21,376
SCHERING-PLOUGH	SGP	N 49 3/4	47 1/2	+ 2 1/4	+ 4.73	74 3/8	44 3/4	21	53,938	2,683,415
SOMMERLING	SOR	A 6 1/8	6 5/8	- 1/2	- 7.54	10	3 1/2	4	727	4,452
TECHNICAL OPERATIONS	TDA	A 3 3/4	4	- 1/4	- 6.25	5 3/4	2 3/8	4	1,344	5,040
TIMES MIRROR CO.	TMC	N 16 3/8	15 3/4	+ 5/8	+ 3.96	19 1/2	9 1/4	10	33,814	553,704
WASHINGTON POST CO.	WPO	A 25 1/4	26 1/8	- 7/8	- 3.34	28 3/4	14 3/4	8	4,751	119,962
WOMETCO	WOM	N 14 1/8	13 3/4	+ 3/8	+ 2.72	16 7/8	6 1/4	9	5,775	81,571
TOTAL									373,636	7,690,836
Cablecasting										
AMECO** *	ACQ	O 3/8	3/8		.00	1 7/8	1/8		1,200	450
AMER. ELECT. LABS	AFLEA	O 1 1/2	1 5/8	- 1/8	- 7.69	2 1/8	1/2	12	1,672	2,508
AMERICAN TV & COMM.	AMTV	O 11	11		.00	19 1/4	5 1/2	20	3,304	36,344
ATHENA COMM.** *	A	O 1 1/4	1/4		.00	3 1/2	1/8		2,125	531
BURNUP & SIMS	BSIM	O 5	4 5/8	+ 3/8	+ 8.10	24 1/8	2 1/2	9	8,390	41,950
CABLECOM-GENERAL	CCG	A 5	5		.00	7 1/4	1 1/2	9	2,560	12,800
CABLE FUNDING	CFUN	O 5 1/2	5 3/4	- 1/4	- 4.34	7 3/8	3 7/8	13A	1,121	6,165
CABLE INFO.*	C	O 1/2	1/2		.00	1 1/4	1/8	1	663	331
COMCAST	C	O 2 3/4	2 3/4		.00	3 1/4	3/4	11	1,708	4,697
COMMUNICATIONS PROP.	COMU	O 2 1/8	2 1/8		.00	3 1/2	1	13	4,761	10,117
COX CABLE	CXC	A 10 1/4	10	+ 1/4	+ 2.50	15 7/8	3 3/4	16	3,560	36,490
ENTRON*	ENT	O 1	1		.00	1 1/2	3/8	7	1,358	1,358
GENERAL INSTRUMENT	GRI	N 9 1/2	9 1/8	+ 3/8	+ 4.10	17 1/8	5/8	7	7,201	68,409
GENERAL TV*	G	O 5/8	5/8		.00	1 1/2	1/4	31	1,000	625
SCIENTIFIC-ATLANTA	SFA	A 15 1/8	13 7/8	+ 1 1/4	+ 9.00	17 3/8	4	13	966	14,610
TELE-COMMUNICATION	TCCM	O 3 1/2	3 1/2		.00	6 3/8	7/8	2	5,181	18,133
TELEPROMPTER	TP	N 5 5/8	5 3/8	+ 1/4	+ 4.65	9	1 3/8	12	16,604	93,397
TIME INC.	TIM	N 54 1/4	55 5/8	- 1 3/8	- 2.47	59 1/4	24 7/8	11	9,960	540,330
TIME INC.	TICM	O 1 3/4	1 7/8	- 1/8	- 6.66	4 7/8	1 3/4	4	634	1,100
UA-COLUMBIA CABLE	UACC	O 8	7 3/4	+ 1/4	+ 3.27	12 3/4	3 3/4	11	1,714	13,712
UNITED CABLE TV	UCTV	O 2 5/8	2 5/8		.00	4 5/8	1/4	5	1,879	4,932
VIA	VIA	N 7	6 5/8	+ 3/8	+ 5.66	9 1/4	2 5/8	9	3,665	25,655
VIKON**	VIK	A 1 3/8	1 3/4	- 3/8	- 21.42	4	1/2	1	2,534	3,484
TOTAL									83,760	938,137
Programming										
COLUMBIA PICTURES	CPS	N 4 5/8	5 3/4	+ 7/8	+ 15.21	9 1/2	1 5/8	25	6,748	44,705
DISNEY	DIS	N 41 1/2	40	+ 1 1/2	+ 3.75	54 3/4	18 3/4	23	29,755	1,234,832
FILMWAYS	FWY	A 4 3/8	4	+ 3/8	+ 9.37	4	2 1/8	6	1,792	7,840
FOUR STAR*	F	O 3/8	3/8		.00	1 3/8	1/8	1	666	249
GULF + WESTERN*	GW	N 36 7/8	36 7/8		.00	42 1/2	18 3/8	5	14,470	533,581
MCA	MCA	N 63 1/4	63 1/4	+ 6	+ 9.48	81	19 1/4	9	8,478	587,101
MGM	MGM	N 15 1/8	14 1/4	+ 7/8	+ 6.14	32 1/2	9 1/4	6	12,180	184,222
TELE-TAPE** *	T	O 1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.	T	O 4	4 1/8	- 1/8	- 3.03	5	1 1/4	8	943	3,772
TRANSAMERICA	TA	N 7 7/8	8	- 1/8	- 1.56	10 3/8	5 1/2	12	64,945	511,441
20TH CENTURY-FOX	TF	N 13 1/2	11 5/8	+ 1 7/8	+ 16.12	14 7/8	4 1/2	14	7,547	101,884
WALTER READE** *	WALT	O 3/8	3/8		.00	1/2	1/8		4,296	1,611
WARNER	WCI	N 17 1/4	16 3/4	+ 1/2	+ 2.98	20 7/8	6 7/8	7	16,718	288,385
WEATHER	WCO	A 3 1/4	3 3/8	- 1/8	- 3.70	8 1/8	1 1/4	6	2,229	7,246
TOTAL									172,957	3,507,414
Service										
ARND INC.	ARND	O 16	16 1/4	- 1/4	- 1.53	17 1/2	9 7/8	7	2,513	40,208
COMSAT	CO	N 37 1/2	35 3/8	+ 2 1/8	+ 6.00	46	23 3/4	8	10,000	375,000
DOYLE DANE BERNBACH	DOYL	O 10 1/8	9 3/4	+ 3/8	+ 3.84	11 7/8	5 5/8	6	1,816	18,387
ELKINS INSTITUTE** *	ELKN	O 1/8	1/8		.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCR	N 8 1/2	8 5/8	- 1/8	- 1.44	11 1/4	5 3/8	6	2,121	18,028
GREY ADVERTISING	GREY	D 6 3/4	6 7/8	- 1/8	- 1.81	8 3/8	1	4	1,213	8,187
INTERPUBLIC GROUP	IPG	N 15 1/4	15	+ 1/4	+ 1.66	19	8 1/8	5	2,249	34,297
MARVIN JOSEPHSON	MRVN	O 6 5/8	6 1/2	+ 1/8	+ 1.92	9 3/4	3 1/4	5	1,800	11,925
MCI COMMUNICATIONS	MCIC	O 2 1/2	2 1/2		.00	5 1/2	1		13,339	33,347
MOVIELAR	MOV	A 1 3/8	1 1/2	- 1/8	- 8.33	1 3/4	1/2	7	1,407	1,934
MPO VIDEOELECTRONICS	MPO	A 3 1/4	3 1/8	+ 1/8	+ 4.00	4	1	18	537	1,745
NEEDHAM, HARPER	NHDMA	O 5	5 1/8	- 1/8	- 2.43	7 1/2	3 5/8	7	802	4,460
A. C. NIELSEN	NIELA	O 17 1/2	16	+ 1 1/2	+ 9.37	29	7 1/8	16	10,598	185,465
OGILVY & MATHER	OGIL	O 16 1/4	16	+ 1/4	+ 1.56	23 1/2	10	5	1,805	29,331
J. WALTER THOMPSON	JWT	N 6 5/8	6 3/4	- 1/8	- 1.85	12	4 1/4	9	2,649	17,549
UNIVERSAL COMM.*	U	O 1/4	1/4		.00	3/4	1/8		715	178
TOTAL									55,551	780,278

Stock symbol	Exch.	Closing Wed. Aug. 27	Closing Wed. Aug. 20	Net change in week	1/ change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
Electronics/Manufacturing											
AMPEX	APX	N	5 3/8	4 3/4	+ 5/8	+ 13.15	8 3/8	2 1/4	5	10,885	58,506
CCA ELECTRONICS*	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 3/4	1 1/2	+ 1/4	+ 16.66	2 1/8	1	8	2,319	4,058
COMU, INC.	CDH	A	2 3/8	2 3/8		.00	3 7/8	1 1/4	26	1,617	3,840
CONRAC	CAX	N	15 1/8	16 7/8	- 1 3/4	- 10.37	21 3/4	10	7	1,271	19,223
EASTMAN KODAK	EASKD	N	90 3/8	90	+ 3/8	+ .41	108 3/4	63	23	161,347	14,581,735
GENERAL ELECTRIC	GE	N	43 5/8	41 3/4	+ 1 7/8	+ 4.49	65	30	14	182,885	7,978,358
HARRIS CORP.	HRS	N	23	22	+ 1	+ 4.54	33 1/2	13 1/8	329	6,160	141,680
HARVEL INDUSTRIES*	HARV	D	3	3		.00	9	2 1/2	19	480	1,440
INTERNATIONAL VIDEO	IVCP	D	2 3/8	2 1/4	+ 1/8	+ 5.55	7 1/2	1 1/4	4	2,730	6,483
MAGNAVDX*	MAG	N	8 7/8	8 7/8		.00	9 7/8	3 3/4	8	17,799	157,966
MICROWAVE ASSOC. INC	MAI	N	14 3/8	15	- 5/8	- 4.16	26 7/8	9 3/4	7	1,320	18,975
3M	MMM	N	53 5/8	51 1/2	+ 2 1/8	+ 4.12	80 1/2	7 5/8	27	114,240	6,176,120
MOTOROLA	MOT	N	44 5/8	40 3/4	+ 3 7/8	+ 9.50	61 7/8	34 1/8	20	28,198	1,258,335
DAK INDUSTRIES	OEN	N	8	8 1/4	- 1/4	- 3.03	12 7/8	5 1/4	3	1,639	13,117
RCA	RCA	N	17	16 3/4	+ 1/4	+ 1.49	21 1/2	9 7/8	13	74,547	1,267,299
ROCKWELL INTL.	ROK	N	22 1/4	23 1/2	- 1 1/4	- 5.31	28 3/8	18 3/8	7	30,913	687,814
RSC INDUSTRIES	RSC	A	1 5/8	1 7/8	- 1/4	- 13.33	2 1/4	1/2	6	3,440	5,590
SONY CORP.	SNE	N	10 1/8	10 1/4	- 1/8	- 1.21	29 7/8	4 3/4	27	172,500	1,746,562
TEKTRONIX	TEK	N	32	33 1/4	- 1 1/4	- 3.75	47 3/4	18 1/2	11	8,671	277,472
TELEMATRON	TMT	D	1 1/2	1 1/4	+ 1/4	+ 20.00	2 3/4	1	9	1,050	1,575
VARIAN ASSOCIATES	VAR	N	13 1/4	12 1/4	+ 1	+ 8.16	17 3/4	5	12	6,838	90,603
WESTINGHOUSE	WX	N	15 7/8	15	+ 7/8	+ 5.83	26	8 1/2	44	86,280	1,380,950
ZENITH	ZE	N	23 1/4	22 7/8	+ 3/8	+ 1.63	31 5/8	10	97	18,797	437,030
TOTAL										937,516	36,264,836
GRAND TOTAL										1,701,583	51,365,911
Standard & poor's Industrial Average			94.8	93.4	+1.4						

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	Per Share	Revenues	Net income	Per Share
Ampex Corp.	3 mo. 8/2	63,655,000	+ 3.7%	1,559,000	-88.1%	.14	61,342,000	13,125,000 ¹	1.21
Burnup & Sims Inc.	3 mo. 7/31	16,879,300	-40.7%	138,100	-90%	.02	28,498,400	1,380,100	.17
CBS Inc.	6 mo. 6/30	903,327,000	+ 8.2%	58,102,000	+ 5.5%	2.03	834,601,000	50,315,000	1.76
Comcast Corp.	6 mo. 6/30	4,109,421	+14.9%	181,746	+29.8%	.10	3,574,817	140,016	.08
Cox Cable Communications Inc.	6 mo. 6/30	13,622,077	+24.4%	1,263,418	+26%	.35	10,948,749	1,002,982	.28
Filmways Inc.	3 mo. 5/31	22,034,000	+11.2%	220,000	-40.5%	.10	19,808,000	370,000	.18
Fuqua Industries Inc.	6 mo. 6/30	247,492,000	- 9.7%	(982,000)	*	.00	274,092,000	6,794,000	.77
Globetrotter Communications Inc.	6 mo. 6/30	18,171,256	- 6.8%	285,566	-77.6%	.10	19,515,021	1,276,717	.48
Grey Advertising	6 mo. 6/30	23,906,000	- 0.1%	1,047,000	- 7%	.87	23,944,000	1,126,000	.90
Gross Telecasting Inc.	6 mo. 6/30	3,115,177	+ 1%	492,800	- 7.4%	.62	3,083,371	532,279	.67
Harris Corp.	year 6/30	479,058,000	+ 9.7%	852,000	-95.3%	.14	436,657,000	18,191,000	2.92
Heritage Communications Inc.	6 mo. 6/30	1,203,555	+155%	(159,201)	*	(.51)	471,379	(139,823)	(.46)
Jefferson-Pilot Corp.	6 mo. 6/30	249,992,428	+ 8.9%	27,085,196	- 0.7%	1.13	229,468,225	27,289,941	1.13
Kaiser Industries Corp.	6 mo. 6/30	64,170,100	+26.8%	48,259,000	+65%	1.70	505,855,000	29,237,000	1.04
Lin Broadcasting Corp.	6 mo. 6/30	16,816,722 ²	+56.6%	1,847,959	+82.2%	.71	10,736,155	1,014,228	.39
McGraw-Hill Inc.	6 mo. 6/30	229,185,000	+ 3.2%	6,946,000	-13.4%	.28	221,936,000	8,027,000	.32
Meredith Corp.	year 6/30	161,476,000	+ 7.2%	6,258,000	-15.6%	2.08	150,637,000	7,416,000	2.54
Mooney Broadcasting Corp.	6 mo. 6/30	2,346,129 ³	+ 1.1%	229,167	+315%	.60	2,318,554	55,105	.14
MovieLab Inc.	26 wks. 6/28	11,352,714	+14.6%	305,698	+276%	.22	9,903,841	81,192	.06
New York Times Co.	6 mo. 6/30	202,635,000	+ 5.5%	8,367,000	-27.4%	.76	191,943,000	11,528,000	1.03
Post Corp.	6 mo. 6/30	10,060,030	+10%	(212,502)	*	(.24)	9,139,953	(56,875)	(.06)
Scientific-Atlanta Inc.	year 6/30	35,734,000	+35.6%	1,247,000	+33.3%	1.29	26,351,000	935,000	.97
Sonderling Broadcasting Corp.	6 mo. 6/30	11,912,000	+10.9%	565,000	+21.2%	.78	10,738,000	466,000	.59
Technical Operations Inc.	9 mo. 6/30	77,900,000	- 4.6%	440,000	-58.6%	.33	81,661,000	1,064,000	.76
Tektronix Inc.	year 5/31	336,645,000	+24%	26,329,000	+23.3%	3.04	271,428,000	21,353,000	2.47
J. Walter Thompson Co.	6 mo. 6/30	62,218,000	+ 5.6%	740,000	*	.28	58,890,000	(407,000)	(.15)
Times Mirror Co.	28 wks. 7/13	381,744,000	- 0.2%	17,680,000	-36.4%	.52	382,714,000	27,804,000	.82
Walter Reade Organization Inc.	6 mo. 6/30	11,950,000	- 8.3%	(90,000)	*	(.02)	13,033,000	7,000	(.02)
Wrather Corp.	6 mo. 6/30	9,213,000	- 2.7%	6,000	*	.00	9,471,000	(7,018,000)	(3.15)

¹ Includes \$13 million non-recurring IBM settlement and \$.51 per share tax benefit.
² Includes operations of KXAS-TV Fort Worth purchased on Nov. 8, 1974
³ Includes \$345,326 gain on sale of WKGN(AM) Knoxville, Tenn., in January.
*Change too great to be meaningful.

Fates & Fortunes®

Media

Herb Victor, VP-general manager, KBHK-TV San Francisco, named executive VP with responsibility for station operations, program planning and development for parent Kaiser Broadcasting Co. Second newly created position, director of program services and reporting to Mr. Victor, has yet to be filled.



Victor



Fletcher

Fred Fletcher, president of Capitol Broadcasting Co., Raleigh, N.C., retires after 36 years in broadcasting. Company, founded by his father, A.J. Fletcher, operates WRAL-FM-TV Raleigh, Woody Hayes Background Music, Tobacco Radio Network and North Carolina News Network.



Henkin

Joseph Henkin II, operations manager, KPAT(FM) Sioux Falls, S.D., named general manager. He is third generation of Ksoo Radio Inc. family: Joseph Henkin purchased KSOO(AM) Sioux Falls in 1927; his son, Morton, became president and general manager in 1945 on death of Joseph. Morton Henkin died a year ago (BROADCASTING, Sept. 2, 1974).

Lawrence Busse, general manager, WLUC-TV Marquette, Mich., named to same post, WEAU-FM-TV and WAXX(AM) Chippewa Falls, Wis.

Thomas L. Cagnon, sales manager, KTVO(TV) Ottumwa, Iowa, succeeds Mr. Busse.

Bernice Slater, correspondent, KRAK(AM) Sacramento, Calif., and VP of parent Hercules Broadcasting Co., named general manager of Hercules Broadcasting, which owns and operates KRAK-KEWT(FM) Sacramento and KMPS(AM)-KEUT(FM) Seattle. **Jim McGovern**, general manager, KYXI(AM) Oregon City, Ore., named to same post, KMPS(AM)-KEUT(FM) Seattle, stations newly acquired by Hercules (BROADCASTING, Aug. 4).

Joan F. Mosley, attorney, NBC law department, New York, named senior attorney.

Meyer Davis, producer-director, WAGA-TV Atlanta, named operations manager, WTVC(TV) Chattanooga.

Ralph Daniels, director of broadcast standards, NBC, New York, promoted to VP, broadcast standards administration, effective Sept. 2. He continues to report to **Herminio Traviesas**, VP, broadcast standards.

New officers, West Virginia Broadcasters Association: **Frank J. Lee**, WMMN(AM) Fairmont, president; **George Andrick**, WSAZ-TV Huntington, VP; **J. Ross Felton**, WWVA(AM) Wheeling, secretary-treasurer. Winner of WVBA Mel Burka award: **Robert W. Ferguson**, WTRF-TV Wheeling.

Concert Music Broadcasters Association newly elected officers: **Myron Bennett**, noncommercial WGUC(FM) Cincinnati; **Vianne Webb**, WGH-FM Newport News, Va.; **Henry Fogel**, WONO(FM) Syracuse, N.Y., and **Mike Cuthbert**, WGMS-FM Washington. Re-elected officers are **Ray Nordstrand**, WFMT(FM) Chicago, chairman, and **C.K. Patrick**, WCLV(FM) Cleveland.

John J. Miller, general manager, KCOL-AM-FM Fort Collins, Colo., elected secretary-treasurer. Colorado Broadcasters Association, in special election held to replace S.A. Heater, KSPN(FM) Aspen, resigned.

Robert D. Wood, president of CBS Television Network, will receive the 12th annual humanitarian award by the National Conference of Christians and Jews at its entertainment division dinner Sept. 18 in Los Angeles.

B.G. Robertson, VP-general manager, KTHV(TV) Little Rock, Ark., awarded Arkansas Pioneer Broadcaster citation by Arkansas Broadcasters Association to honor his 43 years in broadcasting.

Sol Talshoff, editor and chairman of BROADCASTING, and **Harold Kassens**, retired assistant chief of FCC's Broadcast Bureau and long-time FM exponent, now consultant, named to receive National Association of FM Broadcasters' first annual Golden Radio awards, at NAFMB's National Radio Broadcasters Conference and Exposition in Atlanta Sept. 17-20.

Thomas Carwitz, manager, plant operations and maintenance, Hollywood Presbyterian Medical Center, named manager of facilities for KCET(TV) Los Angeles.

Frank Akers, bureau chief, Springfield, Mo. noncommercial WSSR(FM) there, named community services director, WRTH(AM) St. Louis.

Broadcast Advertising



Kern

Arthur H. Kern, general sales manager, WJZ-TV Baltimore, named to same post at KYW-TV Philadelphia. He replaces **Jonathan Hayes** who last month moved to KDKA-TV Pittsburgh (BROADCASTING, Aug. 18). All three outlets are Group W-owned stations.

Joseph Dell'Aquila, VP-account supervisor, deGarmo Advertising Agency, New York, and **James Andrews**, executive VP, Calderhead, Jackson, New York, named advertising managers for Polaroid Corp., Cambridge, Mass. **Cameron Foote**, in advertising merchandising for Polaroid, named sales promotion manager.

Ronald B. Kaatz, VP, network broadcast supervisor and associate media director, J. Walter Thompson, Chicago, assumes additional duties as director of media analysis.

Frank Di Giacomo and **Stan Block**, senior VP and VP, respectively, of Rosenfield, Sirowitz and Lawson, named associate creative directors of Cohen Pasqualina Timberman Inc., New York.

Carol Lang, production coordinator, Topel & Associates, Chicago broadcast production agency, named to same post, Clinton E. Frank, Chicago.

Robert J. Norsworthy, VP-account executive, J. Walter Thompson, Chicago, named management supervisor.

Robert Barnett, sales manager, KALO(AM) Little Rock, Ark., named general sales manager, WYLD-AM-FM New Orleans.

James Joslyn, formerly general sales manager, WLS(AM) Chicago, named to same post, KVOA-TV Tucson, Ariz.

Sara Bazer, formerly sales assistant, Peters Griffin Woodward, New York, named buyer/estimator, Kelly, Scott and Madison, Chicago media service organization.

Don Bernard, sales manager, WPET(AM)-WRQK(FM) Greensboro, N.C., named local sales manager, WSOC-AM-FM Charlotte, N.C.

George C. Allen Jr., with Edward Petry & Co., Los Angeles, named general sales manager, WJIL-TV Terre Haute, Ind.

John Baggio, account executive, Television Advertising Representatives, Chicago, named sales manager, WPGH-TV Pittsburgh.

Dan Cohen, account executive, WMAL-FM Washington, named local sales manager.

Mike Byrnes, assistant treasurer, Pickard China, Antioch, Ill., elected VP of finance, A. Eicoff & Co., Chicago agency.

R. Jackson Little, account supervisor, BBDO, San Francisco, elected VP.

Programing

Herbert F. Solow, formerly VP worldwide production, MGM, named president, Hanna-Barbera Television, newly formed live-action TV programing arm of Hanna-Barbera Productions, aiming to produce prime-time entertainment.

Douglas A. Skene, manager, sports administration, NBC, named director, operations and administration, NBC Sports, New York.

Deanne Barkley, VP, creative affairs, Robert Stigwood Organization, Los Angeles, elected VP, program development, NBC-TV's headquarters in Burbank, Calif.

Al Gee, program director and announcer, WLBI(AM) New York, elected executive director, National Association of Television and Radio Announcers (NATRA), at black announcers association's convention in Baltimore. Mr. Gee will establish national office for organization in New York.

Joseph W. Abruscato, director, sales administration, Columbia Pictures Television, Los Angeles, elected VP.

Milt Hamerman, casting director, named VP-talent, Universal Television, Hollywood.

John Donnelly, executive producer, WSBK-TV Boston Bruins hockey telecasts, named production manager.

David Kerrigan, production manager, KOLD-TV Tucson, Ariz., named to same post, KVOA-TV Tucson.

Wes Lund, senior announcer, WIVE-AM-FM Ashland, Va., named program director.

Skip Carney, announcer, WSOC-AM-FM Charlotte, N.C., named music director.

Frank Herzog, sports reporter, WTOP-AM-TV Washington, named sports director, WTOP(AM).

Craig Roberts, sportscaster, WRAU-TV Peoria, Ill., named to same post, WRTV(TV) Indianapolis.

David T. Wilkinson, assistant program manager, WTIC-AM-FM Hartford, Conn., named program manager, WTIC-FM.

Alice Marshall, supervisor of television promotion media services, KIRO-TV Seattle, named supervisor of TV traffic.

Charles Balthaser, program director, WMRN(AM) Marion, Ohio, named VP-executive producer, Marion Audio Visual Productions Inc., program producers for TV, industry and advertising, Marion.

Broadcast Journalism

Bill Bonds, anchorman, WXYZ-TV Detroit, and **Tom Ellis**, anchorman, WBZ-TV Boston, named co-anchors, WABC-TV New York.

Joel Albert, senior producer, WRC-TV Washington, named manager, news operations and special projects, succeeded by **Jim Van Messel**, executive producer, WABC-TV New York.

Adam Clayton Powell III and **Edward S. Rickards Jr.**, editors, WINS(AM) New York, named news directors.

Joseph Foster, assignment editor, WWJ-TV Detroit, named news director, WLOS-TV Asheville, N.C.

Larry Maisel, news director, WJXT(TV) Jacksonville, Fla., named to same post, WTOL-TV Toledo, Ohio.

Dick Horner, news producer, WSB-TV Atlanta, joins KYW-TV Philadelphia in same capacity.

Kathryn Kiefer, reporter/co-anchor KOMO-TV Seattle, named Washington correspondent, WBBM-TV Chicago.

Bob Coker, director of news and public affairs, WIRE(AM)-WXTZ(FM) Indianapolis, named to anchor national network news, Mutual Broad-

casting System, Washington.

Ted Russell, reporter, WWJ(TV) Detroit, named anchorman, WFTV(TV) Orlando, Fla.

Bill Taylor, news director, WREX-TV Rockford, Ill., named managing editor, WISN-TV Milwaukee succeeded by **Frank Graham**, assistant news director, WREX-TV.

John McAllister, newsman, Associated Press, Concord, N.H., named broadcast supervisor for Northern New England, AP, Concord, N.H., replacing **Patti Lee Reed**, previously named AP's Providence, R.I., correspondent.

Gay Smith, producer/writer, KYTV(TV) Springfield, Mo., named reporter/co-anchor, WISH-TV Indianapolis.

Thomas Steyer, reporter, WOWK-TV Charleston, W. Va., named head of Parkersburg, W. Va., news bureau, WSAZ-TV Huntington, W. Va. **Beatrice Walker**, trainee, WSAZ-TV Huntington, named general assignment reporter.

Richard Hunt, newscaster, WKLO(AM) Louisville, Ky., named to same post, WKRC(AM) Cincinnati.

Bruce Fuller, reporter and anchorman, non-commercial WENH-TV Durham, N.H., named general assignment reporter, WITI-TV Milwaukee.

Susan Dwyer, general assignment reporter, KOMO-TV Seattle, named staff reporter and editorial researcher, WHEC-TV Rochester, N.Y.

Cable

Ray Scott, veteran sports broadcaster, named sports director of Continental Communications, Haddonfield, N.J., which began opera-

Henry I. Christal, 78, retired chairman of Henry I. Christal Co., died of cancer Aug. 22 at hospital near his home in Yorktown Heights, N.Y.

Mr. Christal was associated with late Edward Petry and late Edward E. Voynow in formation of Edward Petry & Co., pioneer station-rep firm, on Feb. 1, 1932. He helped build it into one of dominant radio-TV representation companies before differences between him and Mr. Petry led to his departure almost two decades later. He founded Henry I. Christal Co. as radio-only rep firm in 1952 and was active in its operation for many years before selling it, in December 1968, to President Philbin F. Flanagan and associates. Mr. Flanagan, now chairman, sold company to Cox Broadcasting Corp. in 1973.

Since retirement Mr. Christal had lived at his Yorktown Heights farm and bred registered Guernsey cattle and Morgan horses, among which was national champion stallion, Cheasley Superman.

Surviving are his wife, former Molly McMahon, and daughter, Mrs. Martin E. Anderson Jr.

tion in June, offering tape sports programming to cable systems.

Roger M. Pierce, Northwest regional manager, Cox Cable Communications Inc., Aberdeen, Wash., named VP-general manager, Cox Cable TV of Spokane (Washington) Inc., subsidiary.

Camille Charlton, administrative assistant, Jones Intercable Inc., public subsidiary of Jones International Ltd., Denver, elected VP of parent, The Jones Group Ltd., cable TV brokerage firm, Denver.

Werner R. Koester, managing director, Oak Holland, subsidiary of Oak Industries Communications Group, Emmen, Holland, named president of Oak's CATV Division, Crystal Lake, Ill. **John P. Donohue Jr.**, director of manufacturing, Oak Switch Division, Crystal Lake, named general manager, succeeding Mr. Koester.

Equipment & Engineering

James Harford, former president, Schafer Electronics, broadcast/automation firm, Los Angeles, named general manager, Spectra Automation Division, Spectra Data Inc., Northridge, Calif.

Allied Fields

Bethlyn Hand, administrative assistant to Jack Valenti, president of Motion Picture Association of America and of Association of Motion Picture and Television Producers, named associate director of MPAA's advertising code in Los Angeles, effective Oct. 1. Advertising code is part of Code and Rating Administration of MPAA, overseeing all TV, radio and print advertising of motion picture companies. Ms. Hand replaces **Richard McKay** who resumes full-time duties as member of MPAA's rating board, also in Los Angeles.

J. Thomas Rosch, director, Bureau of Consumer Protection, Federal Trade Commission, will resign to join San Francisco law firm, McCutchen, Doyle, Brown & Enersen. No successor has been named.

Herbert T. Hughes, VP, Data Communications Corp., Memphis, elected executive VP. **James McKee**, sales and marketing VP, DCC, elected senior VP.

Stan Rosenfield, executive VP, Jay Bernstein Public Relations, Los Angeles, has resigned to establish own public relations firm, Stan Rosenfield & Associates, Beverly Hills, Calif.

Cliff Dektar, **Jerry Franken** and **Mark Landis** elected VPs of Inter-Comm Public Relations Associates, Los Angeles, formed by recent merger of McFadden, Strauss & Irwin Inc. and Allan, Ingersoll, Segal & Henry. Messrs. Dektar and Franken were MSI VP's; Mr. Landis, AISH VP, before merger.

Richard Stratton, executive producer and assistant program manager, KTTV(TV) Los Angeles, elected VP and executive in charge of Microtape West there, service of KTTV, providing equipment and services to TV production companies. Both are owned by Metromedia Television.

Bill Granger, formerly with United Press International, Chicago bureau, and reporter for *Chicago Tribune* and *Chicago Sun-Times*, named TV-radio critic for *Sun-Times*, succeeding **Ron Powers**, who now writes features for paper.

Ruth Betzer, on media research division management staff, A.C. Nielsen Co., Northbrook, Ill., elected VP.

Leonard R. Raish, with Office of Telecommunications Policy, Washington, resigns Sept. 2 to enter private practice of law in Washington.

Deaths

Edward J. McCormick Jr., 60, attorney for Broadcast Bureau, FCC from 1957 until last May, died Aug. 24 at George Washington hospital, Washington, after extended illness. Survivors include his wife, Jean, and daughters Margaret, Katheleen and Mary.

Frank E. Whittam, 63, NBC engineering manager, most recently involved with development of NBC's electronic journalism in Washington, died Aug. 21 of coronary at his home in suburban Washington. He is survived by his wife, Mary; sons, Frank Jr. and James, and daughter, Edith.



Brines

was assistant general manager of WGN(AM) Chicago. He was on BROADCASTING editorial staff in Washington in 1936-40. Survivors are wife, Hester; daughter, Mrs. Barbara Brown, of Washington, and son, Craig, now with Truth stations.

Donald B. MacDowell, 56, engineer for NBC, Washington, for more than 25 years, died of cancer Aug. 17 at his Kensington, Md., home.

Paul C. Brines, 66, who retired two years ago from presidencies of Truth Publishing Co. (Elkhart [Ind.] *Truth*) and Truth Radio Corp. (WSIV(TV), WTRCI(AM), WYEZ(FM) Elkhart), died Aug. 27 in Naples Community hospital, Naples, Fla., of emphysema and complications. Before joining Truth in 1955, he

Survivors include his wife, Betty; son, Laird, and daughter Susan.

Hal Stark, 61, with WBBM(AM) Chicago for 16 years and music director of Glenn Miller bands, died of cancer Aug. 21 at Passavant Memorial hospital, Chicago.

Sam McGee, 81, oldest member of *Grand Ole Opry*, died Aug. 21 of injuries suffered in tractor accident on his Williamson county farm near Nashville. He joined *Opry* in 1925, less than month after it went on radio.

L. James Rolfe, 55, chief engineer, Indiana University's noncommercial WFIU(FM) Bloomington, died Aug. 17 of heart attack at his home there. He is survived by his wife, Nina, and five children.

Bill Williams, 51, Southeastern editor of *Billboard* and former news and public affairs director, WSM-AM-TV Nashville, died Aug. 18 at Grady Memorial hospital, Atlanta, after heart attack. Survivors include his wife, Eunice, four sons and two daughters.

For the Record®

As compiled by BROADCASTING, Aug. 18 through Aug. 22 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 starts

- KDTV San Francisco—Authorized program operation on UHF ch. 60 (746-752 mhz); ERP 891 kw vis, 178 kw aur. HAAT 1,240 ft. Action Aug. 7.
- KMXN-TV Albuquerque, N.M.—Authorized program operation on UHF ch. 23 (524-530 mhz); ERP

11.5 kw vis, 2.19 kw aur. HAAT—25 ft. Action Aug. 6.

TV license

Broadcast Bureau granted following licenses covering new stations:

- WMEG-TV Biddeford, Me., University of Maine. (BLET-379). Action Aug. 12.

AM applications

- Amherst, Va.—Amherst Broadcasting Associates seeks 1420 khz, 1 kw-D. P.O. address: 5952 N. 10th Rd., Arlington, Va. Estimated construction cost \$11,845; first-year operating cost \$17,686; revenue \$40,000. Format: C&W, contemporary, MOR. Principals: Michael R. Starling and Christopher L. Crosswhite (each 50%). Mr. Starling is engineering supervisor and Mr. Crosswhite is chief maintenance and engineering supervisor for Mutual Broadcasting System. Ann. Aug. 18.

AM actions

- Friona, Tex.—Beacon Broadcasting Corp. application for 1070 khz, 250 w-D dismissed (failure to prosecute) (BP-19,653). July 29.
- Wharton, Tex. Beverly Ann Irish.—Broadcast Bureau granted 1500 khz, 500 w-D, P.O. address:

11003 Cedarhurst. Estimated construction cost \$5,000; first-year operating cost \$56,976; revenue \$62,400. Format: C&W, folk. Principals: Ms. Irish (100%) has interest in carpet cleaning service (BP-19751). Action Aug. 19.

AM license

Broadcast Bureau granted following license covering new station:

- KDWN Las Vegas, Nev., Radio Nevada (BL-13918). Action Aug. 18.

FM applications

- Naples, Fla.—Sterling Communications Corp. seeks 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Suite 121, Gulfshore Square, 1400 Gulfshore Blvd. N., Naples 33940. Estimated construction cost \$101,727; first-year operating cost \$133,300; revenue \$115,000. Format: C&W, contemporary. Principals: Abe J. Voron (70%) and John L. Norman (30%). Mr. Voron has interest in WQAL(FM) Philadelphia as well as mail order business and is executive director of National Association of FM Broadcasters. Mr. Norman is announcer for WRGI(AM) Marco and WRGI-FM Naples and owns photography business and magazine. Ann. Aug. 21.

- Many, La.—WLV-TV Inc. seeks 107.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 595 Dillion St., Many 71449. Estimated construction cost \$23,002; first-year operating cost \$36,079; revenue 68,736. Format: MOR, C&W. Principals: Edwin T. Baldrige (75%) and Tedd W. Dumas (25%) own cablecasting company. Mr. Baldrige also owns cable system and motel. Ann. Aug. 21.

FM actions

- Broadcast Bureau granted following CP modifications to extend completion time to date shown: KPUB-FM Pueblo, Colo.—To Nov. 30, 1975 (BMPH-14580). KRGI-FM Grand Island, Neb.—To Dec. 31, 1975 (BMPH-14579). WDCR-FM Hanover, N.H.—To Feb. 5, 1976 (BMPH-14569).

- Thief River Falls, Minn. KTRF Radio Corp.—Broadcast Bureau granted 99.3 mhz, 3 kw, HAAT 172 ft. P.O. address: Box 40, Thief River Falls 56701. Estimated construction cost \$47,838; first-year operating cost \$12,000; revenue \$10,000. Format: MOR. Principals: Donald L. Olson, Lester A. Ihle, Orion D. Beich (28.8% each) and Robert A. Wurst (13.5%) own KTRF(AM) Thief River Falls (BPH-9295). Action Aug. 7.

- Newport, Ore. Yaquina Radio Inc.—Broadcast Bureau granted 102.5 mhz, 100 kw., HAAT 891 ft. P.O. address: 1932 N. Coast Hwy., Newport 97365. Estimated construction cost \$69,250; first-year operat-

NOTE
NEW
ADDRESS

**EDWIN TORNERG
& COMPANY, INC.**

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

Washington—5530 Wisconsin Avenue,
Washington, D.C. 20015
301-652-3766



radio • television • catv • public relations/contacts

Public Relations/Contacts is a regular feature of BROADCASTING, the newswweekly of broadcasting and allied arts, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page.

free film

New Film Releases
Summer 1975
 Ask for Free Brochure
ASSOCIATION-STERLING FILMS
 866 Third Avenue, New York 10022
 (212) 752-4431

FREE FILMS? CALL
MODERN TV
 The leading distributor. We have the most. PSA's & newscips too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

instructions

F.C.C. EXAM MANUAL
 The Original Test-Answers exam manual that prepares you at home for FCC First and Second Class Licenses. Includes Up-Dated multiple choice tests and key Schematic diagrams. PLUS - "Self-Study Ability Test." -- ONLY: \$9.95 Postpaid.
 COMMAND FREQUENCIES P.O. BOX 26348
 1835 INDUSTRIAL BLVD. SAN FRANCISCO, CALIF. 94126

programming

Fun Music
RADIO
 is changing into
GOLD

Box 2049, Scottsdale, Az 85252 602-946-2093


ONE MOMENT PLEASE[®]
 with **MORT CRIM**
 award winning—money making syndicated TV and radio feature

FREE AUDITION
 Alcare Communications
 collect (215) 687-5767

CAVOX
is PROFIT-PROGRAMMED MUSIC
 for Automated or Live Radio
 Complete Library Service - 6 MOR Formats - Mono or Stereo
 Call (213) 776-6933. CAVOX Stereo Productions,
 502 S. Isis, Inglewood, CA 90301.
 Ask for Rob Mayfield.

programming (cont'd)

Automation Programming
 that sounds LIVE!



CONCEPT PRODUCTIONS

CONTEMPORARY M.O.R. • PROGRESSIVE TOP 40
 SOFT TOP 40 • FAMILIAR PROGRESSIVE ROCK
 fresno townhouse • suite 535 • fresno, ca. 93721
 phone (209) 486-5294

CUSTOM TAPES FOR AUTOMATION



THE CnB STUDIOS

3415 BERESFORD AVENUE
 BELMONT, CALIFORNIA 94002
 415 / 592-6149

PETERS PRODUCTIONS, INC.

Programmed by the Pros

"COUNTRY LOVIN'"—Modern country
 "THE GREAT ONES"—Adult MOR
 "THE LOVE ROCK"—An instant winner
 "MUSIC... JUST FOR THE TWO OF US."
 —5 beautiful formats

ALSO CUSTOM JINGLES

Telephone (714) 565-8511

PETERS PRODUCTIONS, INC.

B276 Mercury Court - San Diego, California 92111

5-minute

Quality advertising programs
 Award winning—Time tested
 Increasing appeal and popularity
 Repeated Renewals

POINT OF LAW
DOCTOR'S HOUSE CALL

Broadcast as Public Service

or

Sell to wide range of General Sponsors
 Write or Call for Brochure/Audition Tape

SIGNAL PRODUCTIONS, INC.

6223 Selma Avenue • Hollywood, Calif. 90028
 Telephone (213) 463-4173

legal

BROADCASTING AND THE LAW

A publication for the entire station staff. Keeps you advised of FCC rule changes, court decisions, and Congressional actions affecting you . . . in a unique way. For further information and a sample copy write:

BROADCASTING AND THE LAW

Box 8357A
 Knoxville, Tennessee 37916

radio drama



Now available for local purchase:

CHARLES MICHELSON, inc.
 444 MADISON AVE., NEW YORK 10022 • (212) 759-3232



LUM and ABNER

5 - 15 MINUTE
 PROGRAMS WEEKLY
Lum & Abner Distributors
 1001 SPRING
 LITTLE ROCK, ARK. 72202
 Phone (501) 378-9292

GOLDEN DAYS OF RADIO

The Golden Days of Radio can be a money maker in your market. Five minute format for disc jockey shows—Half hour version also available. Send for free audition record, and rates.

ALEX LITROV ASSOCIATES
 1207 North Flores
 Hollywood, Calif. 90069

To: **BROADCASTING** 1735 DeSales St., N.W.
 Wash., D.C. 20036
 (202) 638-1022

Please insert the following copy for us beginning next month on the Public Relations/Contacts page and invoice at the 1x, 6x, 12x rate.

Name _____
 Company _____
 Address _____

ing cost \$24,000; revenue \$35,000. Format: easy listening, rock & roll. Principals: Thomas R. Becker (81.1%), et al. own KNPT (AM) Newport and KBCH (AM) Lincoln City, Ore. (BPH-9257). Action Aug. 7.

■ Aberdeen, S.D. Green Bay Broadcasting Co.—Broadcast Bureau granted 94.1 mhz, 100 kw., HAAT 196 ft. P.O. address: Box 36, Green Bay, Wis. 54305. Estimated construction cost \$53,967; first-year operating cost \$5,000; revenue \$12,000. Format: MOR/standard pops. Principal: Ben A. Laird (100%) owns WDUZ-AM-FM Green Bay, and seeks assignment of license of KSDN (AM) Aberdeen (BPH-9244). Action Aug. 7.

■ Corpus Christi, Tex.—KUNO Radio Inc. application for new FM on 99.1 mhz returned awaiting outcome of appeal on BPH-7006. Ann. Aug. 20.

FM starts

■ *KSBR Mission Viejo, Calif.—Authorized program operation on 88.5 mhz, ERP 9.6 w, HAAT —20 ft. Action Aug. 1.

■ *WJSU Jackson, Miss.—Authorized program operation on 90.7 mhz, TPO 10 w. Action July 31.

■ KPCR-FM Bowling Green, Mo.—Authorized program operation on 100.9 mhz, ERP 3 kw, HAAT 295 ft. Action July 31.

■ *WFAC Columbus, Ohio—Authorized program operation on 91.5 mhz, TPO 10 w. Action Aug. 5.

■ *KASM Dallas—Authorized program operation on 88.5 mhz, TPO 10 w. Action Aug. 12.

■ KWKQ Graham, Tex.—Authorized program operation on 107.1 mhz, ERP 3 kw, HAAT 100 ft. Action Aug. 12.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ KWAQ Sun City, Ariz., Sun City Broadcasting Corp. (BLH-6616). Action Aug. 20.

■ *KCDC Longmont, Colo., St. Vrain Valley School District (BLED-1413). Action Aug. 8.

■ KVMT Vail, Colo., Radio Vail (BLH-6751). Action Aug. 18.

■ *WZZE Hockessin, Del., Sanford School (BLED-1393). Action Aug. 21.

■ *KHKE Cedar Falls, Iowa, University of Northern Iowa (BLED-1331). Action Aug. 8.

■ KTGA Ft. Dodge, Iowa, Gospel Radio (BLH-6765). Action Aug. 21.

■ *WIDR Kalamazoo, Mich., Western Michigan University (BLED-1411). Action Aug. 20.

■ WLKM-FM Three Rivers, Mich., Williams County Broadcasting System Inc. (BLH-6731). Action Aug. 8.

■ WXIY Bay Springs, Miss., Cotton Valley Broadcasting Co. (BLH-6730). Action Aug. 8.

■ KCAP-FM Helena, Mont., KCAP Broadcasting Inc. (BLH-6745). Action Aug. 8.

■ WCSS-FM Amsterdam, N.Y., Community Service Broadcasting Corp. of Amsterdam (BLH-6756). Action Aug. 14.

■ *WKET Kettering, Ohio, Kettering City School District (BLED-1412). Action Aug. 8.

■ WDIF Marion, Ohio, Scantland Broadcasting Co. (BLH-6599). Action Aug. 8.

■ *WPSI Lehman, Pa., Pennsylvania State University (BLED-1318). Action Aug. 8.

■ *WLIU Lincoln University, Pa., Lincoln University (BLED-1370). Action Aug. 8.

■ *WVVE Norristown, Pa., Montgomery County Area Vocational Technical School Board (BLED-1346). Action Aug. 8.

■ *WSYC-FM Shippensburg, Pa., Shippensburg State College (BLED-1380). Action Aug. 8.

■ KBID Wichita Falls, Tex., Mustang Broadcasting Co. (BLH-6711). Action 8.

Ownership changes

Applications

■ KDZA-AM-FM Pueblo, Colo. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 100.7 mhz, 100 kw)—Seeks assignment of CP from Roger P. Brandt to Gayberry

Broadcasting Co. for \$410,000. Seller: Mr. Brandt has no other broadcast interests. Buyers: Michael M. Galer (51%) has interest in Boston real estate company. C. Janet Bernhardt (49%) also has interest in real estate company and owns thoroughbred horse stud service. Ann. Aug. 20.

■ WGRO (AM) Lake City, Fla. (960 khz, 500 w-D)—Seeks transfer of control of Columbia County Broadcasting Co. from John A. Dowdy, Robert E. Dobelstein and Donald E. Dockery (100% before; none after) to John G. Bolton Jr. and William H. Aaron Jr. (none before, 100% after). Consideration: \$225,000. Principals: Mr. Dowdy owns WMGR (AM)-WJAD (FM) Bainbridge, Ga. Mr. Boulton and Mr. Aaron are division managers for Katz station representative agency. Ann. Aug. 18.

■ WSCT (TV) Tallahassee, Fla. (ch. 27)—Seeks assignment of CP from Southern Capital Television to Allen Communications for \$37,707. Seller: Donall Myers, vice president, has no other broadcast interests. Buyer: E.C. Allen (100%) is mobile home manufacturer and has interest in student dormitory. Ann. Aug. 11.

■ WCBQ (AM) Oxford, N.C. (1340 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Radio Granville from William L. Carroll and Ray A. Childers (100% before; none after) to F. Roger Page Jr. (none before; 75% after) and Alvin Woodlief Jr. (none before, 25% after). Consideration: \$45,000 and assumption of \$100,000 debt. Principals: Mr. Page has interest in oil, coal, textile manufacturing, real estate and investment companies. Mr. Woodlief is general manager of WCBQ. Ann. Aug. 12.

■ KBJH (FM) Tulsa, Okla. (98.5 mhz, 100 kw)—Seeks transfer of control of American Christian College from Dr. Billy James Hargis, et al. (100% before, none after) to David A. Noebel, et al (none before; 100% after). Transfers are new members of board of trustees. Ann. Aug. 20.

■ KVDO-TV Salem, Ore. (ch. 3)—Seeks assignment of license from Corvallis TV Cable Co. to Oregon State Board of Higher Education for \$200,000. Seller: Corvallis TV Cable is subsidiary of Liberty Communications, operator of cable systems in nine states. Buyer: Board plans to use station for noncommercial educational purposes. Ann. Aug. 15.

■ WHPA (AM) Honesdale, Pa. (1590 khz, 500 w-D)—Seeks assignment of license from Wayne County Broadcasting Corp. to WHPA Broadcasting Corp. for \$115,000. Seller: Curtis C. Beusman, president, has no other broadcast interests. Buyers: Morris and Ruth Birnbaum (100% jointly) own gas company and management corporation. Ann. Aug. 22.

■ WIBG (AM) Philadelphia (990 khz, 50 kw-D, 10 kw-N)—Seeks assignment of license from Buckley Broadcasting Corp. of California to Fairbanks Broadcasting Co. of Pennsylvania for \$2,950,000. Seller: Buckley Broadcasting owns KOL-AM-FM Seattle KKH-AM-FM San Francisco and KGIL (AM) San Fernando, Calif. Buyer: Richard M. Fairbanks (93%), et al own WIBC (AM)-WNAP (FM) Indianapolis, KVIL-AM-FM Highland Park, Tex., WKOX (AM)-WVBF (FM) Framingham, Mass. and WRMF-AM-FM Titusville, Fla. Ann. Aug. 22.

■ WSJW (AM) Woodruff, S.C. (AM: 1510 khz, 1 kw-D, 250 w-CH)—Seeks assignment of license from S.J. Workman to RFD Radio for \$140,000. Seller: Mr. Workman wishes to assign station due to health reasons. Buyer: Ronald K. Edwards (100%) is attorney and has various real estate interests. Ann. Aug. 22.

■ KORN (AM) Mitchell, S.D. (1490 khz, 1 kw-D; 250 w-N)—Seeks assignment of license from Mitchell Broadcasting Association to Korn Palace Broadcasting for \$400,000. Seller: R.V. Eppel has no other broadcast interests. Buyers: Dean L. DeSchepper, Arthur C. Rew, Marilyn Christensen, Robert W. Anton and Michael E. Opiola (20% each). Mr. Opiola is director of news and public affairs for WBBM-FM Chicago. Ann. Aug. 18.

■ KP50 (AM) Falfurrias, Tex. (1260 khz, 500 w-D)—Seeks assignment of license from Regional Broadcasters to Brooks Broadcasting Corp. for \$75,000. Sellers: Donald Funkhouser and I. Clinton Miller have interest in KIBL (AM) Beeville, Tex. Buyer: Raymond O. Creely (100%) has interest in recording studio, background music service and retail liquor store in Wichita, Kan. Ann. Aug. 18.

■ KEZX (FM) Seattle (98.9 mhz, 35 kw)—Seeks assignment of license from Market-Casters Inc. to Roy H. Park Broadcasting of Washington for \$515,000. Sellers: Frederick Von Hofen and William L. Clark,

Mr. Clark is general manager of KABL (AM) San Francisco. Buyer: Roy H. Park, president and director of Park Broadcasting, has extensive broadcast interests including stations in Tennessee, North Carolina, Virginia, Oregon and Minnesota. Ann. Aug. 20.

Actions

■ WMGY (AM) Montgomery, Ala. (800 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Radio Montgomery to George H. Buck Jr. for \$200,000. Seller: Charles A. McClure, president, has majority interest in WHYD (AM)-WCGQ (FM) Columbus and WCHK-AM-FM Canton, both Georgia. Buyer: Mr. Buck owns WCOS-AM-FM Columbia, S.C., WHVN (AM) Charlotte, N.C. and WQAK (AM) Decatur, Ga. (BAL-8390). Action Aug. 19.

■ KCRIF (FM) Helena, Ark. (103.1 mhz)—Broadcast Bureau granted assignment of CP from Radio Helena Inc. to Twin Cities Broadcasting for \$85,000. Seller: Charles D. Sanders, sole stockholder, wishes to devote more time to other interests, WSWG-AM-FM Greenwood and WXXX (AM) Hattiesburg, both Mississippi. Buyer: Edward O. Fritts (100%) owns KMAR-AM-FM Winnesboro, La. and has interest in WNLA-AM-FM Indianola, Miss. (BAPH-576). Action Aug. 19.

■ KTLO-AM-FM Mountain Home, Ark. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 98.3 mhz, 1.4 kw)—Broadcast Bureau granted transfer of control, of Mountain Home Broadcasting Corp. from Arvin Stricklen and Kenneth R. Wilkens (100% before; none after) to Bobby D. Knight, Randall J. Messick, John T. Ahrens and Robert C. Ahrens, (none before; 25% each after). Consideration: \$400,000. Principals: Mr. Stricklen and Mr. Wilkens have no other broadcast interests, Mr. Knight and Mr. Messick are employees of KTLO. John T. Ahrens is dentist and Robert C. Ahrens is doctor (BTC-7778). Action Aug. 11.

■ KIIS (AM) Los Angeles (1150 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted transfer of control of Eleven-Fifty Corp. from Forty-Six Beacon Corp. (100% before; none after) to Pacific and Southern Co. (none before; 100% after). Consideration: \$4,809,996, notes valued at \$100,000, stock in parent company of Pacific and Southern and assumption of liabilities all totaling \$5,104,437. Principals: Forty-Six Beacon Corp., John E. Palmer, president, wishes to sell due to financial losses. Pacific and Southern is subsidiary of Combined Communications Corp., which has extensive interests in radio and television including KBTW (TV) Denver, KARK-TV Little Rock, Ark., KTAR-AM-TV Phoenix; WXIA-TV Atlanta and WSAI-AM-FM Cincinnati (BTC-7786). Action Aug. 11.

■ KEZS (FM) Sacramento, Calif.—Broadcast Bureau granted pro forma assignment of license from Cleveland Broadcasting Inc. to KEZS Inc. (BALH-2163). Action Aug. 14.

■ KEZL (FM) San Diego, Calif. 102.9 mhz, 50 kw)—Broadcast Bureau granted assignment of license from PSA Broadcasting to Pacific and Southern Co. for \$850,000. Seller: PSA Broadcasting, George M. Shortley, assistant treasurer, is licensee of KEZR (FM) San Jose, Calif. KLVE (FM) Los Angeles and KEZS (FM) Sacramento, which is in the process of being sold to Cleveland Broadcasting. Buyer: Pacific and Southern is subsidiary of Combined Communications Corp., publicly traded corporation, which has extensive broadcast interests including KBTW (TV) Denver, KOCO-TV Oklahoma City and WKLY-TV Louisville, Ky. (BALH-2134). Action Aug. 13.

■ KSSS (AM) Colorado Springs (740 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Northwest Broadcasting to Radio Colorado Springs for \$555,000. Seller: Robert B. Ridder, president. Northwest is also licensee of WDSM (AM) Superior, Wis. Buyer: Peoria Journal Star Inc., parent company, owns WAZY-AM-FM Lafayette, Ind., KNOX (AM)-KYTN (FM) Grand Forks, N.D. and KBMY (AM) Billings, Mont. Henry P. Slane is president (BAL-8429). Action Aug. 15.

■ KBRR (AM) Leadville, Colo. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Continental Divide Broadcasting Co. to ZAP Communications for \$150,000. Seller: John H. East, president, Buyers: Frank X. Ryan (23.5%), Marjorie Walther (29.4%), Robert H. Walther (23.5%) and Michael S. Wilson (23.5%). Mr. Ryan is news director and announcer for KADE (AM) Boulder, Colo. Ms. Walther is bookkeeper for bank in Illinois. Mr. Walther is engineer for KERE (AM) Denver. Mr. Wilson is former news director of KADE (BAL-8427). Action Aug. 13.

Summary of broadcasting

FCC tabulations as of June 30, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's 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
Total Radio	7,810	0	90	7,903	282	8,185
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
Total TV	923	10	16	949	76	1,015

*Special temporary authorization

**Includes off-air licenses

■ **WWCC(AM)** Bremen, Ga. (1440 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Bremen Radio Inc. to Marlin L. Lamar for \$172,000. Sellers: Miles Ferguson (40%), Thad K. Brown (30%), Ernie L. Pearce, Alford M. Pearce and Charles Nix (10% each). Mr. Brown is general manager of WWCC. Messrs. Ferguson and Pearce are principals in WDBM-AM—FM sale (see below). Mr. Nix is attorney. Buyer: Mr. Lamar has interest in WACC(AM) Autsell, Ga. and owns clothing store chain based there (BAL-8419). Action Aug. 15.

■ **WHIE(AM)** Griffin, Ga.—Broadcast Bureau granted acquisition of positive control of Telerad Inc. by Fred L. Watkins through sale of stock by Jacquelyn Williams Hodge to licensee corp.; consideration for 50% interest: \$127,500 (BTC-7798). Action Aug. 19.

■ **KIOE(AM)** Honolulu (1080 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Fox Broadcasting Corp. to Da Kine Hawaiian Radio for \$160,000. Seller: Clarence O. Furuya, president, Buyers: Everett and Hilary James (16-2/3% each), Ronald and Mary Macko (16-2/3% each) and Preston and Eileen James (16-2/3% each). Everett James is former general manager of KORL(AM) Honolulu. Mr. Macko is salesman for WNYS-TV Syracuse, N.Y. Preston James is retired geographer and Eileen James is cartographer. Mary Macko and Hilary James are teachers (BAL-8399). Action Aug. 19.

■ **WLWI(TV)** Indianapolis (ch. 13)—Broadcast Bureau granted assignment of license from AVCO Broadcasting Corp. to Video Indiana for \$17,650,000. Seller: Sales of AVCO stations WLWT(TV) Cincinnati, WLWC(TV) Columbus, Ohio, WWDC-FM Washington and KMOL-TV San Antonio, Tex. are pending. Buyer: Video Indiana is subsidiary of The Dispatch Printing Co., John Walton Wolfe (18.15%), chairman. Company publishes *Columbus Dispatch* and owns WBNS-TV Columbus, Ohio (BALCT-568). Action Aug. 11.

■ **WNBS(AM)-WAAW(FM)** Murray, Ky. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 103.7 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Service Broadcasting Co. of Timkay Inc. for \$1,000,000. Seller: Charles Shuffett and C.H. Hulse Jr., partners, have no other broadcast interests. Buyers: Glen C. Wilcox, Tipton C. Wilcox, Helen Canter Wilcox and Fransuelle Wilcox Cole (each 25%), are professor of communications, minister, real estate owner, and teacher, respectively. All principals have had broadcasting experience as staff or talent (BAL-8426). Action Aug. 15.

■ **WYRE(AM)** Annapolis, Md. (810 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Radio Chesapeake to Atlantic Broadcasting Corp. Consideration: \$775,000. Principals: Ernest Tannen, Marvin Mirvis and Kerby E. Confer have no other broadcast interests. Sidney A. Abel (51%), Donald A. Brown (6-1/8%), Joseph B. Gildenhorn (6-1/8%) and Benjamin R. Jacobs (6-1/8%) are stockholders in Atlantic Broadcasting. Mr. Abel is general manager of WJMD(FM) Bethesda, Md. Mr. Brown, Gildenhorn and Jacobs are Washington attorneys (BAL-8443). Action Aug. 15.

■ **WJBL-AM-FM** Holland, Mich. (AM: 1260 khz, 5 kw-D, DA; FM: 94.5 mhz, 10 kw)—Broadcast Bureau granted transfer of control of Zondervan Broadcasting Corp. from Zondervan Corp. (100% before; none after) to Peter J. Vanden Bosch (none before; 100% after). Consideration: 38,577 shares in WAUK-AM-FM Waukesha, Wis. and \$387,000. Zondervan Corp., Peter Kladder Jr., president, publishes religious books and records. Mr. Bosch is general manager of WJBL-AM-FM and WAUK-AM-FM (BTC-7781). Action Aug. 15.

■ **KWOA-AM-FM** Worthington, Minn.—Broadcast Bureau granted transfer of control of Worthington Broadcasting Co. from Josephine C. Olson and Northwestern National Bank of Minneapolis, co-executors of estate of Richard W. Olson, to Northwestern National Bank of Minneapolis and Josephine C. Olson, trustees of R.W. Olson Trust (BTC-7723). Action Aug. 11.

■ **WWTX(FM)** Corinth, Miss. (95.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Radio Corinth to E.C. Holsford for \$90,000. Sellers: Elbert A. White III and Charles A. Weeks, partners. Buyer: Mr. Holsford is former owner-manager of WVOM(AM) Iuka, Miss. and owns marina there (BALH-2131). Action Aug. 11.

■ **WXXX(AM)** Hattiesburg, Miss.—Application for assignment of license for Triple X Broadcasting Co. to WXXX Broadcasting Co. dismissed at request of at-

orney (BAL-8145). Action Aug. 20.

■ **KBET(AM)** Reno, Nev.—Broadcast Bureau granted involuntary assignment of license from Robert L. Stoddard, tr/as Sierra Broadcasting Co., to First National Bank of Nevada, special administrator of estate of Mr. Stoddard (BAL-8462). Action Aug. 19.

■ **WAAL(FM)** Binghamton, N.Y. (99.1 mhz, 7 kw)—Broadcast Bureau granted assignment of license from WAAL Radio to Butternut Broadcasting Co. for \$247,000. Seller: George Gray and family (100%) own WAAB(AM)-WAAF(FM) Worcester and WGCY(FM) New Bedford, both Massachusetts. Buyers: Alastair B. Martin, et al. own WMGW(AM)-WZPR(FM) Meadville, WPIC(AM)-WYFN(FM) Sharon, both Pennsylvania, WGRD-AM-FM Grand Rapids, WTRU Muskegon, both Michigan and WKNY(AM) Kingston, N.Y. (BALH-2122). Action Aug. 19.

■ **WGGO(AM)** Salamanca, N.Y.—Broadcast Bureau granted acquisition of positive control (100%) of Altair Communications Inc. by John R. Newman through sale of stock by James F. Clark Jr. to licensee corp.; consideration \$5,000 (BTC-7790). Action Aug. 11.

■ **WDBM-AM-FM** Statesville, N.C. (AM: 550 khz, 500 w-D; FM: 96.9 mhz, 3.6 kw)—Broadcast Bureau granted assignment of license from Iredell Broadcasting Corp. to Radio Statesville for \$500,000. Seller: Walter A. Duke, president and majority stockholder, has no other broadcast interests. Buyer: Miles H. Ferguson (55%), Alford M. Pearce (20%), E.L. Pearce Jr. (17%), et al. Mr. Ferguson owns WRLD(AM) Lanett, Ala. and has interest in WDSR(AM)-WTLD-FM Lake City, Fla. and has sold WWCC(AM) Bremen, Ga. (see above). Alford and E.L. Pearce are employees of WRLD (BAL-8420). Action Aug. 15.

■ **KEZI-TV** Eugene, Ore.—Broadcast Bureau granted transfer of control of Liberty Communications Inc. from Richard E. Miller, et al. (de jure) to Donald E. Tykeson, et al. (de facto); original shareholders will have 49.73% stock after transfer, change of .79%. Liberty is licensee of KVDO(TV) Salem, Ore., and has 26 cable systems through subsidiaries serving 40 communities (BTC-6746). Action Aug. 19.

■ **WHEX(AM)** Columbia, Pa. (1580 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Agintour Corp. to Hex Country Radio for \$250,000. Seller: Ernest Tannen (100%), has interest in WYRE(AM) Annapolis, Md. and WEEZ(AM) Chester, Pa. Buyers: John D. Poole (20%) owns lumber company; Kenneth A. Patrick (40%) owns realty company; Robert E. Collins (20%) is orthopedic surgeon and William P. Rife (20%) is sales manager of WHEX (BAL-8392). Action Aug. 13.

■ **WJNL-AM-FM-TV** Johnstown, Pa.—Broadcast Bureau granted involuntary assignment of license to Cover Broadcasting Inc., debtor in possession (BAL-8455). Action Aug. 11.

■ **KXOX(AM)** Sweetwater, Tex. (1240 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Stein Broadcasting Co. from Myrl Stein (55% before; none after) to Jack Stein (45% before; 100% after). Consideration: \$26,500. Principal: Jack Stein, general manager of KXOX, is son of Myrl Stein (BTC-7699). Action Aug. 15.

■ **KCPX-TV** Salt Lake City (ch. 4)—Broadcast Bureau granted assignment of license from Screen Gems Stations to United Television for \$11,000,000. Seller: Parent company, Columbia Pictures Industries, owns KCPX-AM-FM Salt Lake City, WWVA-AM-FM Wheeling, W. Va., WYDE(AM) Birmingham, Ala., WNJU-TV Newark, N.J. WAPA-TV San Juan

and WOLE-TV Aguadilla, both Puerto Rico. Alan J. Hirschfeld is president. Buyer: United Television is owned by Twentieth Century Film Corp. and owns KMSP-TV Minneapolis and is applicant for KMOL-TV San Antonio, Tex. Dennis C. Stanfil is chairman and president of parent company (BALCT-566). Action Aug. 12.

Facilities changes

TV Application

■ **KGLO-TV** Mason City, Iowa—Seeks CP to change vis. ERP to 100 kw; change type ant.; make changes in ant. structure (increase height); and HAAT 1,528 ft. Ann. Aug. 22.

TV actions

■ **WFTV** Orlando, Fla.—Broadcast Bureau granted mod. of CP to change ERP to 316 kw (vis.); 31.6 kw (aur.); increase ant. height to 1943 ft. (BMPCTI-8). Action Aug. 8.

■ ***WMFE-TV** Orlando, Fla.—Broadcast Bureau granted mod. of CP to change ERP to 1202 kw (vis.); 240 kw (aur.); change type of trans. and make changes in ant. system (BMPET-834). Action Aug. 11.

■ **WLBZ-TV** Bangor, Me.—Broadcast Bureau granted CP to change type trans. (BPCT-4866). Action Aug. 15.

■ **WBKB-TV** Alpena, Mich.—Broadcast Bureau granted authority for remote control of trans. from 1390 Bagley St., adjacent to Alpena city limits, Mich. (BRCTV-265). Action Aug. 15.

■ **WGAL-TV** Lancaster, Pa.—Broadcast Bureau granted CP for aux. ant. at main trans. and ant. locations (BPCT-4803). Action Aug. 11.

■ **WCHS-TV** Charleston, W. Va.—Broadcast Bureau granted authority to operate trans. by remote control from 1111 Virginia St., East, Charleston, W. Va. (BRCTV-251). Action Aug. 11.

AM applications

■ **WWVE** Cleveland—Seeks CP to make changes in ant. input power. Ann. Aug. 18.

■ **WIZO** Franklin, Tenn.—Seeks CP to increase daytime power to 5 kw DA-D and change trans. Ann. Aug. 21.

■ **WRRR** Frederiksted, St. Croix, V.I.—Seeks mod. of CP to change ant.-trans. location and change from directional to non-directional ant. Ann. Aug. 18.

AM actions

■ **WRBL** Columbus, Ga.—Broadcast Bureau granted CP to install new alt. main trans. (BP-19982). Action Aug. 20.

■ **WGOV** Valdosta, Ga.—Broadcast Bureau granted CP to install new trans. for alt. main night-aux. day with 1 kw (BP-19983). Action Aug. 20.

■ **WWCA** Gary, Ind.—Broadcast Bureau granted CP to change monitor point directions (BP-19963). Action Aug. 20.

■ **WLUX** Baton Rouge—Broadcast Bureau granted CP to change ant. trans. location to intersection of Louisiana Hwy. 1 and U.S. Hwy. 190 northwest of Baton Rouge (BP-19976). Action Aug. 18.

■ **WTOW** Towson, Md.—Broadcast Bureau granted CP to make changes in ant. system (BP-19977). Action Aug. 11.

- **WDEW** Westfield, Mass.—Broadcast Bureau granted CP to make changes in ant. system; remote control from 249 Union St., Westfield (BP-19948). Action Aug. 20.
- **KVYL** Holdenville, Okla.—Broadcast Bureau granted CP to make changes in ant. system; condition (BP-19889). Action Aug. 20.
- **KACI** The Dalles, Ore.—Broadcast Bureau granted CP to change ant. trans. location to Valley View Heights Rd., The Dalles (BP-20004). Action Aug. 12.
- **WPCE(AM)** Portsmouth, Va.—Broadcast Bureau granted mod. of license to operate trans. by remote control from 1010 Park Ave., Norfolk, Va. (at aux. studio location) (BRC-3786). Action Aug. 18.

Presunrise service authority. Broadcast Bureau granted following stations on indicated date PSA for operation between 6 a.m. and sunrise times with power shown: **WESR** Tasley, Va., 1330 khz, 398 w (reduced) (Action July 2); **KADI** Clayton, Mo., 1320 khz, 500 w (Action March 21); **WFTW** Ft. Walton Beach, Fla., 1260 khz, 500 w (Action May 1); **WBCH** Hastings, Mich., 1220 khz, 167 w (decreased) (Action May 7); **WVCF** Windermere, Fla., 1480 khz, 500 w (Action May 16); **WBFC** Stanton, Ky., 1470 khz, 500 w (Action June 23); **KWSO** Wasco, Calif., 1050 khz, 8 w (Action June 27); **WRXO** Roxboro, N.C., 1430 khz, 500 w (Action June 30); **WCKL** Catskill, N.Y., 560 khz, 93 w (increased) (Action July 17); **KVRE** Santa Rosa, Calif., 1460 khz, 500 w (increased) (Action July 23); **KBAM** Longview, Wash., 1270 khz, 223 w (reduced), **KCCB** Corning, Ark., 1260 khz, 500 w (Actions Aug. 1); **WBUG** Ridgeland, S.C., 1430 khz, 500 w (increased) (Action Aug. 5).

Following stations granted PSA for operation starting at 6 a.m. or sunrise at protected station shown, whichever is later: **KMSD** Milbank, S.D., 1510 khz, 56 w [WLAC] (Action April 10); **WKKQ** Hibbing, Minn., 1060 khz, 500 w [KYW] (Action May 29); **WAKK** McComb, Miss., 1140 khz, 13.5 w. [WRVA] (Action June 19).

AM start

- Following station was authorized program operating authority for changed facilities on date shown: **WSRW** Hillsboro, Ohio (BP-19,823), Aug. 5.

FM applications

- **KXOA** Sacramento, Calif.—Seeks to change trans. location to: 310 10th St. Sacramento, install new ant. (H&V); change ERP: 27.4kw (H&V) and increase ant. height to HAAT: 418 ft. (H&V) Ann. Aug. 12.
- **WXEN** Cleveland—Seeks to change trans. location to York Delta Drive, North Royalton, Ohio; install new trans.; install new ant. (H&V); change TPO; ERP: 50kw (H&V) and increase ant. height to HAAT: 480 ft. (H&V). Ann. Aug. 12.
- **WIVK-FM** Knoxville, Tenn.—Seeks to install new trans.; install new ant. (H&V); change TPO; add circular polarization to ERP and change HAAT: 1000 ft. (H&V). Ann. Aug. 12.

FM actions

- **WCRD** Bluffton, Ind.—Broadcast Bureau granted CP to increase ant. height; change TPO; ant. height 130 ft. (H); ERP 3 kw (H) (BPH-9512). Action Aug. 20.
- **KLFM** Ames, Iowa—Broadcast Bureau granted CP to install former main trans. as aux. trans. No. 2 at main trans. location, to be operated on 104.1 mhz for aux. purposes only; ERP 47 kw (H&V); ant. height 460 ft. (H&V); remote control permitted (BPH-9557). Action Aug. 11.
- **KIWI** Dubuque, Iowa—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 50 kw (H&V); ant. height 330 ft. (H&V); remote control permitted (BPH-9553). Action Aug. 11.
- **WABD-FM** Fort Campbell, Ky.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 80 kw (H&V); ant. height 230 ft. (H&V); remote control permitted (BPH-9548). Action Aug. 18.
- **WRUM-FM** Rumford, Me.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system; ERP 30 kw (H&V); ant. height 36 ft. (H&V); remote control permitted. (BMPH-14550). Action Aug. 11.
- **WPGC-FM** Morningside, Md.—Broadcast Bureau granted mod. of CP to specify two new trans; change

ant.; change TPO; change ant. height; ERP 50 kw; ant. height 500 ft.; remote control permitted (BMPH-14561). Action Aug. 11.

- ***WCVT** Towson, Md.—Broadcast Bureau granted mod. of CP to change trans.; change ERP to 1.85 kw (H&V); change ant. height to 400 ft. (H&V) (BMPED-1207). Action Aug. 7.
- **WIMI** Ironwood, Mich.—Broadcast Bureau granted mod. of CP to change studio location and remote control to 222 S. Lawrence St., Ironwood; change trans.; change ant.; change TPO; ant. height 560 ft. (H&V); ERP 50 kw (H&V); remote control from main studio at 222 S. Lawrence St., Ironwood (BMPH-14575). Action Aug. 20.
- **KNXR** Rochester, Minn.—Broadcast Bureau granted CP to change trans. location to county road 119, 1.5 mi. north of county road 9; install new ant.; increase ant. height; change ERP 37 kw (H&V); change ant. height 620 ft. (H&V); remote control from main studio at 220 South Broadway, Rochester (BPH-9481). Action Aug. 20.
- ***KSFH** Mountain View, Calif.—Broadcast Bureau granted mod. of CP to increase ant. height (BMPED-1288). Action Aug. 20.
- **KRAI-FM** Craig, Colo.—Broadcast Bureau granted CP to install new aux. trans. and ant. for aux. purposes only; main ERP 5.3 kw (H&V); aux. ERP 500 w (H&V); main ant. height 940 ft.; aux. height 980 ft.; remote control permitted (BPH-9556). Action Aug. 14.
- **KFMU** Oak Creek, Colo.—Broadcast Bureau granted mod. of CP to change trans. location to two miles west-southwest of Oak Creek, Colo.; change TPO; change ERP 165kw (H&V); change ant. height 1030 ft. (H&V); remote control from main studio at Norris Bldg., downtown Oak Creek (BMPH-14554). Action Aug. 20.
- ***WMNR** Monroe, Conn.—Broadcast Bureau granted CP to install two trans. to be operated in parallel; ERP 600 w (H&V); ant. height 200 ft. (H&V); remote control permitted (BPED-2044). Action Aug. 11.
- **WOOA** Goulds, Fla.—Broadcast Bureau granted mod. of CP to change trans. location to 17107 S.W. 248 St., 3.5 miles west of Princeton, Fla.; specify studio location as 20900 S. Dixie Hwy.; Goulds; operate by remote control from proposed studio site; change trans.; change ant.; increase ant. height; change TPO; ERP 1.1 kw (H&V); ant. height 460 ft. (H&V) (BMPH-14564). Action Aug. 20.
- **WCKO** Pompano Beach, Fla.—Broadcast Bureau granted CP to make changes in transmitting equipment; ERP 100 kw (H&V); ant. height 350 ft. (H&V); remote control permitted (BPH-9517). Action Aug. 11.
- **WAYX-FM** Waycross, Ga.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in transmitting equipment; ERP 100 kw (H&V); ant. height 200 ft. (H&V) (BPH-9533). Action Aug. 11.
- **KFXD-FM** Nampa, Idaho—Broadcast Bureau granted CP to relocate ant. to tower adjacent to existing one; ERP 46 kw (H&V); ant. height 2,520 ft. (H&V); remote control permitted (BPH-9555). Action Aug. 11.
- ***WIBI** Carlinville, Ill.—Broadcast Bureau granted mod. of CP to change ant.; change TPO; change ERP 23.5 kw (H), 20.8 kw (V); ant. height 260 ft. (H&V); remote control from main studio at 2.5 miles southeast of Carlinville, just off Illinois State Route No. 4 (BMPED-1294). Action Aug. 20.
- **WPNH-FM** Plymouth, N.H.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 1.65 kw (H&V); ant. height 380 ft. (H&V); remote control permitted (BMPH-14556). Action Aug. 8.
- ***WETD** Alfred, N.Y.—Broadcast Bureau dismissed CP to change frequency to 91.9 mhz; change trans.-ant. location and ant. system (BPED-2002). Action Aug. 6.
- ***WSKG-FM** Binghamton, N.Y.—Broadcast Bureau granted mod. of CP to change trans. location to east side of Robinson Hill Road at Strubell Road, near Johnson City, N.Y.; change trans.; make changes in ant. system; ERP 43 kw; ant. height 530 ft.; remote control permitted (BMPED-1286). Action Aug. 8.
- **WKOI** Pittsburgh—Broadcast Bureau granted mod. of CP to install new aux. ant.; change ant.; ERP 22.5 kw; ant. height 470 ft. (BMPH-14559). Action Aug. 11.

■ **WRHY** Starview, Pa.—Broadcast Bureau granted CP to change ERP to 820 kw (H&V); change ant. height to 530 ft. (H&V) (BPH-9554). Action Aug. 11.

■ **KPLE** Temple, Tex.—Broadcast Bureau granted CP to change trans. location; operate by remote control from proposed studio site; install ant.; make changes in ant. system; ERP 2.9 kw (H&V); ant. height 300 ft. (H&V) (BPH-9545). Action Aug. 11.

■ **KWVI** Kilmarnock, Va.—Broadcast Bureau granted mod. of CP to change ant.; increase ant. height; change TPO; ERP 1.9 kw (H&V); ant. height 235 ft. (H&V) (BMPH-14524). Action Aug. 18.

■ **KDLY** Lander, Wyo.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 25 kw (H&V); ant. height minus 420 ft. (H&V); (BMPH-14553). Action Aug. 11.

FM starts

- Following stations were authorized program operating authority for changed facilities on date shown: **WAVV** Tampa, Fla. (BPH-9463), Aug. 8; **WFBM-FM** Indianapolis, Ind. (BPH-9249), Aug. 1; **WMSK-FM** Morganfield, Ky. (BPH-9247), Aug. 8; **WOSH** Oshkosh, Wis. (BPH-9240), Aug. 8; **WQEZ** Birmingham, Ala. (BPH-9070), Aug. 5 and **KDB-FM** Santa Barbara, Calif. (BPH-9494), Aug. 5.

In contest

Designated for hearing

- **WEFM-FM** Chicago, **FM proceeding:** assignment of license from Zenith Radio Corp. to GCC Communications of Chicago Inc. (Doc. 20581)—In accordance with Oct. 4, 1974, decision of United States Court of Appeals, FCC designated for expedited hearing application to assign license. Action Aug. 14.
- **Flint, Mich., FM proceeding:** Sherwood Broadcasting Inc., WAMN Inc., Flint Family Radio Inc., Fuqua Communications Inc., and Flint Metro Mass Media Inc., competing for 92.7 mhz (Docs. 20570-4)—Broadcast Bureau designated applications for hearing. Issues include efforts made by Sherwood and by WAMN to ascertain community problems, which of proposals would best serve public interest. Action Aug. 7.
- **Sault Ste. Marie, Mich., TV proceeding:** Sault Ste. Marie Broadcasting Co. and Northern Entertainment, competing for ch. 8 (Doc. 20541-2)—Broadcast Bureau designated for hearing competing applications of Sault Ste. Marie Broadcasting Co. and Northern Entertainment for new television broadcast station. Issues to be determined include whether Sault Ste. Marie Broadcasting and Northern are financially qualified to construct and operate proposed station for one year and which application, if granted, would better serve public interest. Action Aug. 7.
- **Media, Pa., FM proceeding:** Alexander S. Klein Jr., Greater Media Radio Co., Roberts Broadcasting Corp., competing for 100.3 mhz (Docs. 20567-9)—Broadcast Bureau designated for hearing mutually exclusive applications; issues include financial qualifications issue against Greater Media. Action Aug. 7.

Acting Chief Administrative Law Judge Chester F. Naumowicz Jr. made following assignments on date shown:

- **Flint, Mich., FM proceeding** (see above)—Designated ALJ Joseph Stirmer, and scheduled prehearing conference for September 17, 9 a.m., and hearing for October 29, 10 a.m. (Doc. 20570-74). Action Aug. 13.
- **Red Lion, Pa. TV proceeding:** Red Lion Broadcasting Co. (Doc. 18136)—ALJ Chester F. Naumowicz Jr., due to retirement of presiding judge Forest L. McClenning, reassigned proceeding to himself (Action Aug. 11); also scheduled conference for Sept. 9, 9 a.m., to discuss whether proceeding should remain in indefinite continuance as ordered by presiding judge Dec. 6, 1973.

Procedural rulings

- **WJXT-TV** Jacksonville, Fla., **renewal proceeding:** Post-Newsweek Stations, Florida (Docs. 20305-8)—Review board granted request for extension of time until 15 days after commission releases its decision on St. John's exceptions to summary decision issued by presiding ALJ. Action Aug. 11.
- **Fort Valley, Ga., FM proceeding:** Rocket Radio and Apostolic Council of Churches, competing for 106.3 mhz (Docs. 20181-2)—ALJ Walter C. Miller scheduled hearing for November 18. Action Aug. 21.

Professional Cards

<p>ATLANTIC RESEARCH CORP. Jansky & Bailey Telecommunications Consulting Member AFCCE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p>—Established 1926— PAUL GODLEY CO. CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 Member AFOEB</p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCCE</p>	<p>COHEN and DIPPPELL, P.C. CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 Member AFCCE</p>
<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFOEB</p>	<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 2922 Telestar Ct. (703) 560-6800 Falls Church, Va. 22042 Member AFOEB</p>	<p>LOHNES & CULVER Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCCE</p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCCE</p>
<p>SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member AFOEB</p>	<p>STEEL, ANDRUS & ADAIR 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-5374 (202) 223-4864 Member AFCCE</p>	<p>HAMMETT & EDISON, INC. CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFOEB</p>	<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>
<p>JULES COHEN & ASSOCIATES Suite 400 1730 M St., N.W., 659-3707 Washington, D. C. 20036 Member AFCCE</p>	<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFOEB</p>	<p>VIR N. JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 DENVER, COLORADO Member AFCCE</p>	<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>
<p>ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>	<p>JOHN H. MULLANEY CONSULTING RADIO ENGINEERS 9616 Pinkney Court Potomac, Maryland 20854 301-299-3900 Member AFCCE</p>	<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 (AC 713) 632-2821</p>	<p>HATFIELD & DAWSON Consulting Engineers Broadcast and Communications 906 - 36th Ave. Seattle, Washington 98122 (206) 324-7860</p>
<p>Midwest Engineering Associates Consulting Engineers F. W. Hannel, P.E. BSEE; MSEE 7304 N. Oxford, Peoria, Ill. 61614 (309) 891-3426</p>	<p>DAWKINS ESPY Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</p>	<p>P. H. LEE ASSOCIATES, INC. Over 36 Years in Communications And Broadcast Engineering AM-FM-TV Frequency Measurements P.O. Box 1575 Thousand Oaks, Calif. 91360 (805) 492-5055 (213) 889-7769</p>	<p>JOHN F. X. BROWNE & ASSOCIATES, INC. TELECOMMUNICATIONS CONSULTANTS/ENGINEERS 25 West Long Lake Road BLOOMFIELD HILLS, MICH. 48013 Tel (313) 642-6226 TWX (810) 232-1663 Member AFCCE</p>

RALPH E. EVANS ASSOCS.
Consulting Telecommunications Engineers
AM-FM-TV-CATV-ITFS
3500 North Sherman Blvd.
MILWAUKEE, WISCONSIN 53216
Phone: (414) 442-4210
Member AFCCE

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

CABLEDATA
Accounts Receivable.
Data Processing for
Cable Television.
P.O. Box 13040 / Sacramento, Ca. 95813
(800) 824-8412 or (916) 485-2911

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2 readers per copy.

■ Crowley, La., **FM proceeding**: KSIG Broadcasting Co., Rice Capital Broadcasting Co. and Southwest Louisiana Radio Broadcasting Co., competing for 102.9 mhz (Doc. 20441-3)—ALJ David I. Kraushaar denied motion by Rice Capital Broadcasting Co. for summary decision. Action Aug. 15.

■ WPMH(AM) Portsmouth, Va., **license proceeding**: Chesapeake-Portsmouth Broadcasting Corp. (Doc. 19787)—ALJ Thomas B. Fitzpatrick, finding it necessary to withdraw from this proceeding, so notified commission. Action Aug. 18.

Initial decision

■ Monticello, N.Y., **FM proceeding**: Robert M. and Hillary E. Zitter and Dan Communications, competing for 98.3 mhz (Docs. 20243-4)—ALJ David I. Kraushaar approved application of Robert M. and Hillary E. Zitter for new FM. He denied competing application of Dan Communications, for same facility. Ann. Aug. 20.

Fines

■ KLRO(FM) San Diego, Calif.—Broadcast Bureau notified licensee that it is apparently liable for \$250 forfeiture for violation by operating trans. with excess power from Aug. 15 until date of inspection. Licensee has 30 days to pay or contest. Action Aug. 15.

■ WVKY(AM) Pikeville, Ky.—Broadcast Bureau notified Lawrence County Broadcasting Corp. that it was apparently liable for \$750 forfeiture for willful or repeated violation by operating station with power greater than 105% of authorized 500 w during presunrise periods. Action Aug. 20.

■ WLEN(FM) Adrian, Mich.—Broadcast Bureau notified Lenawee Broadcasting Co. it was apparently liable for \$400 forfeiture for repeated or willful violation of rules by failing to enter daily inspections of tower lights in operating log and by failing to make equipment performance measurements. Action Aug. 20.

■ WLAS(AM) Jacksonville, N.C.—Broadcast Bureau notified Seaboard Broadcasting Corp. it was apparently liable for \$2,000 forfeiture for willful or repeated violation of rules by operating with full power prior to time it was authorized to do so. Action Aug. 20.

Other actions

■ KFMI(AM) Eureka, Calif.—Broadcast Bureau dismissed request for waiver to identify as Eureka-Fortuna, Calif. Action July 20.

■ WJRS-FM Jamestown, Ky.—Broadcast Bureau granted request to identify as Jamestown-Russell Springs, Ky. Action July 29.

■ KCRV Caruthersville, Mo.—Broadcast Bureau granted request for waiver to identify as Caruthersville-Hayti, Mo. Action July 31.

■ WFMN(FM) Newburgh, N.Y.—FCC CORRECTION: Item run Aug. 18 should have read *granted* request for waiver to identify as Newburgh-Beacon, N.Y.

■ WESP(FM) Charlotte Amalie, V.I.—License forfeited and call letters deleted. Action Aug. 20.

Allocations

Petitions

FCC received following petitions to amend **FM** table of assignments (ann. Aug. 21).

■ Ocean Coast Properties WRDO(AM) Augusta, Me.—Seeks to assign ch 221A to Augusta (RM-2572).

■ Radio Wolfboro, WASR(AM) Wolfboro, N.H.—Seeks to assign ch 285A to Wolfboro, ch 285A to Keene, N.H.; ch 288A to Littleton, N.H., ch 232A to Franklin, N.H. and delete ch 287 from Plymouth, N.H. or in alternative, assign 287 to Wolfboro, assign 287 to Ossipee, N.H. and delete 287 from Plymouth (RM-2578).

Actions

■ St. Augustine and Jacksonville, Fla.—FCC assigned ch 288A to St. Augustine, Class C ch 283 to Jacksonville and deleted ch 285A from Atlantic Beach, Fla. In addition, FCC modified license held by WKTU Inc. for

station WJNJ-FM Atlantic Beach to specify operation on Class C ch 283 instead of ch 285A. Action Aug. 14.

■ Sun Valley, Idaho—FCC will hold in abeyance until Jan. 1, 1976, proceeding on whether additional or extended FM service is needed in Sun Valley, and if so, whether to substitute class C ch for ch 228A (93.5 mhz) now assigned there, or to add second class A ch. (Doc. 19824). Action Aug. 14.

■ Eufaula, Okla.—Broadcast Bureau proposed assigning ch 3 to Eufaula and reserving it for noncommercial educational use. Action was based on petition by Oklahoma Educational Television Authority, licensee of KETA-TV Oklahoma City and KOED-TV Tulsa, Okla. Action Aug. 20.

Rulemaking

Petitions

■ Council for UHF Broadcasting, joined by Corporation for Public Broadcasting; Public Broadcasting Service; National Association of Broadcasters; Association of Maximum Service Telecasters; Association of Independent Television Stations and Joint Council on Educational Telecommunications, Washington—Request amendment of rules with respect to all-channel television broadcast receivers to require comparability between UHF and VHF receiving antennas and to reduce permissible noise figure in UHF television receivers (RM-2576-7). Ann. Aug. 21.

■ National Association of Broadcasters, Washington—Requests amendment of rules to provide that any cable TV system providing aural programing (other than simultaneous retransmissions of licensed broadcast stations) to its subscribers by means of direct input to subscriber's radio receiver shall also carry and provide through same input signals of any local radio station reception of which is precluded by direct input of aural program signals (RM-2575). Ann. Aug. 21.

■ Erling R. Jacobsen, Moline, Ill.—Requests amendment of rules with respect to examination elements and requirements for Radiotelephone first-class operator, Radiotelegraph second-class operator and Amateur Extra Class operator licenses (RM-2574). Ann. Aug. 21.

■ Solomon O. Battle, Manhattan, N.Y.—Requests amendment of rules regarding public inspection of broadcast station files (RM-2579). Ann. Aug. 21.

Action

■ Chief, Broadcast Bureau, on request of American Life Insurance Association, extended from Aug. 11 and Aug. 26 to Sept. 26 and Oct. 13, respectively, dates for filing comments and reply comments in matter of amendment of cable crossownership (Doc. 20520). Action Aug. 4.

Translators

Applications

■ Springfield Television Broadcast Corp. Richmond, Ind. and Lima, Ohio—Seeks ch 43, and ch. 44, rebroadcasting WKEF Dayton, Ohio (BPTT-2902-3). Ann. Aug. 22.

■ Blue Mt. Television Association, rural Elgin and Grande Ronde Valley, Ore.—Seeks ch. 64, rebroadcasting KXLY-TV and ch. 60, rebroadcasting, KREM-TV, both Spokane, Wash. (BPTT-2898-9.). Action Aug. 18.

Actions

■ Princeville at Hanalei Community Association, Princeville, Hanalei and Kauai county, Hawaii—CP cancelled for new station on ch. 11 as moot. Ann. Aug. 15.

■ K07GH Geraldine, Mont.—Ch. 7 rebroadcasting KFBB Great Falls, Mont., license authorization cancelled and call letters deleted at request of licensee. Ann. Aug. 13.

Cable

Applications

■ CATV Bureau granted following operators of cable

TV systems certificates of compliance:

■ Demopolis CATV Co., for Demopolis, Ala. (CAC-05458): Add WSLA Selma, Ala.

■ Silver King Video, Box 898, Clearlake Oaks, Calif. 95423, for Nice, Calif. (CAC-05471): KTVU Oakland, KCRA-TV, KXTR Sacramento; KOVR Stockton; KRON-TV, KPIX, KGO-TV, KQED, KBHK-TV San Francisco; KGSC-TV San Jose; KHSL-TV Chico, all California.

■ Palos Verdes Peninsula Cable Communications Co., Palos Verdes Estates, Calif. (CAC-05466): Requests certification of existing operations.

■ Lincoln Cable Television, Box 18383, Wichita Kan. 67207, for Lincoln, Kan. (CAC-05465): KCKT Great Bend, Kan.; KSNB-TV Superior, Neb.; KAYS-TV Hays; KPST, KTVH Hutchinson; KAKE-TV Wichita, all Kansas.

■ Pioneer Valley Cablevision, for Warren, Mass. (CAC-05468): Requests certification of existing operations.

■ Cable Vision, Box 158, Ludington, Mich. 49431, for Clare, Mich. (CAC-05469): WGTU, WPBN-TV Traverse City, WKZO-TV Kalamazoo; WNEM-TV Bay City; WJIM-TV Lansing; WOTV, WZZM-TV Grand Rapids; WWTW Cadillac; WJRT-TV Flint; WCMU-TV Mt. Pleasant; WEYI-TV Saginaw; WKBD-TV Detroit, all Michigan; CKLW Windsor, Ont.; WUCM-TV University Center, WXON Allen Park, both Michigan.

■ Video Cable Systems, R.D. No. 3, Dexter, Mo. 63841, for Clarkton, Mo. (CAC-05467): KPOB-TV Poplar Bluff Mo.; WHBQ-TV, WMC-TV, WREG-TV, WKNO-TV Memphis; WPSD, WDXR-TV Paducah, Ky.; WFVS-TV Cape Girardeau, Mo. KAIT-TV Jonesboro, Ark.; WKMU Murray Ky.

■ Minnewaukan Cable TV Box 487, Grand Forks, N.D. 58201, for Minnewaukan, N.D. (CAC-05464): KFME, KTHI-TV Fargo; KXJB-TV Valley City both N.D.; CKX-TV Brandon, Manitoba; WDAZ-TV Devils Lake, N.D.

■ K-M Cable TV, Box 487, Grand Forks, N.D. 58201, for Mohall (CAC-05462) and Kenmare (CAC-05463), both North Dakota; KMOT, KXMC-TV Minot; KTHI-TV Fargo, both N.D.; CFSS Carlyle, Saskatchewan.

■ Tele-Media Corp., 1331 Park Hills Ave., State College, Pa., 16801, for Greenville, Ohio (CAC-05470): WHIO-TV, WLWD, WKEF Dayton; WCPO-TV Cincinnati, both Ohio; WXIX-TV Newport, Ky.; WTTT Bloomington, Ind.; WOSU-TV Columbus; WOET-TV Kettering; WMUB-TV Oxford, all Ohio.

■ Warner-CCC Inc.; for Hilliard, Ohio (CAC-05343): Add WTTV Bloomington, Ind.

■ Warner Cable of Columbus, for Upper Arlington (CAC-05459), Columbus (CAC-05460) and Franklin county (CAC-05461), all Ohio: Add WTTV Bloomington, Ind. and delete WKBF-TV Cleveland.

■ Blue Ridge Cable Television, for Meshoppen borough, Pa. (CAC-05316R): Add WPHL-TV Philadelphia.

■ Young's Community Television Corp., for Springfield, Vi. (CAC-05472) and Charlestown, N.H. (CAC-05473): Add WSMW-TV Worcester, Mass.

■ Crystal Cablevision for King county, Wash. (CAC-00004-5): Add KTVU Oakland, Calif. For Medina, Wash. (CAC-04400): Delete KTXL Sacramento, Calif. and add KTVU Oakland, Calif.

Certification actions

■ Placer county east and west, Calif.—Application by Televents of Placer County dismissed for failure to prosecute. Action Aug. 13.

Rulemaking

■ FCC modified signal carriage rules to allow cable TV systems to begin carriage of any television station's late-night programs at sign-off of last local "must carry" television station or at 1 p.m. in Eastern and Pacific and midnight in Central and Mountain Time Zones. Action, commission said, will permit systems to carry most imported late-night programs from beginning, while restricting additional competition that such additional service might provide to those times when national network television service has usually ended. Action July 30.

Classified Advertising

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

RADIO

Help Wanted Management

Top-rated contemporary format station in Arkansas has unusual opportunity for highly motivated executive. \$18,000 salary plus 5% of billing. All replies answered. Send resume to Box H-208, BROADCASTING.

Immediate opening for account executive, preferably RAB trained, for California daytimer. Salary, bonuses, incentives. Box J-7, BROADCASTING.

Sales Manager, established New England beautiful music stereo. Great opportunity involving long hours, hard work, beautiful facility, excellent incentives. EEO. Box J-16, BROADCASTING.

Major Group Operator, Top 50 market, AM-FM. All replies confidential. Box J-36, BROADCASTING.

Projects Director to promote and coordinate activities of UNDA-USA, an association of Catholic broadcasters. Knowledge of religious and secular media and some work experience required. Contact: Charles Swann, 3259 Whitebrook, Plaza, Memphis, TN 38118.

Help Wanted Sales

Top rated FM progressive needs mature and aggressive sales executive. Top 100 SW market. Box H-222, BROADCASTING.

Experienced RAB trained sales manager, who can generate and maintain own billing, and motivate sales staff. Box J-8, BROADCASTING.

Are you ready for the challenge of Sales Management? Must have a few years of good radio background. Self-starting, career minded individual. Hard work brings big rewards. E.O.E. Call Ken Riggle 301-724-5400. WCUM Cumberland, MD 21502.

Radio Salesperson wanted immediately. Long established AM with strong community acceptance offers a rare opportunity for Time Salesperson. Starting salary commensurate with ability and experience. Opportunity to make a great deal more on commission. Send resume to Brian Morgan, WERA, 120 West 7th Street, Plainfield, NJ 07060.

Madison, Wis. Excellent career opportunity for bright young problem-solving salesman (or woman) on the way up. Strong on creativity with ability to build campaigns. Six station group seeks individual with management potential. Our people earn far more; Madison offers superior living; you'll have an opportunity to earn management and equity. WISM, Madison, WI. A Mid-West Family Station. An Equal Opportunity Employer.

Northeastern New Jersey. Energetic self starting salesperson needed for suburban daytimer. Salary plus commission. Great opportunity! Call Elliott 201-335-9775 or write WPRJ, Percypeny Lane, Parsippany, NJ 07054.

50,000 Watt WPST, Trenton, multiple Major Armstrong award winner. Serves all of New Jersey plus South to Wilmington, Delaware. Presently adult contemporary and I am adding some exciting concepts. If you can sell as part of a team, you've got a good salary, personal and group incentives and great future. Don't apply unless you want to grow with New Jersey's most powerful station. Call Phil Geiger at 609-896-0975 or write Box 9750, Trenton. An Equal Opportunity Employer.

Salesperson wanted immediately for 50,000 watt rock FM, Poughkeepsie, New York. Will train. PBP possible. Reply 914-831-1260; Box 511, Beacon, NY 12508.

Help Wanted Announcers

Conversational personality with something to say about MOR music, feature news, sports, local and current events, etc. If you ad-lib well, like a more flexible format, and are strong on spots, send resume. Great Lakes area, medium market. EOE. Box H-186, BROADCASTING.

Major market NE MOR seeks warm mature performer for mid-days. EOE. Tell all first letter to Box H-212, BROADCASTING.

Top rated; major market West Coast C/W, looking for modern country jock with big voice and experience. First phone required. Send resume to Box H-230, BROADCASTING.

Jock who can rock and handle MOR as well. No beginners N.E. E.O.E. Box J-23, BROADCASTING.

Louisiana daytimer wants a good CW combination person. Cajun station has good sound and good audience. KJEF, Box 1248, Jennings, LA 70546. 318-824-2934.

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.

MOR/CW Personality position. Anncr./Production. Air mail/tape, resume, to Neil Gray, KTKN, Box 2347, Ketchikan, AK 99901.

Work into management. Do you have at least 5 years broadcast experience? Including news and sales? We have a good staff position open. Will work individual selected into management. Call or write owner. Radio KUVR, Holdrege NE.

Cape Cod 50,000 watt Stereo, wants mature person with super commercial production, excellent news reading ability capable of working with limited talk, proven all gold MOR format. Send tape & resume to Herb Andrews, WCIB, Falmouth, MA 02540.

Immediate opening interesting air person, read news like pro, handles people and routine details well, ready for operations manager, program director. All info first letter. WPDC, Elizabethtown, PA 17022. EOE/MF.

Experienced MOR evening announcer-newsperson. WPHM, Port Huron, MI E.O.E.

Top rated adult music station would like to hear from versatile staff announcers interested in filling future vacancies. Continuous music format. No automation. New facilities. StabilityEqual Opportunity Employer. Tape & resume to WRSR, Box 961, West Side Sta., Worcester, MA 01602.

Historic College town AM-FM, small market, located in beautiful TVA lake area, needs C&W/MOR announcer with production and news ability. Call Jack Pullin, 615-775-2331, Dayton, TN.

Central Maine 5000 watt fulltimer needs mature voice midday personality, music director, for adult contemporary medium market station. Tape, resume, references to Don Zihlman, 115 College St., Lewiston, ME 04240. EOE.

Help Wanted Technical

Managing Chief Engineer. Overall charge of technical department. Know and respect FCC rules. Know maintenance and operation of directional antenna system. Know how to provide best sound in town for an AM contemporary. Northern part of southeast. Box H-96, BROADCASTING.

Chief Engineer for Top Rated Northeast FM good music station. Excellent studio and transmission equipment. Must have minimum three years experience in FM with first phone. Full charge of studios, production and transmission facilities. We're "State of the Art", if you are, apply to Box J-10, BROADCASTING.

Help Wanted Technical Continued

Wanted: First class chief engineer for AM and FM automation. Some announcing required. Will consider beginner. Bob Miller, KLSS and KSMN, Mason City, IA.

Experienced Chief Engineer wanted for two AM stations in Western Massachusetts. Excellent pay, good fringe benefits and line opportunity to progress. Contact Mr. Vaughn or Mr. Roberts at W-A-R-E, Ware, MA.

Seeking combo chief with 1st. Must be experienced maintenance, automation, also good voice and news. Salary open. Apply WDBI-FM, Tawas City, MI. No floaters, problems. Credentials checked. EOE.

Chief Engineer for AM/FM in beautiful, safe Ohio River College town. Some board work. Equal Opportunity Employer. Male-Female. Call Larry Steinel, 614-373-1490. WMOA, Marietta, OH.

Engineers needed for spare-time special assignments in top 50 markets. For information write Beverly Communications, Inc., 6817 S.W. 81st St., Miami, FL 33143.

Help Wanted News

News reporter, writer wanted for Northeast medium market, CBS affiliate, where news is our bread and butter. Minority applicants welcome. Send resume and writing sample to Box H-217, BROADCASTING.

Major market, West Coast, top ratings, seeks news director with first class license. Send resume to Box H-229, BROADCASTING.

Can you qualify? Award winning station has a well paying job for a sharp newperson. You will work in an excellent facility in a dynamic Midwestern market. If you are a News Director now we are interested in you too. We are an Equal Opportunity Employer. Resume to Box J-5, BROADCASTING.

Award winning News Department needs newperson with desire and tools to meet challenge. Will consider recent graduate with third. EOE. WGOM, Box 538, Marion, IN 46952.

News reporter: Gather, write, edit, air, news programs. Third ticket endorsed required. Resume, air samples to: Robert McAllan, VP, WJLK AM-FM, Asbury Park, NJ 07712. Equal Opportunity-Affirmative Action Employer.

News Director for community oriented country music station. Send tape and resume to J. Sabatino, WKOL, Box 3, Amsterdam, NY 12010.

Experienced News Director for AM & FM in resort area in West Central Ohio. Send tape and resume to WCSM, Box 341, Celina 45822. Must be self starter and dedicated.

Help Wanted Programing, Production, Others

Country Program Director for Midwest AM-FM Stereo. Knowledge of country music, demonstrated leadership ability, good air and production presentation plus proven ratings record required. Five-figure salary, good benefits with this Equal Opportunity Employer. Send resume to Box H-158, BROADCASTING.

Want to move up to Program Director? Mid-West contemporary wants a young person who's eager to prove himself. No experience necessary, but must have learned from the best and be knowledgeable. Group operation, EOE, many benefits. Send resume Box H-223, BROADCASTING.

Part-time or full-time reps for established jingle production company. Send resume to Box H-240, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Program Director for suburban Chicago station. Must be creative, experienced and with successful work record. Contact Judith Grambo, Manager, WJOB, Hammond, IN.

Situations Wanted Management

Christian couple mid-30's. 18 years experience radio/TV. Prefer Christian station. Management/sales/operations. Box H-90, BROADCASTING.

Broadcaster looking to manage small station and make a substantial investment. Has constructed three stations and currently has interest in two. Box H-210, BROADCASTING.

Would like to manage medium market station, years of successful small market management, including ownership. Box H-211, BROADCASTING.

General Manager 16 years in broadcasting. Strong sales, programming, FCC, profits and community oriented. Currently employed. Want challenge. Salary negotiable. Box H-220, BROADCASTING.

Station Manager, sales manager. Strong sales ability. Age 39 with proven track record in management from small to large markets. Top references. Box J-9, BROADCASTING.

GM, GSM. Creative, dedicated. Heavily sales experienced. Box J-24, BROADCASTING.

Want a permanent man, looking for last move, 35 yrs. old, married, family, B.A., veteran, 15 yrs. exp., major mkt. PD, news dir., sales mgr., prod mgr., Top, Big mature voice, hard worker, but tired of city life. Looking for small market management position with good company, future, and good place to raise a family. Exc. refs., upper Midwest preferred. 402-493-0554.

Situations Wanted Sales

B.S. in radio-TV, Ohio U. 1 1/4 years experience in Chicago and Memphis. Third class. Will relocate. Box H-214, BROADCASTING.

Account Executive. Plenty of sales experience. Good all around radio man, first phone, middle age, desire mid or large market. Box J-15, BROADCASTING.

Young, hungry and good; 25, first phone, 3 years experience top 20 market. Desire Top 40 market or suburb. Presently with bad list. No fun! Sales record to show. Immediately available. Phone 205-586-4151.

Situations Wanted Announcers

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

I want to work overseas, 11 year broadcasters, B.A. employed, references, single, 29. Box H-123, BROADCASTING.

Top rated nite man, uptempo strong personality, major or excellent medium only. Box H-152, BROADCASTING.

Versatile young announcer avail. for anything, anywhere. Tapes & info avail. on request. S. Chessin. Box H-206, BROADCASTING.

3 years experience MOR EZ. Prefer Penna. and surrounding states. Box H-215, BROADCASTING.

Multi-skilled personality D.J. Progressive format. Knows music, 3 years experience. Can do it all including news, sports, writing, remotes, good production, 3rd endorsed, adaptable, salary. Box H-234, BROADCASTING.

Announcer. 1 year experience in all station duties. Rock or MOR preferred. 3rd endorsed. Hard worker, personality. Ill, Wisc, Midwest preferred. Box H-237, BROADCASTING.

Black Gospel D.J. married, with 3rd endorsed. Experience in sales, news, production. Will relocate for right offer. Available immediately. Box J-4, BROADCASTING.

Situations Wanted Announcers Continued

Reliable, creative personality seeking medium/large market position in prog. MOR or rock. Experience includes some major market air work, solid track record, excellent references. Box J-13, BROADCASTING.

Situations wanted young DJ ready to step up, relocate, tight board, sales, creative. Box J-14, BROADCASTING.

Morning talent wants out of small market. 3rd, humor; personality rocker in medium-large medium market, please. Box J-22, BROADCASTING.

Experienced Hard working announcer. Holder of a 1st class license. Recently graduated from college. Majoring in communications. Interested in working for a rock and soul station or Top 40. Willing to relocate. Box J-28, BROADCASTING.

College educated announcer with first phone and experience seeks position as announcer or PD in Minnesota, Wisconsin, N. Dakota, S. Dakota, or Iowa. Desire permanent position in which to grow and raise family. Tape and resume on request. Box J-34, BROADCASTING.

Employed. Looking for northeast Black rock. Let's talk. 803-558-5004. AM til noon anytime.

Twenty year old DJ, no experience, seeks first break. Broadcast school grad, 3rd endorsed, willing to travel. 203-335-2445.

Polished professional. Contemporary. Six years experience. Production whiz. Box 5396, Fort Wayne, IN 46805.

Experienced sportscaster. Current SD. Smooth professional with excellent sportscasting, commentary, PBP. Jeff. 815-838-1639.

Experienced announcer. Contemporary MOR or Top 40. Box 71, Park Forest, IL 60466.

L.A. break down and take me in. Looking for fresh blood, fresh ideas? I've got them! I learn quickly and take instructions well. Diversified in all broadcast operations. Call now! Dave Moritz 213-881-0795.

Young married with pleasant voice needs beginning. Third phone, some experience but on the fringes. Robert Mitchell, 2339 Route 4, Fort Lee, NJ. 201-944-5000.

9 years experience. Third Class. Professional copy & production. Want to settle in MOR, C/W, or progressive station. Will relocate. Call David. 214-592-1357.

Young aggressive, and experience looking for air shift, sports and or production. Will relocate. Gary L. Eaken 313-541-3216 or 313-545-8663.

Announcer, Program Director, first phone, ten years experience. Professional voice, top production. 406-452-5732.

Young, unmarried DJ, currently employed, seeking advancement, 3rd endorsed, relocate anywhere. 417-667-7992.

Gal, with third, office experience, copywriter to billing. Wants relocation in South. Call 304-765-7373.

Radio or Radio-TV combo sportscaster. College Play-by-Play desired. Six years experience. Exciting style. College grad. AC 614-253-8448.

Black DJ 3rd endorsed. Willing to relocate anywhere, also experienced in sales. T. Patrick Butler, 296 Chapel Ave., Jersey City, NJ 07305.

Small Markets, mature communicator, 3 years college experience, Top Forty, 3rd endorsed. Seeks advancement, good tapes, ready to travel. Norm Freedman, 9091 Lime Bay Blvd. Apt. 109, Ft. Lauderdale, FL 33321.

DJ, 3rd phone. Beginner bright, hard working. Philadelphia or New Jersey. Will train too. Looking for a break. Call 1-215-TR8-1623, Jimmy.

Situations Wanted Announcers Continued

Experienced, progressive, announcer seeking new location. Creative production. Impressive tape to prove talent. 314-443-5793, 1700 Caniff Circle, Apt. A, Columbia, MO 65201.

Ex-pirate radio Caroline PD, mature professional DJ, all formats with TV & film production experience. Will consider all radio or TV offers. Jim Murphy, Box 199M, RD 1, Coatesville, PA 19320. 215-384-9604.

Gal, with third, ten years country DJ, sales. Wants relocation in South. Call 304-765-7373.

Situations Wanted Technical

Chief Engineer, mature, wide experience low to high power AM-FM. Desire large AM-FM or multi-station position. Dependable management that demands quality sound a must. Box H-205, BROADCASTING.

Need a chief eng. Looking for opportunity to move up. Presently employed at 50KW directional in Chicago, IL. 9 yrs. experience, married and 32. Salary requirement, Min. \$16,000. Mr. Fred Rathert 312-529-8978.

Situations Wanted News

Experienced medium market PBP and newsmen desires position in medium-large market. College degree. Box H-242, BROADCASTING.

Available now! 1 1/2 yr. experience 1st phone Anncr. seeks news position anywhere within reason from Maine. 207-882-7395. Box H-245, BROADCASTING.

14 years experience, last seven in eastern suburban market. Really know the news business. Looking for career opportunity in established professional news department. All locations considered. Box H-257, BROADCASTING.

Major midwest heavyweight broadcast journalist wishes to locate northeast. Well-respected political and governmental correspondent. Excellent writer and delivery. Available for interviews late September. Box J-12. BROADCASTING.

Experienced News Director, reporter, editor, radio anchorman looking to move on to better horizons. Family man; will relocate if right money. Box J-38, BROADCASTING.

Experienced black sportscaster. BS. Sportscasting. PBP. Alan. Box 71, Park Forest, IL 60466.

Situations Wanted Programing, Production, Others

Dependable asst. PD with first looking for top 40 position. Not afraid to work. Box H-239, BROADCASTING.

Intelligent, hard-working pro needs to break out of rut, seeks challenging, rewarding PD slot in Florida markets. Experience in most realms of broadcasting. Let's hear from you! Box H-248, BROADCASTING.

Exceptional writer/producer. Radio or TV play by play capability. 8 yrs. experience, the last 4 covering major college and professional sports in top 20 market. Ready for move. Box J-35, BROADCASTING.

John Downey (Roland Stone) interested in programming/locking/news, prefer Texas. Currently 3 1/2 years with KILT, Houston. Experienced here in all mentioned fields. 713-433-5547.

First Class, Age 27, two years experience, college degree, veteran. Interested? Contact Bob Wunderlich, 905 N. 3rd, No. 213, Burbank, CA. 91504. Phone 213-843-5705.

Maine, New Hampshire, Vermont, Program Director. Excellent voice first phone. Can do it all. Telephone 1-308-632-2598.

TELEVISION

Help Wanted Management

Promotion Manager. Top Fifty market. Needs experience as TV Promotion Manager for 5 years in medium or small market, or 3 years as Assistant Promotion Manager in major market. Marketing degree desirable. Salary open. Equal Opportunity Employer, M/F. Box J-19, BROADCASTING.

Instructional Television. Assistant Director, Assistant Professor. Michigan State University's large, full-scale color ITV facility seeks experienced manager-producer with doctorate in instructional design/development or related field. Responsible to Director of ITV for coordination of operations, budgets, personnel, planning. Assists faculty in design, development, evaluation of TV instruction. May include teaching. Immediate opening. Salary \$13,750 to \$18,000. Resumes, references to Erling Jorgensen, Director of ITV, 116 Linton Hall, Michigan State University, East Lansing, MI 48824. An Equal Opportunity Employer.

Help Wanted Technical

Chief Engineer. Southeast non-commercial UHF. Requires technical, managerial, and administrative skills and experience. Excellent benefits. Send resume and salary requirements. Box H-148, BROADCASTING.

Transmitter supervisor, needed immediately for upper Midwest UHF TV station. Must have UHF transmitter experience and be able to take complete charge of transmitter operations. Write Box H-173, BROADCASTING.

Master control Engineer. 2 years experience with UHF transmitter, videotape and master control equipment desired, first phone required. Some maintenance experience preferred. Full time UHF public station. Equal Opportunity Employer. Send resume to Dr. Ernest Phelps, WMUB-TV, Miami University, Oxford, OH 45056.

Television Chief Engineer, strong on total maintenance, for established network UHF. Immediate opening, ideal community. Send resume: R. Nelson, President, WXLTV, Sarasota, FL, 33578. Equal Opportunity Employer.

Sales Engineer. Excellent opportunity for above average person with strong technical background. Applicants must be able to provide technical sales and application support for radio and TV broadcast equipment product line. Radio or TV station experience required. This is an inside position with minimal travel. If you are interested in becoming associated with a well established leader in the industry please submit your resume to Personnel Director, Moseley Associates, Inc., 111 Castilian Drive, Goleta, CA 93017.

TV Engineer: Technical quality control and VTR operator/editor for progressive production unit. Qualified on Ampex Quads for color camera setup, lighting and production switching. Send resume to Operations Director, 2600 S. Mooney, Visalia, CA 93277. An Equal Opportunity Employer.

Video/microwave technician. Microwave Common Carrier has opening in Chicago area. Technical school training and FCC license required. Testing and quality control experience a must. Supervisory responsibilities. Send resume outlining education, experience and salary history to: Ron Renaud, Midwestern Relay, P.O. Box 68, Rubicon, WI 53075.

Help Wanted News

Help wanted Television. A midwest state informational organization seeks aggressive newperson familiar with all phases of radio and television news. Good salary and fringe benefits available. Contact Box H-162, BROADCASTING.

Florida Market combination sports reporter-photographer minimum 2 years sports experience. Equal Opportunity Employer. Box H-259, BROADCASTING.

Reporter/Producer Mid West Radio-TV Net affiliate seeks News Person. Min. 2 yrs. full time professional experience. Equal Opportunity Employer. Box J-18, BROADCASTING.

Help Wanted News Continued

Assignment Editor/Producer. Midwest top 30 market. E.O.E. Send resume to Box J-31, BROADCASTING.

Experienced Reporter. Midwest market, E.O.E. Send resume to Box J-32, BROADCASTING.

Ass't. News Director-Anchorperson, medium Midwest market. Must be strong on-air, production, writing. Group operation. Resume to Box J-33, BROADCASTING.

Writer/Producer for PTV station. Daily ½-hr. newscast. Professional journalist w/min. 1 yr. broadcast experience. BA required. \$9,250-9,500. Equal Opportunity Employer. Call Larry Reid, WBGU-TV, 419-372-0121.

Good reporter to do some anchor. Will consider experienced radio newperson looking for TV. Must see VT. Resume. WSAU-TV, Box 1088, Wausau, WI 54401.

Assignment editor. One of the south's most respected news stations is seeking an assignment editor with air ability and reporting experience; and an experienced reporter-anchor person. Send resume and video tape to Charles Caton, News Director, WSFA-TV, P.O. Box 2566, Montgomery, AL 36105. An Equal Opportunity Employer.

Help Wanted Programing, Production, Others

Staff artist for community PTV. 1½ person department. Workload is 45% on-air, 40% print, 15% scenic. Pay range \$8800-\$11,000. Contact WXXI-TV, Box 21, Rochester, NY 14601.

Major Mideastern Production House needs lighting director experienced in techniques of lighting commercials, industrials and shows. Knowledge of studio operations important. Producer/director, must be creative, knowledgeable and experienced in single camera techniques, film experience valuable, will work with major agencies and corporations. Applicants must have current VTR or film of their work, we will request later. Production Manager, Television Production Center, 445 Melwood Street, Pittsburgh, PA 15213.

Public Affairs: Experienced TV/Radio person needed as producer/director for university Radio/TV Information Service. Will serve as broadcast news media liaison and develop, produce and direct programs for radio and television. Seek experience in writing, film, VTR, radio, media contact; bachelor's degree. Send resume, references and salary requirements to: Director of Communications, 107 Wills, Kent State University, Kent, OH 44242. Equal Opportunity/Affirmative Action Employer.

Producer/Director for Community College CCTV. Experienced production know-how for color studio. Creative, strong writing and ability to understand and implement instructional design, develop programs. Master's degree required. Salary based on qualifications and experience. Apply: E.F. Seminara, Director, Library Learning Center, Niagara County Community College, Sanborn, NY 14132.

Production Supervisor: Experienced in all phases of TV production, as well as on camera, and coordination and scheduling personnel. Strong in client relationships, self-motivation and ability to get things done. Excellent opportunity with dynamic station. Send resume, and references to Operations Director, 2600 S. Mooney, Visalia, CA 93277. An Equal Opportunity Employer.

Situations Wanted Management

Superior Network and independent TV sales track record. Seeking management. Presently employed in Top 10 market. Excellent references. Box H-232, BROADCASTING.

RTV Grad with a minor in business management seeks entry level position in television sales. Single, willing to relocate, looking for management opportunity. Rob Dickelhuth, 184 Devonwood Dr., Pitts, PA 15241, 412-833-2866.

Situations Wanted Sales

Sales Producer! 220% increase in TV sales, 15 years advertising experience, college and sales trng. Mgmt. Grad. Will relocate. Nelson, 714-549-9585.

Situations Wanted Announcers

Versatile weathercaster/announcer. A.M.S. Polished. Mature. Radio third. Box H-160, BROADCASTING.

Sportscaster with 6 years experience looking for TV in Minnesota or Wisconsin. Will travel for interview and have tapes. Call 612-574-0043.

Situations Wanted Technical

Studio Technician. First phone, seven years operations. VTR, Camera, switching. Sincere, married, unemployed. Box J-17, BROADCASTING.

Situations Wanted News

Creative, thinking radio newsman seeks TV reporting job. I take pride in developing my own stories. For VTR and resume, write Box H-147, BROADCASTING.

Anchorman, sportsman, reporter, PBP, pilot, 1st phone. B.S. 8 yr. experience/3 TV. Lost job due to company finances. Box H-218, BROADCASTING.

Experienced anchorman, casual but authoritative style, will bring you ratings. Box J-37, BROADCASTING.

Experienced News Director, reporter, editor, radio anchorman looking to move on to better horizons. Family man; will relocate if right money. Box J-38, BROADCASTING.

Experienced, professional broadcast journalist. Now top-rated anchorman in highly competitive market. Writer, reporter and cinematographer with great references. Joe Martin, 5529 Bandy St., El Paso, TX 79903.

Female broadcast journalism graduate experienced as anchorperson, producer, host of news and public affairs programming wants to put creativity to good use. Call 516-791-3787.

Top pro. Host-emcee. 17 years major market talent. Versatile, creative, responsible. Available now. 602-993-0256.

Situations Wanted Programing, Production, Others

Production Manager, 10 years net, 8th market. Budgets, studio, remotes, film all my bag. Looking relocate Midwest or West Coast. Box J-21, BROADCASTING.

TV Artist, young, imaginative, experienced. Will relocate. Dave 203-522-5185. 200A Sigourney, Apt. A-L, Hartford, CT 06105.

CABLE

Help Wanted Management

General Manager. Large, expanding cable television system in the Middle-Atlantic region is looking for an experienced General Manager. Must have strong administrative, organizational, and public contact skills. Salary commensurate with experience and credentials. All replies will be kept in strict confidence. Please reply to Box H-216, BROADCASTING.

BUY-SELL-TRADE

WANTED TO BUY EQUIPMENT

Wanted-FM transmitter, 25, 20 or two 10KW. STL system, stereo. Remote control. Belar SCA monitor. FM RF Amplifier. Antenna for 98.5. Glenn Barnett, KWXY, Palm Springs, CA 92262. 714-328-1104.

We need used 250, 50, 1KW, 10KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

Wanted To Buy Equipment Continued

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: Looking to buy self-supporting tower, 200- 250- 300- 350- foot. Immediate availability needed. Call Craig Gosden 213-553-3600.

FOR SALE EQUIPMENT

G.R. 916 AL RF bridge, like new, calib'd \$525. Box H-231, BROADCASTING.

TFE Tone burst generator \$50, microphones 44BX \$75, new 77DX \$125. QRK Standard 12" turntable sync. motor \$175, Capps hot stylus unit \$39.95, Hycor 4201 program equalizer \$49.95, Gray 208S16 pickup \$10. Box J-2, BROADCASTING.

RCA BTF-5D transmitter complete with stereo generator and SCA 67 kc generator. 32,027 hours usage. Excellent condition. Now on air. Available end of September. \$5,000. Box J-6, BROADCASTING.

Gates SP-10 Automation System, 420 hours MOR music. On air. Top condition. \$10,000. KBUR-FM, P.O. Box 70, Burlington, IA 52601.

1 - CCA 10 channel stereo console; 1 - Jampro 5 Bay Antenna tuned to 93.3 with commuter cable less than 18 months old. 120 feet of 3" Coax; 1 - CCA Exciter; 1 - GEL Exciter; 3 - 20 KW Harmonic Filters. Contact: Jimmie Joynt, KYKR Radio, 713-985-2543. 3333 - 25th Street, Port Arthur, TX 77640.

Time-o-matic sign news cruiser. Excellent condition. 14,000 miles. Ford Van with solid slate 14 foot double faced message board. 4 1/2 KW generator. Make offer. WABB Radio, AC205-432-5572, Bernard Dittman.

Radio remote van: Chevrolet van, completely restyled for remotes, excellent broadcast quality, money maker. Sharp, attention getting, carpeted throughout, large windows, air conditioned, bottled gas heater. Equipped with: 1-Sony tuner amp, 2 QRK turntables, 1-Russo 505 Mixer, 1-EV 635 mike, 1-Marli 45C MHZ transmitter and receiver with antennas. Picture on request. Price reduced for immediate sale. 616-458-3793.

For Sale Good used 5 KW AM transmitter traded in on Continental 315F, Call Dick Floyd or Vernon Collins, 214-381-7161.

Heliast-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

Panasonic CATV television camera Model WV-360P with Samson Tripod. 8 months old. Excellent condition. \$600 plus shipping. Contact Daniel Reed, 832 E. McCracken, Hoopston, IL 60942, 217-283-6170.

4 years old in excellent condition. Gates 12 Bay Circular FM Antenna or 2 - 6 Bay Circular FM Antennas. Call Sam Sherwood 612-633-9667.

Save CBS units new Model 4500 Dynamic Presence Equalizer \$710 Model 710 Automatic Loudness Controller \$725. Call 219-872-6536 or 219-874-3333.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Need fresh material? Subscribe to: "The Original Weekly Monologue." Non-print rights only. One outlet per market. \$10.00 per issue. Mail check to: Humor Unlimited, P.O. Box 1472, Canoga Park, CA 91304.

MISCELLANEOUS

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

Miscellaneous Continued

Air checks of the top personalities in the nation! Current and collectors tapes available! Send for free catalogue! Air Checks, 1516 Hinman, Suite 505, Evanston, IL 60201.

PLACEMENT SERVICE

Announcers with first phone qualified for air shifts including news and production. Placement director, Brown Institute, Fort Lauderdale, FL, 305-772-0280.

Many Top-40, Middle of road, and C&W openings available! Rush tapes and resume to: Air Talent Placement, 1516 Hinman, Suite 505, Evanston, IL 60201.

PERSONALS

Attention Alumni of Columbia College, Chicago. Urgent that we hear from you at your earliest convenience. Write or phone Thaine Lyman, Chairman, Broadcast Communications, Columbia College, 540 Lake Shore Drive, Chicago, IL 60611. AC 312-644-0390.

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.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Sept 29, Nov. 10, Jan. 5. 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!

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today, 312-649-0927. 333 East Ontario, Chicago, IL 60611.

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-d.j.-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.

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

RADIO

Help Wanted Announcers

MAJOR MARKET AM

Needs strong personality. Must be glib, knowledgeable and experienced, with a good sense of flow. Send tape and resume to: Frank N. Magid Assoc., One Research Center, Marion, Iowa 52302.

Help Wanted Technical

CHIEF ENGINEER WANTED IMMEDIATELY IN THE NORTHEAST. MUST BE EXPERIENCED IN MAINTENANCE AND OPERATION OF DIRECTIONAL ANTENNA SYSTEM. HAVE KNOWLEDGE AND RESPECT FOR FCC RULES. EXCELLENT OPPORTUNITY WITH SALARY BASED ON ABILITY AND EXPERIENCE. RESUME, REQUIREMENTS, REFERENCES TO BOX J-20, BROADCASTING.

Help Wanted News

We need an experienced television/radio news director for medium market in southeast. Will consider assistant news director ready to move. Box J-30, BROADCASTING

Situations Wanted Announcers

—BY THE WAY—

EVER THINK OF HIRING AFTERNOON DRIVE PERSONALITY IN TOP 100 MKT. WHO SEEKS GREATER CHALLENGE AT TOP 40 OR UPTEMPO MOR? HE'S No. 1 IN ARB & PULSE, NOT BAD. BUT HURRY, I COULD BE WORKING FOR YOUR COMPETITOR NEXT WEEK.

BOX J-11, BROADCASTING

TELEVISION

Help Wanted Management

ASSISTANT SALES MANAGER WANE-TV, Ft. Wayne

If you can document a solid record of accomplishment in sales, you could be the right No. 2 manager for this aggressive, successful sales department. Your primary responsibility will be in national sales, but you must be comfortable handling regional and local business, too. WANE-TV is a Corinthian Station and a CBS Affiliate.

Resume and salary history, please, to:

Mr. Fran Conway
General Sales Manager
WANE-TV
P.O. Box 1515

Ft. Wayne, Indiana 46801

An Equal Opportunity Employer

"An ad we placed in BROADCASTING really paid off. We were swamped with applicants and...chose a BROADCASTING applicant."

Help Wanted Technical

ANTENNA ENGINEERS AND TECHNICIANS

Background in TV and FM broadcasting station operation is essential. Principal duties consist of design, fabrication, and testing of VHF and UHF television antennas, in the 50 to 750 MHz range, as well as FM broadcasting antennas in the 88 to 108 MHz range. Experience with broadband (10%) VSWR values of 1.08 helpful. The positions are exacting and responsible, in a well-equipped antenna manufacturing plant.

Excellent living community with nearby colleges, university and vacation areas. Company is on the American Stock Exchange with excellent fringe benefits for qualified employees. Salary according to experience and qualifications with good prospects for forceful personality. An Equal Opportunity Employer.

Send full resume to: Mr. Bob Nelson
9900 Baldwin Place—El Monte, Ca. 91731

Help Wanted News

WEATHERCASTER MAJOR NORTHEAST MARKET

Must be able to deliver weathercast clearly, precisely and with personality.

Prefer experienced television personality, but will consider all applicants. An Equal Opportunity Employer.

Write Box H-209, BROADCASTING.

NEWSCASTERS! TALK SHOW HOSTS! SPORTSCASTERS!

Can You Succeed As A Game Show Host??

Prominent TV Packager seeks NEW PROFESSIONAL TALENT for up-coming Network Game Shows and Pilots. Send Resume and all particulars. Write:

BOX J-25, BROADCASTING

Meteorologist/Weathercaster

WTLV
TeLeVision 12
Jacksonville, Florida

is interested in receiving applications for a well qualified meteorologist/weathercaster with TV experience. Send resume, picture and video tape, if available. Great opportunity in a dynamic Florida city now the 59th U.S. market. Contact:

Mr. Gert Schmidt, President
WTLV
P.O. Box 1212
Jacksonville, Florida 32201

Miscellaneous

EQUIPMENT WANTED

Interested in a tax-deductible donation? Major independent university needs sound-sync camera. Gift of this equipment would be totally tax-deductible. To inquire, reply

Box H-203, BROADCASTING.

You belong in

Broadcasting
The newsworld of broadcasting and allied arts

Miscellaneous Continued

FOR SALE STATION CONSTRUCTION PERMIT

50,000 watt AM CONSTRUCTION PERMIT—DAY TIMER. Big southern metro area. Cost plus 10% brokerage fee. About \$60,000,000 to handle for C.P. land, and brokerage fee complete. **BUSINESS BROKER ASSOCIATES.** Ask for "AI"

Days call 800-354-9591
In Kentucky call 800-432-9532
Nights call 806-278-5049

100% ID TRADE

Gwindsound of Dallas IDs free for major market radio in return for broadcasting Top quality, 30 minute, Church program on Sunday. Send coverage map, 52 time 30 minute rate, and musical format... No obligation. **De-Munck Simmelin & Co., 914 Center Avenue, Oostburg, Wisconsin 53070.**

122 Radio Stations across the country are now making extra money every day with our "Let's Go To Church"—Non-denominational sermonettes. You can too. Dial 703-342-2170—hear a 60 second demo. You'll be convinced. Cost? A few pennies a day.

Hayden Huddleston Productions, Inc.
305 Shenandoah Building
Roanoke, Virginia 24011

For Sale Equipment

AM TRANSMITTER RCA BTF-5A

With spare modulation transformer and tubes. EXCELLENT CONDITION

WRITE: CHIEF ENGINEER
WTVN-AM-FM-TV
P.O. Box 718
COLUMBUS, OHIO 43216

Comedy

JIM CHANNEL—FROM WDFH CHICAGO, 2ND IN NATION IN 1975 BILLBOARD MAJOR MARKET DISC JOCKEY OF THE YEAR CONTEST, NOW OFFERS ALL THE CURRENT AND CONTEMPORARY ONE LINERS HEARD WEEKLY ON HIS SHOW! SEND FOR FREE DEMO TAPE TO: AUDIO ONE LINERS, SUITE 505, 1516 HINMAN, EVANSTON, ILL. 602011

Legal Notice

The TOWN OF SUNDERLAND, MASSACHUSETTS hereby solicits applications for a cable television franchise. Applications, in accord with the Massachusetts General Laws, Chapter 166A, will be accepted by the undersigned until NOVEMBER 17, 1975.

BOARD OF SELECTION
Town Hall
town of Sunderland,
Massachusetts 01375

The TOWN OF DEERFIELD, MASSACHUSETTS hereby solicits applications for a cable television franchise. Applications, in accord with the Massachusetts General Laws, Chapter 166A, will be accepted by the undersigned until NOVEMBER 17, 1975.

BOARD OF SELECTION
Town Office Building
South Deerfield, MA. 01373

Placement Service

STATION OWNERS & MANAGERS

We will recruit your personnel at no charge to you. Call the

'PERSONNEL HOTLINE'
305-392-4210
24 HOURS A DAY
7 DAYS A WEEK

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)
 \$23.00 12 months (50 issues)
(Check Appropriate Box).

NAME _____

ADDRESS _____

Enclose Check or Money Order

Consultants

LICENSE RENEWAL TIME?

FCC requires all stations to have equipment performance measurements (proof) prior to filing their license renewal application

BROADCAST FIELD ENGINEERING

Offers a reasonably priced proof—our equipment and engineers are the best in the business. You'll be surprised how little it costs to have a professional consultant do your proof. Call for a quote

704-568-4054
Charlotte, North Carolina

Also station construction, antenna measurements, coverage map service, emergency repair service

Financing

**IMMEDIATE
CASH AVAILABLE
WE WILL PURCHASE
YOUR**

ACCOUNTS RECEIVABLE

Money is provided to you on a non-recourse basis — therefore, your Financial Statement is not needed. Our funding does not require a long term commitment or contract that will tie you down.

Justin-Bradley Associates,
Inc.

1401 Brickell Avenue
Miami, Florida 33131
(305) 672-5522

Wanted to Buy Stations

ATTENTION MID-AMERICA READY TO RETIRE?

Station manager, major group will manage your station on buy-out arrangement. Age 33; finest industry references; good track record. We can help each other.

BOX J-3, BROADCASTING

**Wanted To Buy
Stations Continued**

**INVESTMENT GROUP
WITH CASH
SEEKS TO ACQUIRE
NETWORK AFFILIATED
TV
STATION
SEND DETAILS IN CON-
FIDENCE TO:
BOX J-1,
BROADCASTING**

**EXPERIENCED BROADCASTERS
LOOKING TO BUY 45% OF AM-FM
COMBINATION IN 1/4 TO 1/2 MILLION
MARKET. WE'LL MANAGE WITH OP-
TION TO BUY. NO BROKERS PLEASE
... BOX J-26, BROADCASTING.**

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: 2 1/2
million. Excellent facilities; superb properties. Replies
should contain information sufficient to establish fi-
nancial and personal qualifications.
Box 8-231, BROADCASTING

**50,000 WATT AM FULL
TIMER**
1000 watts night. Assets only. Not the
Corporation. Best facility within 100
miles or more. Metro market of about
300,000. Will sell for one million dol-
lars (\$1,000,000.00) gross. No extras.
\$290,000.00 down payment. 8 year
payout. Interest only payable annually
first 3 years. Last 5 years pay prin-
cipal and interest annually.
**BUSINESS BROKER
ASSOCIATES Ask for "AI"**
Days call 800-354-9591
In Kentucky call 800-432-9532
Nights call 606-278-5049

Full time CALIFORNIA regional AM plus Class
A FM at break-even. One roof operation with
real estate included. Experienced and
qualified buyer can name own terms. Asking
\$330,000.
FARWEST Class A FM with automation in
market of 100,000. Requires \$40,000 down
with seller financing balance of \$40,000 over
10 years.
William A. Estine, Inc.
31 CARROLL COURT
SAN RAFAEL, CALIFORNIA 94903
(415) 479-0717
MEDIA BROKERS - CONSULTANTS

 *Brokers & Consultants
to the
Communications Industry*
THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

**For Sale Stations
Continued**

TEXAS
Daytimer in single station market.
County Seat—transmitter real estate
— good equipment — less than two
times billings — Cash Flow \$52,000
including manager's salary of \$15,-
000. Price \$245,000, \$70,000 down,
balance ten years.
A profitable single station market
daytimer, close to major city. On the
air since 1954. A good first station
buy at \$100,000—29% down, balance
terms.
George MOORE
A ASSOCIATES
8116 No. Central Expressway Suite 712
Dallas, TX 75206 (214) 361-8970

NEVADA AM/FM
AM/FM FOR SALE, \$275 FOR THE AM
OR \$475 FOR BOTH. GROSS APPROX-
IMATELY \$180,000. STATIONS AUTO-
MATED. GOOD OPERATION WITH
GREAT POTENTIAL AND A NICE PLACE
TO LIVE. IF INTERESTED WRITE P.O.
BOX 11291 LAS VEGAS NEVADA
89111.

**For Sale Stations
Continued**


SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 368-8545

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington
Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20038
202-273-1553

AT YOUR SERVICE WITH
20 YEARS EXPERIENCE.
**RICHARD A.
SHAHEEN, INC.**
Media Brokers
435 N. Michigan Ave. Chicago, Ill 60611
312/467-0040 

South suburban daytime	\$280K	Terms
Central Suburban daytime	325K	terms
N.E. Suburban AM/FM	2.25KK	nego
MW Suburban daytime	200K	terms
S.E. Metro Profitable	500K	Terms


business brokerage service
Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

**BROADCASTING'S CLASSIFIED
RATES**

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St. N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:
— Help Wanted, 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
— Situations Wanted, 40c per word—\$5.00 weekly minimum.
— All other classifications, 60c per word—\$10.00 weekly minimum.

— Add \$2.00 for Box Number per issue.

Rates, classified display ads:
— Situations Wanted (Personal ads) \$25.00 per inch.
— All other \$45.00 per inch.
— More than 4" billed at run-of-book rate.
— Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

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: _____

Profile

Jack of all trades and master of Corinthian Broadcasting

The overriding impression Philip Lombardo makes in conversation is that he has covered all his bases. He is relaxed, scarcely looking his 40 years and his demeanor implies that his rise to the presidency of Corinthian Broadcasting is the natural result of a continuing in-house education stretching back 20 years.

Effortless or not, the transitions he has made in his career are startling if only because of their number: from sports to acting, from acting to production, from production to sales, from sales to programing and from programing to management. In mastering each of these areas, he has added to his knowledge, and if he is a successful corporate mountain climber, it is because he knows every rock along the way.

As president of Corinthian, a Dun & Bradstreet subsidiary, he oversees the group's five television stations, all CBS-TV affiliates—KHOU-TV Houston, KXTV Sacramento, Calif., KOTV Tulsa, Okla., WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind. Originally named president of Corinthian's television stations division, he was named president and chief operating officer in January 1974, giving him responsibility as well for Corinthian's TVS sports network.

His passion is management. "It's nice to know that you have skills, and that you have the ability to use them," he says, "but there's another kind of satisfaction in identifying skills in other people and using those skills." He got his first whiff of that sort of responsibility at the age of 21, and although he later tried jobs of half-a-dozen sorts before returning to management, it seems that all the learning that came in between only led up to a grasp of management more solid than can be taught in schools. As he puts it, "A lot of management can be taught, but a lot is instinctive."

His friends agree. Vincent Welch, senior partner in the Washington law firm of Welch & Morgan, became acquainted with Philip Lombardo while both were fighting a license challenge to WGHP-TV High Point, N.C., of which Mr. Lombardo was then general manager. "He's very good at organizing and directing a major effort like that," Mr. Welch says. "He had his staff working as hard as he was, and they were enthusiastic about it."

Working as hard as Mr. Lombardo is a feat in itself. "He doesn't know what the clock says, what regular hours of work are. If that means coming in at 7 and leaving at midnight, he does it, whatever it takes to



Philip Joseph Lombardo—president and chief operating officer, Corinthian Broadcasting Corp., New York; b. June 13, 1935, Chicago; BA, University of Missouri, 1957; disk jockey, KWRT(AM) Boonville, Mo., 1957; various jobs, KOMU-TV Columbia, Mo., 1957-58; production assistant, assistant production manager, WBBM-TV Chicago, 1958; producer, director, program director, assistant general manager, KCRG-TV Cedar Rapids, Iowa, 1958-59; National Guard duty, 1959; account executive, Fritz & Associates, Chicago, and account executive, WWCA(AM) Gary, Ind., 1959-60; floor manager, producer, director, WBBM-TV Chicago, 1960-65; program manager, WLWT (TV) Cincinnati, 1965-67; program manager, WGHP-TV High Point, N.C., 1968; named vice president-TV operations, Southern Broadcasting Co., 1969; president, television stations division, Corinthian Broadcasting, 1973; present post, January 1974; m. Marilyn Tellefsen, 1963; children—Dean Philip, 10, Jeffrey John, 8.

get the job done," Mr. Welch says.

Now Mr. Lombardo's attention is occupied by five stations rather than one. His station managers have a direct line to his office. The facts he recites about the diverse situations and tastes of each of his five markets reveal that he still has a station manager's instincts.

TVS presents challenges of a different sort. The network has for some months been making arrangements with NBC-TV for the schedule of National Collegiate Athletic Association basketball games it will carry beginning next winter. TVS itself is developing a series of boxing matches, in conjunction with Madison Square Garden Inc., New York. In the past year, Mr. Lombardo has supervised TVS's entry into other sports-related programing, including a Timex special and the televising of the Victor Awards from Las Vegas.

Dealing with sports seems just another

natural ability for him. He went to the University of Missouri in 1955 on a basketball scholarship after a brief tenure on the Chicago campus of the University of Illinois. But sports quickly lost out to a deeper interest, radio.

Offering his services free of charge, as he puts it, to campus and local stations, he landed at KWRT(AM) Boonville, Mo., doing an early-morning farm broadcast, with additional responsibilities as public address announcer for Fayette (Mo.) College's football games. He was first a journalism major at Missouri, but later he moved into the speech and drama department and found a creative outlet in acting, capped by a performance as Stanley Kowalski, the male lead in Tennessee Williams's "A Streetcar Named Desire."

His acting led him to television roles with KOMU-TV in Columbia, Mo., but that soon gave way to behind-the-scenes production work with the same station. Impatience with his graduate work in communications soon took him to WBBM-TV Chicago as a production assistant in 1958. Before the end of 1960, he had left the station, had a succession of producing, managing and selling jobs, served half a year in the National Guard, and returned to WBBM-TV.

Somewhere near the end of his association with WBBM-TV in 1965, he began to feel that management was where he wanted to be and moved to Avco's WLWT (TV) Cincinnati as program manager. His education continued there, with a combination of news, live programing and dealings with syndicators making up his course work. A move to WGHP-TV in 1968 led to his being elected vice president for television operations for the station's parent group, Southern Broadcasting, which he left in mid-1973 to join Corinthian.

Changing jobs that often might make other men's teeth chatter, but Mr. Lombardo seems to have mastered the technique. "Moving isn't as difficult if you like your work," he says, noting that between time with his family and long hours on the job, he has little opportunity to consider the changing scenery.

His outlook on his career and his future is similar to that of many younger executives who have matched, or aspire to match, his achievements. "I don't think I'm the kind of guy who can ever sit back and say, 'It's all done, I'm satisfied.' I'm a student of this business, and I expect to remain one."

With a rumored candidacy for the National Association of Broadcasters TV board and plans to become more involved with other industry organizations, things seem far from "all done" for Philip Lombardo.

Editorials

Man on the move

Two weeks ago the FCC announced approval of two multimillion-dollar sales of major-market VHF television stations by Avco Broadcasting Co. and Screen Gems Stations (Columbia Pictures) to new owners (BROADCASTING, Aug. 25). Disclosures of the separate sales had been made last March, but the formal applications for FCC approval, entailing mountains of paperwork, were not filed until the second half of June.

Though the approvals, coming within some 60 days of filing, may not have established a record for fast action at the FCC, they did constitute a distinct improvement in the time the FCC has been taking in recent years to process transfers, even those that were routine and unopposed. Applicants have been lucky to get decisions in six months.

It is true, of course, that the FCC has been sidetracked from its most important work by external demands on its time, mostly coming from the Congress. It has been preparing reports on sex and violence, children's advertising and who knows what else, capped, of course, by the cartload of material required by the Moss Oversight Subcommittee (BROADCASTING, Aug. 25). No one knows how many valuable manhours have been wasted on such excursions.

In such circumstances, it is especially striking to see the FCC act expeditiously on the Avco and Screen Gems sales, which ought to set the new pattern for the processing of transfers involving willing buyers and sellers and no obstructions. The credit for the action must be given to FCC Chairman Richard E. Wiley, who is attacking the agency's ever-mounting workload with sustained vigor.

Whatever else those doing business with the FCC may think of Chairman Wiley, they must accord him credit for shaking things up. He drives his staff and his colleagues, but not as hard as he drives himself, which is to say something more than 12 hours a weekday, plus weekends.

Mr. Wiley has two years to go (until June 30, 1977) on the FCC. He wants to complete his tenure as chairman and return to private practice in Chicago, better to provide for his young family of three children. Once his fortunes are recouped, we wouldn't be surprised to see Mr. Wiley run for high state office or for U.S. House or Senate. He has time for career planning. He is only 41.

Depending on one's interests, Dick Wiley is either a saint or a sinner. But none can dispute his ability as an administrator, negotiator (arm-twister, some say) and selector of the right people for the right slots.

Distinction without a difference

The National Association of FM Broadcasters has announced a campaign to detach radio from television in license-renewal legislation. As Abe Voron, executive director of the association, put it: "We want to be separated from the TV dragon" (BROADCASTING, Aug. 25).

No doubt Mr. Voron will find support, not only from FM broadcasters but also from at least some in AM. In a good many legislative actions, radio has suffered in recent years for being lumped with television. Perhaps the most conspicuous example of accidental fallout was the outlawing of cigarette advertising on both radio and TV, when television was the only target.

There are, however, difficulties in drafting radio-only renewal legislation without at least implying that harsher standards ought

to be exacted of television licensees. Television, as any practitioner we know will instantly testify, already has all the trouble it needs on the Hill.

Until the draft of the NAFMB's proposed legislation is written, a process that Mr. Voron says will take time, a judgment on it must be deferred. In principle, however, it seems to us that the association would be wiser to address its radio-only proposals to the FCC, which is now revising its renewal procedures under the broad authority already contained in the Communications Act. Except for the three-year license term, which is prescribed by law, the FCC has considerable discretion to adjust renewal requirements to fit different types and conditions of stations.

Indeed the National Association of (all kinds of) Broadcasters has been energetically beseeching the FCC to come up with different standards for renewal while it lobbies Congress, with equal energy, for renewal legislation applicable to all. The theory at the NAB is that the law itself ought to be general, if regulation under it may be particular, that the law ought to provide equal shelter against unreasonable attack for deserving licensees of every kind.

In opting for particularized legislation, the NAFMB is obviously taking a position at odds with the NAB's. In so doing, it adds another issue to quite a few that have been causing broadcasters to wonder about the present structures of their trade associations.

Fees: simple

A number of broadcasting companies have petitioned the U.S. Court of Claims for a summary judgment that they are entitled to a refund of fees they paid under schedules that the Supreme Court declared illegal (BROADCASTING, Aug. 25). No plaintiffs ever had a better case.

The FCC has been bobbing and weaving about the broadcaster fees ever since the Supreme Court issued its decision. The FCC keeps saying that only its cable fees are affected since the Supreme Court was ruling in a cable case.

The principles at stake applied equally to cable and broadcasting and to the FCC's fee schedule in general—as we are sure the courts will eventually hold. Meanwhile, with bureaucratic tenacity, the FCC keeps forcing licensees to endure heavy legal expense to recover what is clearly owed them.



Drawn for BROADCASTING by Jack Schmidt

"Current weather . . . severe electrical storms in the area."

There are two R's in Xerox.

One is right in the middle.

But the really important one is the one you probably never notice.

It's the little R in a circle—like the one you see at the bottom of this ad—that tells you that Xerox is a registered trademark.

And it reminds you that our name— which is also our trademark — should only be used in connection with the products and services of our corporation.

Including everything from Xerox copiers to Xerox textbooks.

So as you can see, our trademark is

a very valuable one.

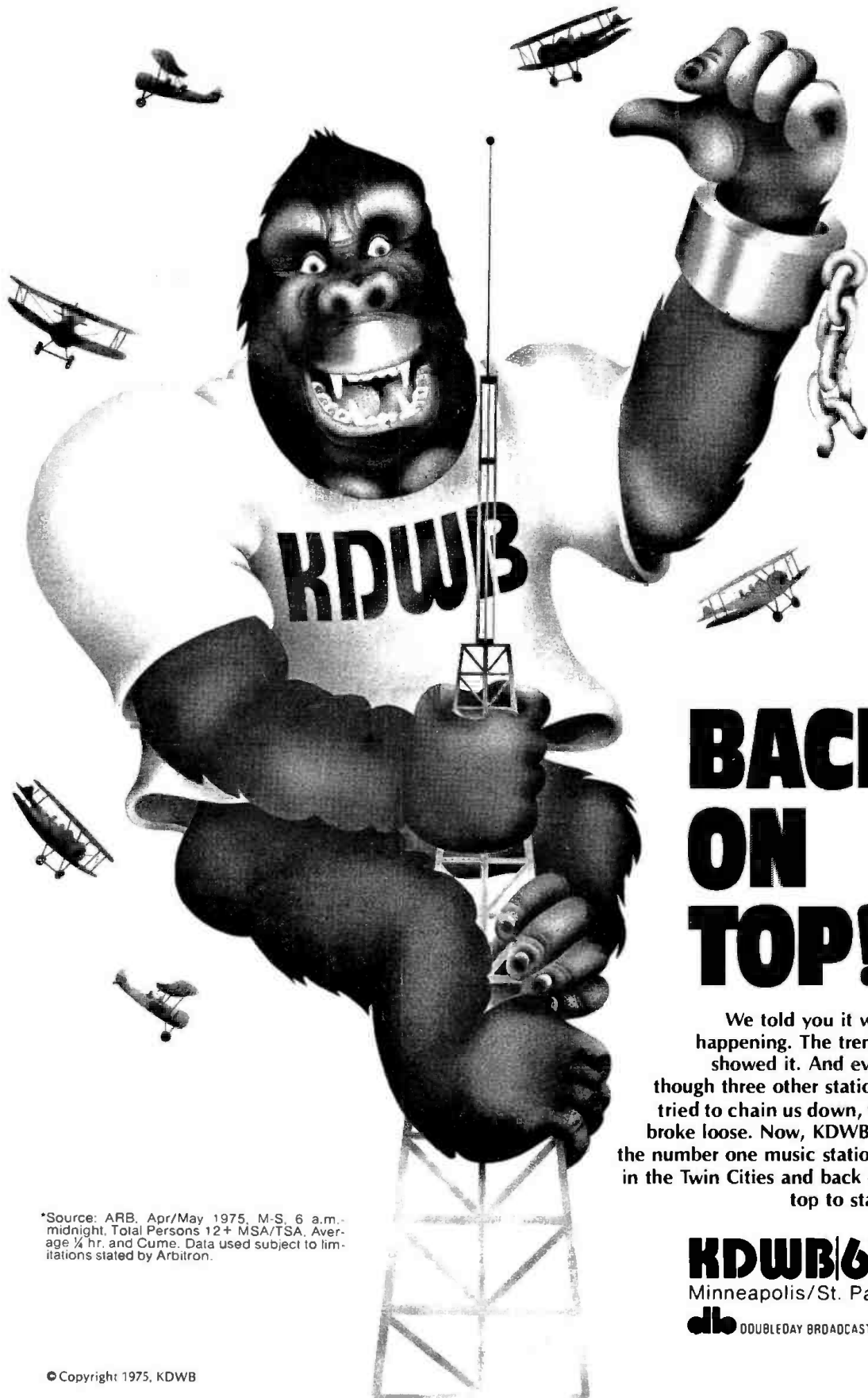
To us. And to you, too.

Because it ensures that when you ask for something you can be sure of what you're going to get.

Of course, we don't expect you to use the second R every time you use our name.

But we do hope you'll give it a second thought.

XEROX



BACK ON TOP!

We told you it was happening. The trends showed it. And even though three other stations tried to chain us down, we broke loose. Now, KDWB is the number one music station* in the Twin Cities and back on top to stay.

*Source: ARB, Apr/May 1975, M-S, 6 a.m.-midnight, Total Persons 12+ MSA/TSA, Average ¼ hr. and Cume. Data used subject to limitations stated by Arbitron.

KDWB|63
Minneapolis/St. Paul
db DOUBLEDAY BROADCASTING