

Sept. 15, 1975

First impressions on the new TV season
=CC drafts bill to censor broadcast obscenity

Broadcasting Sep 15

The newsweekly of broadcasting and allied arts

Our 44th Year 1975

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NEWSPAPER



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The Bud Grant Show on KSTP-TV/Vikingsland is just one example of the unique local programming, leadership and service to the public by the team of Hubbard Broadcasting stations across our great land. The award-winning Black Forum on WTOG-TV/Tampa-St. Petersburg, Eyewitness News dominance by KSTP-TV and KOB-TV/Albuquerque and exclusive play-by-play coverage of the Vikings on KSTP-AM are other ways the Hubbard team excels in service to the public. So, for media strategies that really score, choose the winning ways of the Hubbard Broadcasting team, now with more than 50 years of broadcast leadership.

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KSTP-TV Minneapolis-St. Paul	KSTP-AM Minneapolis-St. Paul	KSTP-FM Minneapolis-St. Paul	KOB-TV Albuquerque	KOB-AM Albuquerque	KOB-FM Albuquerque	WTOG-TV Tampa-St. Petersburg	WGTO-AM Cypress Gardens
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51106
HUBBARD BROADCASTING CO. INC.
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Only two U.S. licensing organizations had winners at the 1975 CBS-TV Rock Music Awards.

Bad Company	ASCAP/PRS*
Joan Baez	ASCAP
Chuck Berry	BMI
Bob Dylan	ASCAP
Eagles	ASCAP
Earth, Wind and Fire	BMI
Dan Fogelberg	ASCAP
Glenn Frey	ASCAP
Don Henley	ASCAP
Elton John	ASCAP/PRS*
Labelle	BMI
Joni Mitchell	BMI
Phoebe Snow	ASCAP
John David Souther	ASCAP
Stevie Wonder	ASCAP

*PRS, licensing in USA through ASCAP

WHAT DO THIS 18 YEAR OLD COED AND THIS 34 YEAR OLD STOCKBROKER HAVE IN COMMON?

In Washington, you just can't beat the 18-34 market for sheer spending power. That's where the money is. That's where the sales come from.

And that's right where WMAL FM makes its mark. With the big broadcast stars. Our average listener is 28 years old. Washington's median age is 34. And that's no coincidence.

Music makes them tune in. And 5 of the best known radio personalities in Washington **keep** them tuned in. With special broadcasts like album reviews, rock concerts, pop interview shows, sports reports,

it's a sound you can't afford to pass up. If you want the people who spend their money, to spend their money on you.

We'd like to talk to you. Call us at (202) 686-3078.

Broadcasting
Sept 15, 1975

WMAL FM
107.3

4400 Jenifer Street, N.W. Washington, D.C. 20015

TODAY'S WORKING WOMAN:

VERY SPECIAL CONSUMER...

VERY SPECIAL NEW NSI CATEGORY

The working woman of today is *different*. She has a higher household income, she's better educated and she's more style-conscious. In short, she's a prime target for products such as clothing, cosmetics, convenience foods, home furnishings and leisure-time goods and services, to mention only an obvious few.

But her television viewing habits are different too. Her preferences frequently differ from her non-working counterpart. The key to reaching her efficiently is in knowing *what* she watches.

NSI provides that key in the form of a "working woman" category in all three report sections—Program Audience, Time Period and Day Part. This Fall, use NSI to give this very special consumer some very special consideration in your spot buying.



NIELSEN STATION INDEX

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Business Briefly

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Big growing bigger □ Green Giant Co., Le Sueur, Minn., will top last year's TV budget by 40% in fourth quarter with heavy TV campaign on network and spot for various of its frozen vegetable products. Green Giant expects to spend about \$4 million in TV during 1975-76, up about \$500,000 over last year, with fourth quarter splurge including spot TV in top 15 markets and participations on various ABC and NBC daytime programs and ABC and CBS prime-time series. Leo Burnett U.S.A., Chicago is targeting messages to women 18 to 49 and 25 to 49.

Making its move □ In its most extensive spot TV campaign to date, Martha White Foods Inc., Nashville, on behalf of corn meal and flour, is planning 56-market spread to begin this week, primarily in



South and Midwest and continue for next 19 weeks. Commercials are slanted toward women 18 to 29 and spotlight Tennessee Ernie Ford. Campaign was created and placed by Noble-Dury & Associates, Nashville.

In flight □ British Airways takes off in six TV, nine radio markets with prime and late fringe time 60's beginning Sept. 15 for five weeks and with a mix of 60's/30's starting Sept. 29. Campaign has Bicentennial theme, is geared to men 25-49. Tinker, Dodge & Delano, New York, is agency.

Neophyte □ Neutrogena Corp. of Los Angeles, makers of special yellow, opaque, nonarsenic soap, through Los Angeles office of Hall and Levine, division of Foote, Cone & Belding, will use television for first time ever in Chicago market beginning Nov. 3, with adult men and women as target audience.

At last □ Breaking into consumer advertising for its "soft, chewy, delicious" Twizzlers and Nibs licorice is Y & S Candies of Westfield, N.J. Company is 130 years old, until now an advertising

hold-out. Friedlich, Fearen & Strohmeier, New York, has placed 60's in drive time in three radio markets for four weeks starting Oct. 6. FF&S reports budget for three months at \$100,000.

Testing one, two . . . □ Ore-Ida Foods, Boise, Idaho, subsidiary of H.J. Heinz Co., through Doyle Dane Bernbach, will go into television for first time to promote new line of Ora-Ida frozen potatoes. Los Angeles and Chicago will be initial test markets, where campaign kicks off for 13 weeks on Sept. 22. Women 18 to 49 are target audience.

If at first □ Polaroid Corp., Cambridge, Mass., will place spot TV and radio campaign in top 15 markets to support SX-70 camera, starting in early October and continuing through December. Spot effort supplements network TV splurge on ABC, CBS and NBC to run until end of year, with commercials featuring Ed McMahon, Gene Shalit, Bill Beutel and Candice Bergen. Doyle Dane Bernbach, New York, is focusing on men and women, 18 to 49.

Teamwork □ Hertz Corp., New York, has signed up with football star O.J. Simpson in network and spot TV drive breaking in late September for Hertz Rent-A-Car service. Hertz said spending in fourth quarter is budgeted at annual rate of \$10 million with commercials spotted on NFL Football coverage throughout season on CBS and NBC and on stations in 25 top markets for 13 weeks. Ted Bates & Co., New York, is agency.

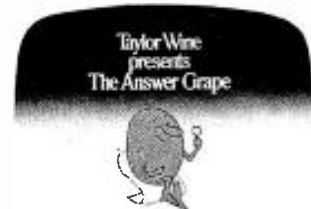
Playback □ TV spot campaign that Leo Burnett, Chicago, says will use same theme as last year for Memorex's Memory-Audiotape cassettes is due to start fourth quarter in fringe 30's, in at least 30 markets. Target audience is men 18-49.

Suspense □ Until two years ago Edie Adams appeared as TV commercials spokeswoman for Muriel Cigars of Consolidated Cigar Corp., New York. Ms. Adams continues to serve as marketing consultant to Consolidated, but company has embarked on effort to find successor. First of three candidates to don mantle is Margaret Davies, who will appear in new commercials to begin this week on Muriel sponsorship of NFL football games on NBC-TV and CBS-TV.

Commercials also will be carried on Muriel sponsorship of NBA basketball on CBS-TV. Ms. Davies will continue to appear for six weeks; two other candidates will be spotlighted in subsequent spots. Choice will be made next summer. Agency is DKG Inc., New York.

Wordy □ Mobil Oil Co. will bankroll two nine-hour radio specials, one on history of film music and other on fictional private detectives. Film-music special will be produced and bartered by Cinema Sound Ltd., New York, in association with *High Fidelity* magazine, and will use examples from 1905 through 1975, with Gene Kelly involved in narration. Private-eye special will be narrated by Heywood Hale Broun, and will include rare taped interview with Humphrey Bogart on this subject. Flagship station for two specials will be WOR(AM) New York.

Q and A □ Taylor Wine Co., Hammondsport, N.Y., will invest half-million dollars, primarily in spot TV, to promote Taylor Lake Country Gold Wine in 34 markets, starting Oct. 21 and



ending in early December. Through BBDO, New York, Taylor will introduce animated character, The Answer Grape, who recommends wine as appropriate before dinner. Target: adults 25 to 49.

Bleach burst □ Climalene Co., Canton, Ohio, through Wyse Advertising in Cleveland, has authorized \$30,000 budget for test marketing in Chicago of 30-second spot boosting Linco Bleach. Campaign gets under way next week and will run for three months. Spot is aimed at women 18 to 49.

Toe in TV waters □ Bell & Howell, through Robert L. Cohen Advertising, plans \$30,000 test in Middle West (with Chicago as focus) for 30-second spot promoting new line of cameras. Campaign starts next week, will run for one month, will be geared to men 18-49.

Broadcasting Sep 15 1975

5

Monday Memo

A broadcast advertising commentary from Robert G. Fanelli, chairman, Arnold Bakers, Greenwich, Conn.

Arnold keeps its bread on the rise with radio

Arnold Bread makes quality breads, breadstuffs and cookies—we're a premium product and we're priced that way.

Arnold Bakers has distribution all up and down the East Coast and as far west as Pittsburgh. We're continuing to make good sales gains despite inflation, economic recession and the completely unfounded rumor that bread has calories.

One of the reasons for our success is radio. The bulk of the Arnold advertising in the last three years has been radio. In fact, we've come full circle. We used to spend 75% of our broadcast budget in TV, 25% in radio. But now it's completely reversed. Radio gets 75%, TV the skinny part of the loaf. Arnold advertising is now on some 60 stations and continues to generate awareness and solid sales gains.

Now why do we concentrate so heavily on radio? Well, first there's radio's personal impact and consumer loyalty. Here's an example. About a year ago Arnold ran a simple mail-pull promotion on three New York stations. We asked listeners to send us a postcard telling us what kind of Arnold bread they bought and where they bought it.

Luckily the postcards were directed to the radio stations because our advertising agency, Nadler & Larimer, would have had to hire an extra mailroom to handle the response.

The response was surprising and gratifying for two reasons. One, of course, was quantity. We literally got thousands of replies to a two-week campaign. The other was quality. Postcards came in from hundreds of affluent suburbs from matrons, young housewives, from a mother superior in a New Jersey convent.

Another reason, of course, is the supermarket trade. This includes personnel of chain-store headquarters and store managers, our wholesalers and, in the case of Arnold bread, the distributors, our route men. These men, our most visible representatives with the trade and the public, are not as easy to reach with advertising. But they are reached the way most working people are reached—in radio drive time.

For this reason, Arnold has found radio advertising is most effective for reaching people in the trade and in reaching Arnold sales personnel.

As for the consumer, we find that with radio we can reach our target markets most efficiently. This is made possible by the fact that the programming of each radio station attracts a certain segment of the market—and keeps it. As the mountain of postcards demonstrates, you get listener



Robert G. Fanelli became board chairman of Arnold Bakers Inc., Greenwich, Conn., on Sept. 1. Earlier, he had been president of company since 1971 and from 1964 to 1966. Mr. Fanelli has spent many years in the practice of law between his two tenures of employment with Arnold Bakers, with which he first became associated in 1946. Mr. Fanelli takes active interest in advertising and marketing aspects of bakery as part of his role as chief executive officer.

loyalty, and therefore target marketing.

For the same reason, radio gives us another very important advertising asset—frequency. Now, TV is a wonderful medium and Arnold uses it. But frequency is expensive on TV because station loyalty is not as important to people as program preference. You don't care which station is carrying the program you want to watch. If *Rhoda* is the program you want to see, you tune to whichever station carries it.

So we count on radio to give us frequency and because it gives frequency, we also count on radio to give us another important advertising asset—continuity. In our business of bread and breadstuffs, where the purchase cycle is at least once a week—and we're marketing a long-established product—continuity of advertising impression is vitally important.

Again, with reference to the problems of an inflationary economy and the

necessity of getting an advertising budget to produce more for less: We use radio because it allows us to achieve a particularly low cost-per-thousand. We achieve this by using two 30-second commercials back to back, generally for two different products, and paying for the cost of one minute. In this way, our cost for reaching each thousand homes for each product is cut way down.

Well, this is cost-efficient, but the question that probably leaps to your mind about this technique is: Isn't it difficult to advertise two bread products, one immediately after the other?

A good question and one to which we think we have a good answer. But before we give it, let me explain another part of the problem. In order to achieve another important advertising objective, advertising recall, which is often measured through advertising awareness, Arnold bakers has been using spokespeople in its radio commercials. I say spokespeople because we have been using two very different people to deliver our commercials.

One customer segment is better-educated, higher-income people. They are quality-minded. And for these people, we have Academy Award winner Joan Fontaine, and surveys show they like her.

The other segment of our market is younger—attracted to ethnic products, variety breads, health products—people who are less traditional, more informal. For such people and such products, we have a man who makes a dramatic juxtaposition to Miss Fontaine—comedian Phil Silvers. We used Phil Silvers to introduce a new Arnold product—Arnold Jewish rye.

In 1975, we used our two spokespeople in two 30-second commercials for two products, back to back. But sometimes, for extra impact, we use both Joan Fontaine and Phil Silvers to sell the same product.

With the help of Mr. Silvers, and using only radio as the advertising medium, sales of Arnold Jewish rye bread and pumpkinnickel have gone from zero about three years ago to the second largest-selling rye bread in our market out of some 20 national, regional and local rye bread brands. And we're very, very close to number one. Incidentally, when we used radio exclusively to introduce Arnold Jewish rye, we broke all the rules. They said you needed a picture to show the wrapper. You need the TV visual identity. We said we needed the crisp warmth of Phil Silvers on radio and—I'm happy to say—it worked.

There's only one thing we feel radio cannot do effectively. It cannot hand you a sample of the product.

The whole point of ENG is the point of the Sony U-matic format.

Fast, easy, economical news gathering.

That's the whole point of ENG.

Fast, easy, economical operation.

That's the whole point of Sony's 3/4" U-matic® videocassette equipment.

Cassettes and ENG were made for one another. They're a perfect match.

But only Sony can give your ENG all the speed and savings of both cassette recording and cassette editing.

Our all-cassette system consists of two editing units, an editing controller, portable recorder,

Trinicon® color camera, and camera control unit.

Operating savings? Huge. Because, unlike film, videotape is erasable, reusable; instantly replayable. And there is no processing.

Which means no processing delays. No chemicals to dispose of. No processing costs of any kind.

No wonder Sony ENG equipment is already making news at ABC, CBS, NBC, and over 200 local stations across the nation.

For the whole exciting story, write Sony Corporation of America, Video Information Center Dept. 224-C, Box 1594, Trenton, N. J. 08607.

SONY®

The complete ENG system.



Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

Antitrust/networks. Justice Department antitrust 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 refile 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. Subcommittee staff has met with representatives of commercial and public networks and is awaiting report from them on feasibility of installing broadcast equipment in chamber. No action has been taken by Senate Rules Committee on S. Res. 39.

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 programming, adopted last year (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case no. 74-2006). House Communications Subcommittee, meanwhile, has held four days of hearings on 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). Subject is scheduled for commission discussion on Oct. 23.

■ **Community ascertainment.** FCC has in-

stituted 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. Commercial station ascertainment is due for commission consideration on Nov. 4.

■ **Comparative renewals.** FCC discussion on proposed policy on comparative proceedings involving renewal applicant and applicant seeking to displace him is scheduled for Nov. 13.

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 had separate hearing from rest. He appeared before Commerce Committee last week (see story, this issue).

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.). How-

ever, 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. Subject is scheduled for commission deliberation this Wednesday (Sept. 17).

■ **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. Scheduled for commission discussion on Sept. 25 are EEO guidelines for cable systems.

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

■ **FCC's fairness-doctrine report.** FCC's new fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media, and otherwise modifying fairness doctrine (BROADCASTING, July 1, 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. Petitions are scheduled for commission consideration this week.

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

great programming problem-solvers!

NEW and EXCLUSIVELY from...

SUSQUEHANNA PRODUCTIONS

THE SOUND OF YOUR LIFE™

A unique adult music station programming service, featuring bright, contemporary arrangements of familiar modern music!

Highly identifiable and memorable to listeners . . . Proven ratings success in reaching the 25 - to - 49 key-consumer group . . . Commercially effective . . . Consistently high-quality at affordable fees!

THE SOUND OF YOUR LIFE™ Thematic Identifier Series

Created by Grammy-award winner Anita Kerr exclusively for Susquehanna Productions, this series of station identification jingles is compatible with any adult music format, and represents the start of a new era in station jingle development!

AN AMERICAN IDEA™

The dynamic series of more than 300 original one-minute Bicentennial radio vignettes, already heard on more than 115 of America's greatest radio stations! A classic sales and audience builder for this Bicentennial period!

ANITA KERR and THE SUSQUEHANNA STRINGS

Filling the void in adult music programming, an exciting package of thirty original arrangements of today's greatest contemporary hits . . . in bright, modern adult-oriented renditions recorded by Europe's finest musicians exclusively for Susquehanna Productions!

THE JOHN J. MILLER REPORT

Incisive one-minute reports on the behind-the-scenes activities of America's most famous people, from show business to high finance to politics! Fifteen reports weekly from a syndicated columnist with a built-in following of millions! An opportunity to offer your listeners something memorable to listen for!

HEAR THE PROBLEM-SOLVERS FROM
SUSQUEHANNA PRODUCTIONS AT THE NAFMB!

BOOTH 27-28 AND SUITE 841-843... THE ATLANTA MARRIOTT
OR CALL SUSQUEHANNA PRODUCTIONS TODAY AT (717) 843-9951

A DIVISION OF SUSQUEHANNA BROADCASTING CO.
140 E. Market Street
York, PA. 17401

NIS. IT WORKS.

When a veteran station group switched one of its key stations to NIS, it was news. When it weighed the results, and then switched another of its stations to the new 24-hour-a-day, all-day news service from NBC, that was even bigger news. The Rust Communications Group did just that.



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?

Well, the first reactions are in from such other hotly-contested markets as Miami, Chicago and Baltimore. They report the same

Only two short months after bringing their Norfolk station, WKLX, to NIS, Rust brought their Richmond outlet, WRLN, into the NIS fold.

enthusiastic 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 NORFOLK AND RICHMOND IS THE WAY IT CAN
WORK FOR YOU.**

NIS
NBC NEWS & INFORMATION
SERVICE

Find out how NIS can work for you. Call Chuck Renwick (212) 247-8300 ext. 2102

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 ruling, Pacifica Foundation's WBAI(FM) New York. Ruling involves airing of George Carlin album cut. Scheduled for commission discussion this week is its proposed legislation to include television and cable in federal statute banning obscenity on radio.

■ **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). Rulemaking is scheduled for commission deliberation Oct. 2.

■ **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, and Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, sees no chance of hearing before end of year. 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; they are scheduled for commission discussion on Oct. 14.

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

■ **Payola.** Grand juries in three cities have in-

dicted 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. Now, talks themselves may be over. NCTA officially wants FCC to assert authority over issue (BROADCASTING, Sept. 8). It's scheduled for commission discussion Sept. 30.

■ **Public broadcasting funding.** Public broadcasters have lost their fight for five-year funding for Corporation for Public Broadcasting. Bill sought (H.R. 6461) had provision for five-year appropriation as well as five-year authorization. House Appropriations Committee has rejected concept of five-year appropriation and plans to strike 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 in light of action on House side of Hill. All appropriations bills originate in House.

■ **Section 315.** Senate Communications Subcommittee Chairman John Pastore's (D-R.I.) bill to exempt presidential and vice presidential candidates from equal-time requirements in Section 315 of Communications Act (S.608) is being scrutinized during hearings on fairness doctrine bills. There will be further hearings before subcommittee takes action on it. House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has introduced measure (H.R. 5600) which echoes Mr. Pastore's bill, but also provides that pro-

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grams like *Meet the Press* be exempted from equal-time requirement, and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. No action has been scheduled on Macdonald bill.

Star stations. FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington (Case no. 75-1203).

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

■ **Washington Star transfer.** Texas banker Joe L. Allbritton and owners of Washington Star Communications Inc. have reached agreement under which Mr. Allbritton would take control of company. Under tender offer that expires Sept. 15, Mr. Allbritton would acquire up to 17,846 shares he does not now own for total of \$28.5 million. Agreement commits Mr. Allbritton to comply with FCC's crossownership rules within minimum of two years, if commission requires that as condition for approving sale. Stations involved are WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C. (BROADCASTING, Sept. 8).

Datebook®

■ indicates new or revised listing

This week

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-

cational 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. Atkinson hotel, Indianapolis.

Sept. 17—Leonard Goldenson, chairman and chief executive officer of American Broadcasting Companies, will be luncheon speaker at Hollywood Radio and Television Society, Beverly Wilshire hotel, Beverly Hills, Calif.

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.

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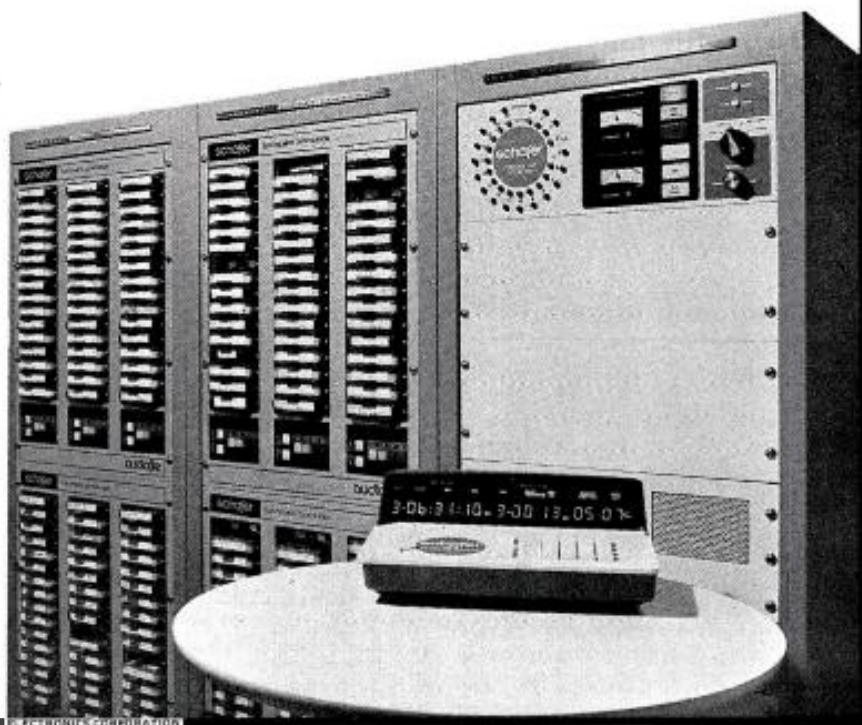
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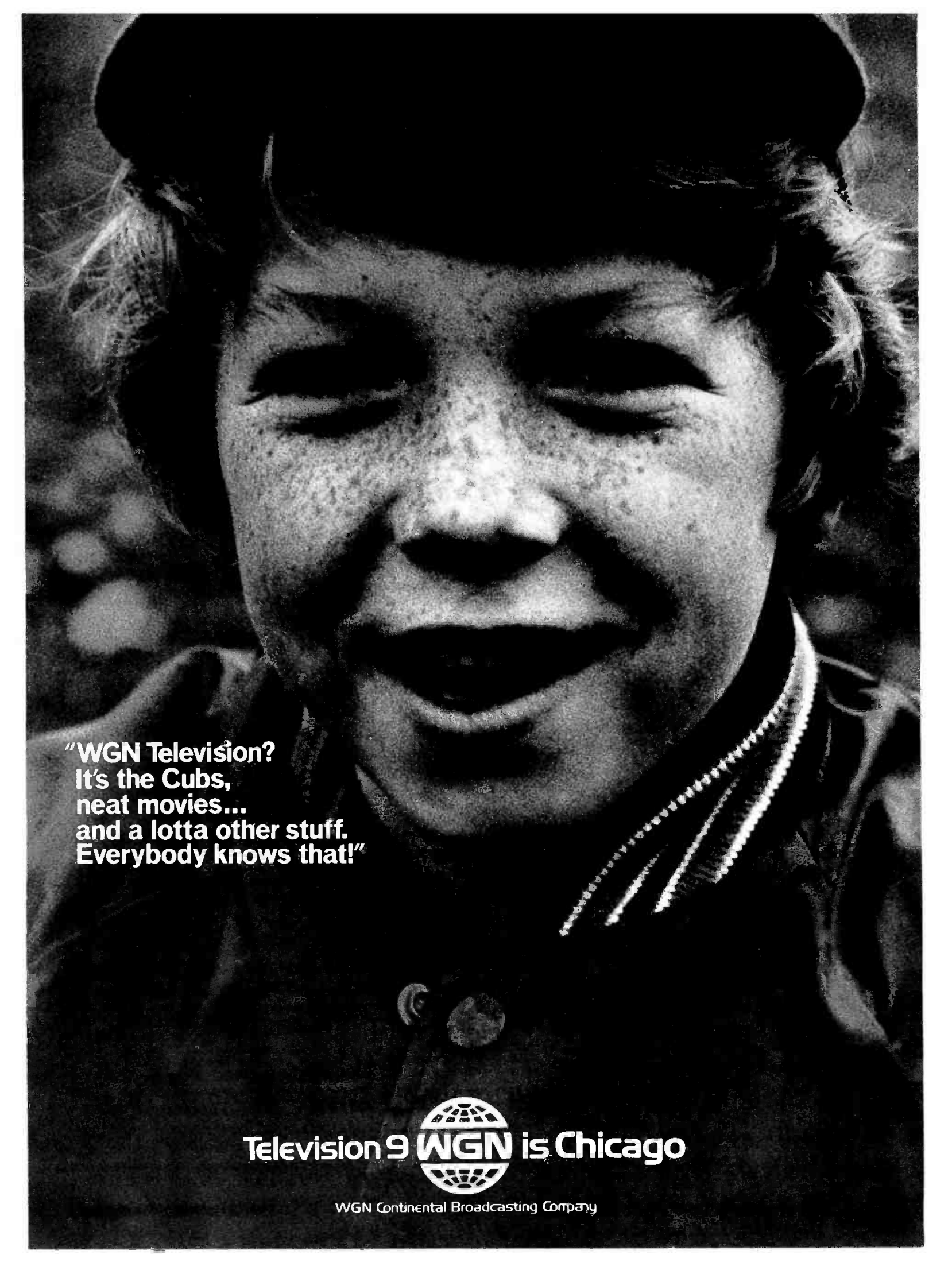
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Bonneville-owned KSEA is the number one FM in Seattle*. KMBR is the number one FM in Kansas City*. KSL-FM is the number one FM in Salt Lake City*. And WCLR is the number three FM in the Chicago market*. (With an audience trend that's on its way **up**.) The Bonneville brand of Beautiful Music is audience insurance. (That's why more than 50 non-Bonneville owned radio stations across the nation have chosen the same music programming: Beautiful Music, selected by Marlin Taylor of Bonneville Broadcast Consultants.)

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Ratings are **people**. People who listen not only because they love the music, but because the Bonneville FM's have earned their trust and respect. With award-winning features and documentaries that reach deep into their most basic interests and concerns. With news they rely on. And exclusive reports from the Bonneville Washington Bureau. As a matter of stated policy, outstanding community service is the primary objective of every Bonneville Station.

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*Arbitron survey estimates, April/May 1975, metro areas, average quarter hour 6 AM-Midnight, Mon.-Sun., adults 18+ (most recent estimate available at press deadline)

All data subject to qualifications of reports quoted.

Major meeting 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, 1978—*Association of Independent Television Stations (INTV) third annual convention*. Century Plaza hotel, Los Angeles.

Feb. 21-25, 1978—*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.

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 Mideast area Conference*. Hilton Inn, Annapolis, Md.

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

Also in September

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 house-

holds 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. 22-26—Hearings on sports antiblackout amendment to Communications Act, which passed Congress in 1973 and expires this year, before *House Communications Subcommittee*. Rayburn House Office Building, Washington.

Sept. 23—Hearings on renomination of Abbott Washburn to be FCC commissioner and on three nominations to board of Comsat, before *Senate Communications Subcommittee*. Washington.

Sept. 23-25—*Institute of Electrical and Electronics Engineers annual broadcast symposium*. Speakers will include FCC Chairman Richard E. Wiley, FCC Commissioner Robert E. Lee and Washington communications lawyer Louis Schwartz. Washington hotel, Washington.

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—FCC's new deadline for comments on proposed rulemaking (Docket 20548) regarding multiple ownership of AM, FM and TV broadcast stations. Previous deadline was Aug. 29. Deadline for replies was extended from Sept. 9 to Oct. 9. FCC, Washington.

Sept. 29-30—*National Religious Broadcasters Midwest convention*. Winona Lake, Ind.

October

Oct. 1—Deadline for entries for Forum Award, given

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■ **Oct. 1-3**—*Pennsylvania Cable Television Association* fall meeting. Hershey motor lodge, Hershey.

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* Telecom'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. Dunfey'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—*New England Cable Television Association* fall meeting. Highpoint Motor Inn, Chicopee, Mass.

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

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

Oct. 13-14—*New York State Cable Television Association* fall meeting. Speakers will include New York Lieutenant Governor Mary Anne Krupsak; FCC Commissioner Glen O. Robinson; Robert L. Schmidt, National Cable Television Association president, and Robert R. Kelly, chairman of the New York State Commission on Cable Television. Treadway Inn, Binghamton, N.Y.

■ **Oct. 14-15**—*Alabama Cable Television Association* fall workshop meeting. Kahler Plaza hotel, Birmingham. Contact: Otto Miller, executive secretary,

Box 555, Tuscaloosa, Ala. 35401; (205)758-2157.

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. 16-17—*Association of Maximum Service Telecasters* engineering committee meeting. 1735 DeSales Street, N.W., Washington.

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 regional meeting: With licensees, 1:30 p.m., Marriott hotel, Boston; with public, 6:30 p.m., New England Life Insurance Hall, Copley Square, Boston.

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 Broad-*

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cast 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—*Connecticut Broadcasters Association* 20th annual meeting and fall convention. Sheraton Park Plaza hotel, New Haven.

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**—Comments on proposed assignment of 2025-2035 mhz band for government earth station operations. Reply comments due Nov. 3. FCC, Washington.

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 Institute'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 pro-

posed 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.

Oct. 31—*Kansas Association of Broadcasters* fall management seminar. Program includes dedication of Grover Cobb Memorial, honoring late Kansas broadcaster and National Association of Broadcasters executive. Vincent Wasilewski, NAB president, will be among seminar speakers. Kansas State University, Manhattan.

Oct. 31—FCC's new deadline for comments on inquiry (Docket 20485) to reevaluate need for television taboos in connection with channel allocations. Previous deadline was Aug. 29. Deadline for replies was extended from Sept. 17 to Dec. 1. 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, Phil-

adelphia.

■ **Nov. 7-16**—*Virgin Islands International Film Festival & Film Market* (formerly held in Atlanta.) St. Thomas, Virgin Islands. Telephone contact: (809)774-7708.

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.

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 Advertising 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**—FCC regional meeting: With licensees, 1:30 p.m., Brown Palace hotel, Denver; with public, 6:30 p.m.

Nov. 18-19—*American Association of Advertising*

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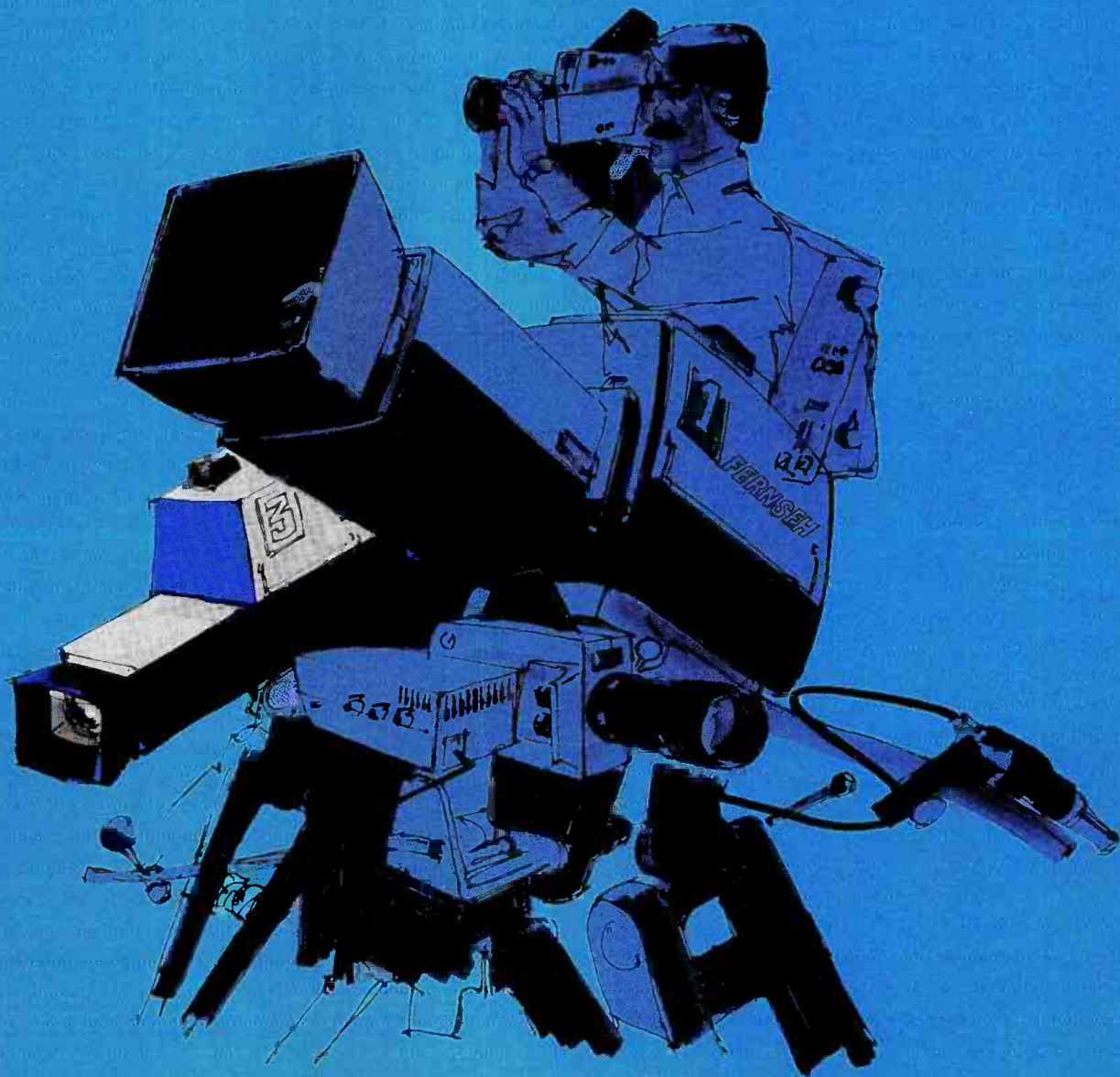
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Agencies Eastern annual conference. Waldorf-Astoria, New York.

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

■ **Nov. 20-21**—FCC regional meeting: With public, via KTVU(TV) San Francisco phone-in telecast, starting at 8 p.m., Nov. 20; with licensees, 1:30 p.m., Nov. 21, Fairmont hotel, San Francisco.

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.

■ **Nov. 30-Dec. 4**—*North American Broadcast Section, World Association for Christian Communications* sixth annual conference. Galt Ocean Mile hotel, Fort Lauderdale, 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. 5-6**—*Institute of Electrical and Electronics Engineers and Society of Cable Television Engineers* seminar on CATV reliability. Holiday Inn, Philadelphia. Contact: James Herman, (215)674-4800.

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

■ **Feb. 11**—*Ohio Association of Broadcasters* sales workshop. Bowling Green State University Union, Bowling Green.

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

Feb. 12-14—*South Carolina Broadcasters Association* winter convention. Holiday Inn, Florence.

Feb. 23-26—*National Religious Broadcasters* 33rd annual convention. Shoreham-Americana hotel, Washington.

Feb. 21-25—*National Association of Television Program Executives* 13th annual conference. Lew Klein, Gateway Communications, is convention chairman; Deak Zimmerman, WOTV(TV) Grand Rapids, Mich., is facilities chairman. Fairmont and Mark Hopkins hotels, San Francisco.

March 1976

March 7-10—*Data Communications Corp.*, BIAS seminar. Hyatt Regency hotel, Memphis.

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

April 1976

April 4-7—*National Cable Television Association* annual convention. Convention Center, Dallas.

May 1976

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

■ **May 13-14**—*Ohio Association of Broadcasters* spring convention. Sawmill Creek, Huron.

May 27-June 5—*Prix Jeunesse International*, biannual television competition for children's programs, co-sponsored by European Broadcasting Union and UNESCO. Bayerischer Rundfunk, Munich, West Germany.

June 1976

■ **June 10-12**—*Florida Cable Television Association* annual convention. Don-Ce-Sar Hotel, St. Petersburg Beach.

■ **June 10-13**—*Mississippi Broadcasters Association* 35th annual convention. Phil Brady, WAPF(AM) McComb, is convention chairman. Sheraton hotel, Biloxi.

■ **June 13-16**—*Florida Association of Broadcasters* 41st annual convention. Breakers hotel, Palm Beach.

June 15-10—*Broadcasters Promotion Association* 21st annual seminar. Statter Hilton, Washington.

June 26-29—*Georgia Association of Broadcasters* annual convention. Lanier Lake Islands.

July 1976

July 14-17—*Colorado Broadcasters Association*

summer meeting. Wildwood Inn, Snowmass.

September 1976

Sept. 24-29—*Fifth Vidcom-The International Market for Videocommunications*, including exhibits of equipment for broadcast program production and cable television. Palais des Festivals, Cannes, France. U.S. contact: J. Nathan, suite 1103, 250 West 57th Street, New York 10019.

November 1976

Nov. 8-9—*Television Bureau of Advertising* annual convention. Shoreham Americana, Washington.

Nov. 14-17—*National Association of Educational Broadcasters* 52d annual convention. Conrad Hilton hotel, Chicago.

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Kudos from Congress

EDITOR: I always enjoy reading your magazine and I found that this particular report [on local TV journalism; BROADCASTING, Aug. 25] was very interesting.—*Warren G. Magnuson (D-Wash.), chairman, Senate Commerce Committee, Washington.*

EDITOR: I found the report most interesting.—*John O. Pastore (D-R.I.), chairman, Senate Communications Subcommittee, Washington.*

EDITOR: I certainly enjoyed the opportunity to review some of the recent journalistic accomplishments of local television. An active and vigorous press corps is as essential to the functioning of cities and states as it is to the nation and the progress being made in this area is to be commended.—*George McGovern (D-S.D.), U.S. Senate, Washington.*

EDITOR: I am, of course, well aware of the key position television plays as a source of news for Americans, and your report on new developments in how TV stations are handling news reports was most interest-

ing.—*Harrison A. Williams Jr. (D-N.J.), U.S. Senate, Washington.*

EDITOR: I am always fascinated by the ingenuity newsmen use in getting some of their best stories, and I enjoyed reading the special report. It was well done and helpful to me.—*Bob Packwood (R-Ore.), U.S. Senate, Washington.*

EDITOR: The article [about local TV journalism] is well-written and provides an interesting presentation of the enlarging range of subjects as well as techniques that television news stations now deal with.—*Charles Thone (R-Neb.), U.S. House of Representatives, Washington.*

Both ways

EDITOR: Your editorial, "Back Door Cable" (Aug. 18), places into focus another potential danger. The KTV Spot Sales plan is exactly the dream of the money-wise cable entrepreneur.

Not only does the cable operator end up selling something to the public for which he pays nothing in the use of programs for

free TV, but now this gem of an idea enables him to complete the "hijacking"! Under this proposal the cable system also gains revenue by deleting the original commercials and substituting his own. Let's hope the whole broadcast industry is not forced into a giant rip-off by the greed of a few.—*Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo.*

Straw and the camel's back

EDITOR: I agree wholeheartedly with Robert Rogers's "Open Mike" in the Sept. 1 issue. May I take the performer's royalty concept a bit further?

I venture to say that 90% of the recording artists and manufacturers would be forced into some other field in 30 days if, hypothetically, all broadcasters stopped programming their music.

It seems the shoe is on the wrong foot. Every time a recording is played on radio it's a commercial for the artist and the manufacturer. We sell them and their product—free. They should pay fees to broadcasters.—*William D. Ellis, executive director and general manager, WCVI(AM), Connellsville, Pa.*

Mort Bassett

EDITOR: We were sorry to read recently in BROADCASTING of Mort Bassett's retirement and are greatly saddened to hear last week of his passing after a long illness [BROADCASTING, Sept. 8]. As a member of the legendary John Blair sales teams of the 40's and early 50's, Mort Bassett was one of the great, charismatic, strong, personal salesmen of his day.

However, it was in the suburbs, rather than on Madison Avenue, that he made perhaps his greatest contribution to our industry. He was the first rep to recognize the growth of community stations in the suburbs of many of the major cities of America.

His Bassett New York and Philadelphia suburban groups, which he formed almost two decades ago, were ahead of their times.—*William F. O'Shaughnessy, president, WVOX(AM) New Rochelle, N.Y.*

Walters writes

EDITOR: I just returned from vacation and wanted to write to thank you for the "Profile" on me in BROADCASTING. I am so pleased and honored to be in your publication and have received a great many lovely letters on the interview. BROADCASTING is obviously so widely read.—*Barbara Walters, co-host, NBC-TV's Today show.*

thank you

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elapsed.

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all of us.

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President, KRIS-TV
Corpus Christi, Texas

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Broadcasting

The newsweekly of broadcasting and allied arts

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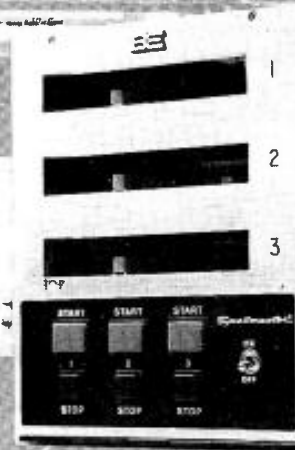
* ARB for Detroit Metro, Jan/Feb 1975 and April/May 1975

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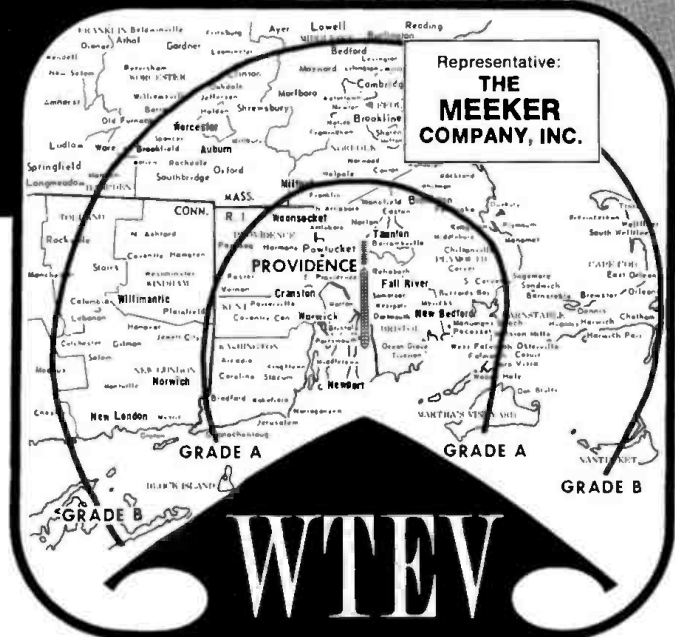
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STEINMAN TELEVISION STATIONS

Closed Circuit.

Insider report: behind the scene, before the fact

FM's decade

It will come as no surprise to FM broadcasters at annual radio conference in Atlanta this week, but 1970's have brought big gains in FM audiences. Study by Arbitron Radio in top-10 radio markets shows FM shares up from average 20.1% of total radio audience in April-May 1970 to 36.4% in April-May this year. That's 81% increase.

Chicago, Boston, Pittsburgh and Philadelphia FM's all had increases bigger than 100%. Detroit was this year's FM ringleader among top 10, with 41.1% share of radio audience, Washington second with 40.7%. In addition, Arbitron said that in average top-10 market, virtually half of top-10 radio stations were FM.

New 315 exemptions?

FCC is expected to make major change in its Section 315 policy this week when it takes up proposals of Aspen Institute and CBS. Former suggests that debates between political candidates be included in exemption provided for bona fide news events, while CBS says presidential news conferences should be exempt. Chairman Richard E. Wiley and Commissioner Glen O. Robinson are believed ready to support both proposals, and it seems unlikely that they could not carry majority of commissioners with them.

Whichever way vote goes, some officials say staff debate preceding it is likely to be bitter. General counsel's office favors both proposals, on basis of its reading of law; Broadcast Bureau opposes both, arguing that if years of precedent are to be overruled, Congress should do it. And each side has short-fused advocates. On one issue to come up Wednesday—question of whether to modify fairness doctrine report—there is general agreement: Commission will deny petitions for reconsideration.

Step forward

TV network news people have discovered they need less light than they had thought for live or taped coverage of proceedings in House of Representatives chamber, thus eliminating one major obstruction to one-year test of TV access proposed in pending House resolution. Networks and Public Broadcasting Service ran tests in chamber during August recess, concluded that adequate TV picture could be produced with light that will be available at year's end, when refurbishing now in process in both House and Senate chambers is completed. There had been concern in both houses that extra lights broadcasters had thought they would need

would be too hot and distracting.

This and other technical findings and recommendations were presented to House Rules subcommittee last week by advisory committee of network and PBS news representatives. Group said it has way to hide cameras (at least four) so that only lenses will show. Further research is being done by Congressional Research Service and PBS. There is no chance cameras will move in before Christmas, even assuming House votes to permit them. Similar resolution in Senate has received no attention.

Way out?

Important elements within National Association of Broadcasters were as cool as ever last week to National Association of FM Broadcasters' intention to seek radio-only license relief from Congress ("Closed Circuit," Sept. 1), but there were signs that NAB may be on trail of compromise. Possible solution, heard from several quarters, is one bill that would provide for five-year license period for radio and three-year period for television. But it would contain provisions designed to protect incumbents against challenges by competing applicants at renewal time. Thus, radio broadcasters would get longer-term licenses that they want and television broadcasters, renewal protection they want. And unity of industry would be preserved. That, at least, is how talk is going.

Too early to tell

White House planners say decision won't be made until next January on acceptance (or rejection) of invitation to President Ford to address annual convention of National Association of Broadcasters in Chicago March 21-24. Invitation suggests luncheon appearance last day (Wednesday) or any other time convenient to Chief Executive during convention.

There's ample precedent for presidential appearance. President Ford himself was featured at this year's convention in Las Vegas, following pattern established by his immediate predecessor. Mr. Nixon appeared at Houston convention year before. Since 1976 is election year, Mr. Ford's advisers presumably will favor his appearance in Chicago and attention it would attract if it can be fitted into schedule.

Up a pole

California cablemen say they'll be in "desperate trouble" if FCC does not take jurisdiction in pole attachment issue. They

predict \$10-per-pole rate with in year for every California system, should utility and phone companies remain unregulated. That would quadruple average rate currently paid (\$2.50), which already is taking about 4% of California systems' gross revenues. Additional slice in gross revenue would put most systems in red, cablemen say.

Cost increase cannot be picked up by charging higher subscriber fees, they say, because rates have already reached saturation level in California.

Never say die

Sandy Frank, syndicator who was last to fold tent in court fight against PTAR III's encroachments on prime-time access opportunities for independent producers, has not yet given up battle on another campaign: to have FCC rule out multiple exposure (stripping) of series in access periods. Commission didn't say no first time around but wanted to separate issue from other PTAR considerations.

Stripping as such is said to have fallen off in popularity; at least five series have stopped new production (*Truth or Consequences*, *What's My Line*, *Jeopardy*, *Diamond Head* and *Dealer's Choice*) although *To Tell the Truth* and *Concentration* remain in active production and there's said to be increase in number of stations scheduling Mike Douglas variety show in access. Mr. Frank will re-petition FCC within month.

Higher risks

Big judgments meted out by generous juries in personal-injury and medical-malpractice cases are cueing new interest in libel suits. Fear among publishers and broadcasters is that plaintiffs may seek to capitalize on juries' disposition to side with "victims" when it's known insurance companies will pay. Midwest broadcaster is reported to have settled recent libel case out of court to avoid possibility of heavier damages.

There's been talk at National Association of Broadcasters about group insurance for libel protection, but study found no advantage over individual policies now offered by commercial firms.

Honorable 'Godfather'

In its first international placement, "The Godfather" is reported to have been sold to NTV Network in Japan for \$2.2 million for one showing. Sale of this feature is part of over-all transaction under which Paramount Television garnered more than \$5 million for other features and large number of series.

The Week in Brief

JERRY FORD'S ROAD SHOW □ *The President, in marked contrast to his predecessors, finds local television much more to his liking than network TV. Stations in Providence, Milwaukee, Chicago, St. Louis and Los Angeles are treated to interviews; there's a Ford in other stations' future.* **PAGE 28.**

FIRST READINGS OF A NEW SEASON. □ *Ratings for CBS's Beacon Hill go downhill, but the network's Phyllis and Switch come on strong. At NBC, Joe Forrester makes a solid start. Also, a look at producers' critical reactions to the family hour.* **PAGE 29.**

CEMENT IT □ *House Communications Subcommittee Chairman Macdonald wants that pro sports antibrain drain law made permanent with only one revision. Hearing on the law, which expires after this year, will be held Sept. 22.* **PAGE 34.**

WE WANT REFUNDS TOO. □ *Broadcasters go to appeals court, trying to shake loose from FCC fees paid under a schedule that the Supreme Court ruled illegal in a case brought by NCTA for cable.* **PAGE 36.**

SMALL-MARKET STANCES. □ *NAB committee urges FCC to adopt higher cutoff number for small-market radio stations in complying with mandate for filing employment reports. Committee also does turnabout in endorsing ADI concept for radio.* **PAGE 36.**

MARCHING ON ATLANTA. □ *National Association of FM Broadcasters expects 1,000 at its annual convention this week, many AM-only operators. FCC Chairman Richard Wiley and State Senator Julian Bond are among the top speakers.* **PAGE 39.**

COORS IS HERE. □ *Colorado brewer's beer seems more popular in Washington than he is. Pastore hearings on Coors nomination to the CPB board run for three days, pick at his right-wing politics, membership on TVN board.* **PAGE 42.**

PULLING THE PLUGS. □ *With Canada about to put a double headlock on U.S. advertising, Senators Magnuson and Jackson exhort Secretary of State Kissinger to push issue at upcoming Ottawa talks.* **PAGE 45.**

DISMAYED COMMISSIONER. □ *FCC's approval of KCBC Des*

Moines transfer draws dissent from Glen O. Robinson. Commissioner says giving purchaser its sixth station in Iowa indicates FCC is not serious about combatting concentration. **PAGE 46.**

ON CUE FROM HILL. □ *The FCC, under congressional prodding, is busy writing proposed legislation that would specifically ban indecency and obscenity on radio, television and cable.* **PAGE 47.**

KICKER. □ *First, CBS did a documentary, Guns of Autumn. Now, the advertiser and audience ruckus kicked up by that documentary on hunting are to be examined by the network in another show, Echos of the Guns of Autumn.* **PAGE 50.**

MORE AND LESS. □ *Bruskin study finds greater numbers of people are watching television, and they're watching it more often. At the same time, fewer people are reading newspapers, and those that are are reading them less. Charts help tell the story.* **PAGE 53.**

NEUTRALIZING HYPOS. □ *An Advertising Research Foundation committee report proposes short-term remedies to help spot TV buyers compensate for hypoed program ratings. Basically, it would involve analyses of local and network time periods before and after the sweep.* **PAGE 54.**

TAKE A DEEP BREATH. □ *The networks last week began to assess the difficulties they'll have next summer in covering the Republican convention in far-off Kansas City and reporting the Democratic sessions in the close-at-hand, but close quarters, of New York's Madison Square Garden.* **PAGE 56.**

SAY CHEESE. □ *TIO-sponsored Roper study indicates that more than half the country would like to see congressional events on live camera and over two-thirds would like to have major congressional events broadcast. Demographic break-outs of the study accompany the story.* **PAGE 57.**

GO EAST, YOUNG MAN. □ *For 15 years, Ed McLaughlin labored in the radio vineyards of California, earning a reputation in programing sales and administration. That's why three years ago he was tapped to be president of ABC Radio Network in New York.* **PAGE 75.**

Index to departments	Changing Hands 44	Finance 58	Playlist 55
Broadcast Advertising . 53	Closed Circuit 25	For the Record 62	Profile 75
Broadcast Journalism . 56	Datebook 14	Media 36	Programming 47
Business Briefly 5	Editorials 76	Monday Memo 6	Top of the Week 28
	Fates & Fortunes 60	Open Mike 22	Where Things Stand . . 10

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Top of the Week

Mr. Ford extends open Presidency to local TV

Barnstorming President has already made appearances on stations in Providence, Chicago, Milwaukee, St. Louis and Los Angeles; first reactions are positive, and he'll keep up pace as opportunity permits

Whatever else he accomplishes as President, Gerald Ford will be remembered as the first in that office to discover local television. Former President Nixon did not like the networks very much; yet he seemed to feel that, where television is concerned, the networks, with their national audiences, were the only way to go. President Ford, on the other hand, gets along fine with the networks, but he has found local television and, his aides say, loves it.

And why not? As he travels around the country in his roles as President and political candidate, he finds local television stations are delighted to have him on for special interviews or as guest on *Meet the Press*-type programs. The audiences may not be national, but they can still be substantial in major markets. For that matter, the material can be picked up by the networks. And it's all free TV time.

Over the past weekend, for instance, the President was to be seen and heard on KMOX-AM-TV St. Louis, on the *Newsmakers* program. On Saturday Sept. 20, he is scheduled to appear on Bob Abernathy's interview program on KNBC-TV Los Angeles. And Westinghouse Broadcasting Co. officials were talking to the White House about the President visiting KPIX-TV San Francisco for an interview Sept. 22.

In the three weeks preceding the last weekend, he had stopped off for four television interviews as he criss-crossed the country. It began at 8:30 a.m. on Aug. 25 in a room of the Palmer House, in Chicago, where the President filmed an interview with Irv Kupcinet for *Kup's Show*; it was aired on WMAQ-TV on Aug. 31. But Mr. Ford received a bonus, in

terms of coverage: the 110 Public Broadcasting System stations that regularly carry *Kup's Show* broadcast the interview on Sept. 7.

After leaving Chicago, the President flew to Milwaukee and sat for an interview with the anchormen of three stations in that city—WITI-TV, WTMJ-TV and WISN-TV. WITI-TV and WTMJ-TV had each requested an interview, and the White House suggested they arrange for a joint program. The half-hour interview, which began at 3 p.m., was conducted on the neutral territory of the Pfister Hotel using the equipment of noncommercial WMVS-TV, and was carried live by each of the three VHF's. WMVS broadcast a tape of the program.

Before *Kup's Show* was broadcast, the President had made another local appearance. On Aug. 30, while at Newport, R.I., he taped an interview for WJAR-TV Providence, R.I., for broadcast later that day. Again, he got more than his money's worth: WJAR-TV had set up a network of some dozen other stations to carry the program.

The only time the President's meet-the-local-TV-press campaign ran into anything other than smooth weather was in Sacramento, on Sept. 5, following the alleged assassination attempt. Joe Benti of KNXT-TV Los Angeles was in town to film an interview for which he had been negotiating with the White House for weeks. And White House News Secretary Ron Nessen said the President was prepared to do the interview, but there were

to be no questions about the incident that had just topped every newscast in the country.

As Mr. Benti recalls it, Mr. Nessen was concerned about two things. One was that the President might make an inadvertent comment that would compromise the prosecution's case against Lynette Fromme. The other was that the White House press corps traveling with the President seemed determined no one would have an exclusive interview with the President about the incident. "Nessen told me that if I asked questions about the attempt, he would open the interview to everyone—that news of the event shouldn't be exclusive. He also said the President might not do the interview if I didn't agree."

So he agreed, and did the interview in the low-key style that fits the "At Ease" segment of the 6 o'clock news, for which it was intended. Mr. Benti, who anchors that program, cut up the interview by category and broadcast the pieces over four nights last week.

President Ford has not been ignoring the networks in this period. He had intended on Monday (Sept. 8) to do a brief taped interview with ABC's Harry Reasoner to be broadcast that evening on the first installment of ABC's newly designed evening news show. However, he postponed the interview—because of a crowded schedule, according to News Secretary Nessen; because of reluctance to expose himself to questions about the crisis over busing that had erupted in



What made Milwaukee famous. President Ford sat for an interview with anchor-men at Milwaukee's three VHF stations last month, in one of a series of interviews he has been giving local television stations around the country. John McCullough, WTMJ-TV (l), Carl Zimmerman, WITI-TV (to President's left) and Ron Scott, WISN-TV, asked the questions during the half-hour program that was broadcast live by the three stations.

Boston that day, according to other sources.

As for the future, additional presidential appearances on local stations are to be expected. "He'll keep doing them as long as he gets invitations and he can fit them into his schedule," said one presidential aide last week. There is no question about the invitations coming in. Said one aide, "Every station in the world is calling."

Networks' new models are in the showrooms

Biggest premiere week of season gives early indications of successes and failures; 'Beacon Hill's' light is dimming rapidly

The new television season hit full stride last week, and already a few early portents emerge from the scramble among the three networks:

■ *Beacon Hill* (CBS, Tuesday, 10-11 p.m., NYT), the most heavily publicized new show of the season, is in deep trouble. After a smashing 42-share debut on Sept. 25 in a special two-hour premiere, the series dipped to a barely tolerable 31 share against summer reruns on Sept. 2, and, in its first night of first-run competition in its regular timeslot (on Sept. 9), it finished third with an inadequate 14.6 rating and still lower 27 share.

■ Another heavily publicized new CBS show, the sitcom *Phyllis* (Monday, 8:30-9 p.m.), looks like a bona-fide top-10 Nielsen hit, winning its time period easily on Sept. 8 with a strapping 22.8 rating and 42 share, actually getting better numbers than the sitcom that precedes it, *Rhoda* (22.8 rating and 40 share on Sept. 8), which was one of the hit new shows of last year.

■ *Joe Forrester* (NBC, Tuesday, 10-11 p.m.), a cop-show spinoff from *Police Story*, is shaping up as NBC's biggest new-show hit, based on the fat 19.3 rating and 36 share it logged on Sept. 9 despite a poor lead-in from the 9 o'clock show, *Police Story* (which managed only a 15.5 rating and 26 share).

■ In what may be the biggest surprise of the season so far, CBS's new tongue-in-cheek private-eye show, *Switch* (Tuesday, 9-10 p.m.), scored a huge 22.9 rating and 39 share on Sept. 9, demolishing the proved veterans it competes with, *The Rookies* on ABC and *Police Story* on NBC.

■ Any fears that CBS's *All in the Family* might be hurt by its move to Monday (9-9:30 p.m.) were put to rest by its first test in the new time period on Sept. 8, where it knocked over its competition easily with a 30.4 rating and 48 share. Tougher tests will come after next week, however, when ABC's Monday night

football's regular pro games begin.

Lee Currin, CBS's programming vice president, says the network has "by no means" written off *Beacon Hill* yet, but he admits that the show "didn't benefit a hell of a lot" from the big numbers it achieved when it jumped the premiere-week gun last month. He adds that the early episodes, including tomorrow night's (Sept. 16), were "weak," but that those beginning with the week of Sept. 23 are so much better that they'll be accorded "a big publicity push."

However, Mr. Carrlin's NBC counterpart, Marvin Antonowsky, says flatly, "*Beacon Hill's* a failure."

"Every night it's been on," Mr. Antonowsky continues, "the show has lost rating and share points in its subsequent half hours, which means that people who start with the show hate it so much they turn it off or switch to something else. Our call-back research indicates that people dislike *Beacon Hill* because they don't understand it. With those costumes and that acting, they think it's a foreign show." The more *Beacon Hill* falters, of course, the better it will probably be for NBC's new *Joe Forrester*, which Mr. Antonowsky thinks could crack the top 10.

If Mr. Currin is disappointed with *Beacon Hill*, he's ecstatic over the performance of his Monday-night comedy lineup, which could develop into a ratings powerhouse similar to CBS's Saturday sitcom block. The 8 to 9 p.m. comedies on Monday, *Rhoda* and *Phyllis*, look so strong, Mr. Currin says, that they could end up making quick failures of their competitors on NBC (*The Invisible Man*) and ABC (*Barbary Coast*).

As a matter of fact, *Barbary Coast* may be the first casualty of the new season—it managed only a 12.0 rating and 21 share on Sept. 8, which was mitigated slightly by the fact that a number of West Coast stations delayed it for live network college-football games.

The Invisible Man harvested a sub-par 16.3 rating and 28 share on Sept. 8 and NBC's Tuesday lead-in show *Movin' On* (8-9 p.m.) did even worse (13.8 rating and 25 share on Sept. 9). If neither of these programs shows substantial improvement in the next few weeks, Mr. Antonowsky says they could be gone by Dec. 1.

ABC-TV's new programming chief, Fred Silverman, was unavailable for comment last week, but some of the network's ratings speak for themselves.

ABC scored its best national Nielsen by far on Wednesday (Sept. 10). Its two new shows on that night—Mel Brooks's wacky comedy, *When Things Were Rotten* (8-8:30 p.m.), and the hard-action cop series, *Starsky and Hutch* (10-11 p.m.)—came up with strong audience sampling, the former chalking up a 19.5 rating and 36 share and the latter 22.0 rating and 41 share. In addition, ABC's returning cop show, *Baretta*, with Robert Blake, which began to build during the summer months, won its time period with a 19.4 rating and 33 share, edging out CBS's long-running *Cannon* (18.5 rating, 32 share) and NBC's new *Doctors Hospital*

Newcomer. Proctor & Gamble Co., Cincinnati, which has been searching several years for a prime-time access series it would sponsor on a barter syndication basis, has come up with an entry for 1976-77: *Andy Williams Show*. Television's number-one advertiser has closed a deal with the Pierre Cossette Co., Hollywood, for creation of a half-hour comedy-variety series starring Mr. Williams. Grey Advertising, New York, is P&G's agency involved in the project. P&G will seek the all-family audience for the series that will be carried in the 7:30-8 p.m. access slot. Production by Mr. Cossette will begin in April 1976 with initial airing in September on a lineup of stations that P&G hopes will exceed 100. Program will be P&G's entry into access programming.

(15.8 rating, 27 share). Both *Doctors Hospital* and *Kate McShane* (10-11 p.m.), CBS's only new Wednesday series, failed to get that big important initial sampling (*McShane* managed only a 14.1 rating and 26 share), which reduces their chances of survival right off the bat.

Thursday's New York and Los Angeles overnights (the nationals were unavailable at press time) yielded more good news for ABC. Its one new Thursday show, the sitcom, *On the Rocks* (8:30-9 p.m.), delivered an excellent 39 share in New York and a solid 33 share in Los Angeles. ABC's 8 o'clock show, the returning sitcom, *Barney Miller*, which, like *Baretta*, started off badly last season and then found an audience during the summer, also racked up good numbers in New York (38 share) and Los Angeles (32 share).

NBC's new Thursday sitcoms, *The Montefuscos* (8-8:30 p.m.) and *Fay* (8:30-9 p.m.), showed slippage in both New York and Los Angeles from the previous week (when they jumped the gun to fairly solid sampling)—a slippage that, with some problems, tended to par them into the question-mark category. NBC's other new Thursday shows, *Ellery Queen* (9-10 p.m.) and *Medical Story*, latched on to good sampling, particularly in New York, where the former hit a 39 share and the latter a 34 share.

TV producers: all in the family hour

Most fear its potential, rather than its actual effects, and they plan to go ahead with legal actions

"The family hour rule hasn't affected my programs and the reason is summed up in the old show-business adage: You don't fool with success."

That emphatic statement was delivered last week by Norman Lear, the head of

Tandem Productions, which is responsible for three pre-9 o'clock shows—*Sanford and Son*, *The Jeffersons* and *Good Times*—and two shows after 9—*All in the Family* and *Maude*. All five are hits.

But in the next breath Mr. Lear told BROADCASTING he was worried that the writers of his series—himself included—might be reacting to the family hour (which is basically in the National Association of Broadcasters code provision requiring subscribers to keep it clean and nonviolent between 7 and 9 p.m. (NYT) by censoring themselves, by not getting into ideas or using language that could be considered, to use the NAB's words, "inappropriate for viewing by a general family audience."

"I try to be on my guard all the time," said Mr. Lear, referring to the possible tendency on his part to reject a thought before he even commits it to paper.

These sentiments were echoed by Grant Tinker, the president of MTM Productions (which does four family hour-slotted shows—*Rhoda*, *Phyllis*, *Doc and Three for the Road*—and two in post-family hour, *The Mary Tyler Moore Show* and *The Bob Newhart Show*). "I'm afraid the family hour is causing our creative people to put inhibitions on themselves by anticipating what might not get by the censors," says Mr. Tinker. "And that's the real danger."

The executive producer of *Cher* (CBS, Sunday, 8-9 p.m.), George Schlatter, doesn't mince any words. "The family hour sucks," he said. But then he went on to say that except for CBS's nervousness over some of the costumes *Cher* goes in for, "I don't give the network any trouble. Our show is strictly teddy bears and penguins. *Cher* is a married lady with a five-year-old daughter—she's not about to get involved in double-entendre sketches.

"I myself wish the sketches had more sting, more bite, more social comment. But it's a fact of life that you can do things in situation comedy that you can't put on in a variety show."

One sitcom writer, Paul Junger Witt, the executive producer of *Fay* (NBC, Thursday, 8:30-9 p.m.), calls the family hour pressures he's subjected to by NBC's standards people "an outrageous pain in the ass." He says publicly that he wants the network to move *Fay* out of family hour. "And there are many people at NBC who are just as unhappy with this situation as I am," he adds, "who'd rather see the show aired after 9 o'clock."

Mr. Witt says further that he finds himself in the unbelievable position—for a television executive—of almost hoping that *Fay* doesn't become a hit at 8:30 because then NBC would be unwilling to move the show on the grounds that you don't tamper with prosperity.

Gene Reynolds, the executive producer of *M*A*S*H* (CBS, Friday, 8:30-9 p.m.), admits that this season, "you won't be seeing Hawkeye grabbing for the nurses all the time, or Frank and Hot Lips panting after each other quite so much." However, he adds, "we were getting tired of these bits of business ourselves and were

planning on dropping them anyway, family hour or no family hour."

Although Mr. Reynolds says the family hour "has not altered the character of *M*A*S*H*" and "has not crippled any particular episodes," nevertheless, he continues, "I'm unalterably opposed to the concept." He says that he's fully in accord with Mr. Lear, Mr. Tinker, Mr. Witt and most of the other Hollywood television producers in supporting a lawsuit that the Writers Guild of America, West, is preparing to file against the networks, the NAB and the FCC. Mike Franklin, the spokesman for the Writers Guild, says that the guild's lawyers are still working on the language of the suit but that, in general, it will charge that the FCC, as a government body, abridged free speech by putting pressure on the NAB and the networks to adopt the family hour. As soon as the suit is drafted and ready to be filed, Mr. Franklin adds, the guild will ask the courts for an injunction against the family hour until the litigation is resolved.

MTM Productions' Grant Tinker supports this approach because "I think [FCC Chairman Richard] Wiley has totally misread the state of mind of the American people." Mr. Tinker says he doesn't believe that Congress and the FCC have been swamped with mail from people railing against sex and violence on television. "Senator Tunney told me the other day he hadn't seen one such letter of complaint in his years in Congress," Mr. Tinker adds, referring to John Tunney, the junior Democratic senator from California.

*M*A*S*H*'s Gene Reynolds says he thinks the family hour "is directed not against sex and violence but against ideas." He pauses, and then goes on, "It's conservative pressure groups that are using their muscle with the FCC and Congress and the networks to go after ideas like the ones Norman Lear deals with on his shows: vasectomy, abortion, etc. These pressure groups regard *M*A*S*H* as un-American and dangerous because we're irreverent and not too respectful of people in authority, particularly military authority."

The irony for Mr. Reynolds is that, as a Hollywood liberal, "I'm, if anything, a moralistic person. I feel that a lot of the violence shown on television is gratuitous, and not really necessary. The same goes for a lot of the sex that you see on television: it's prurient and titillating, the director seems to be casting a leering eye. Sex presented in this way is not mature, or natural, or adult, but very childish."

The problem is, of course, that in going after the sleazier forms of sex and violence on television, the family hour is cutting into the content of a show like *M*A*S*H*, which, says Mr. Reynolds, "occasionally uses violence, but in a constructive way, in a way that says war is wasteful."

"From my experience, though," concludes Mr. Reynolds, "CBS has not been unfair in our give-and-take with them over the family hour."

"We wish the family hour hadn't hap-

pened, and we hope it will go away," says Mr. Tinker, "but meanwhile we're living with it."

Mr. Lear's hope is that once the American people become aware of the implications of family hour, "they'll realize that it's just another form of censorship," and then they'll petition their elected representatives "to get the government out of television programming."

As of now, however, writers stuck with programs in family hour time slots might well emulate George Schlatter's tongue-in-cheek way of handling the problem: "CBS's censors pass all my scripts because I submit them all in crayon."

FCC denies renewal to Eaton's WOOK, adding another jeopardy to woes of broadcast group

Washington AM gets death penalty for contest, advertising irregularities; broadcaster says record was poisoned by disgruntled employe, will seek reconsideration; competing applicant is in wings

Richard Eaton, the group broadcaster whose hold on a number of his stations is already shaky, last week was denied FCC renewal of the license for WOOK(AM) Washington. Commercials for "Money Drawing Roots" and one offering three-digit scripture references to be used for "financial blessing" were among the practices that led to the death sentence.

The commission, in a unanimous decision, said the station had broadcast false and misleading advertising and had aired lottery information, in violation of commission rules and the U.S. Code. It also said the station had failed to protect its listeners from such programming.

The decision left unresolved the fate of a competing application that had been filed for WOOK's facilities by Washington Community Broadcasting Co. a local group of 43 area residents. The commission deferred action on the application for 30 days to give Community time to amend its financial showing to cure what the commission said was a deficiency.

The commission's decision, announced on Friday, was reached on Tuesday. On the preceding day, Mr. Eaton's attorneys had filed a motion with the commission asking it to delay further action in the case to permit the station to show that one of the commission's principal witnesses, "a disgruntled former employe, and a convicted felon, has repeatedly furnished the commission with false information." The witness was identified as Frank Delvichio.

Mr. Eaton, in his statement, said, "We believe this man's testimony so poisoned the record as to make it impossible for the commission to arrive at a fair decision

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AAF summitry. Thirty-five members of the American Advertising Federation met at the White House last Thursday for talks with staff that left them with "some reassurance that the administration is trying to move toward more efficient industry regulation," in the words of AAF Chairman Carl Nichols, chairman of Cunningham & Walsh, New York. AAF members expressed their opposition to the proposed consumer protection agency and the Federal Trade Commission's proposed food advertising guideline. They were briefed by William Siedman, assistant to the President; Roderick Hills, counsel to the President; James Pate, assistant secretary of commerce for economic affairs, and John Hull, deputy administrator of the Federal Energy Administration. Later they met for lunch with FTC Chairman Lewis Engman. Seated in the White House (clockwise from left) are Jonah Gitlitz, AAF executive vice president; Stewart Mitchell, Tracy-Locke Inc.; Bart Cummings, Compton Advertising Inc.; John McCarty, Frito-Lay Inc.; Robert Hilton, Glaser Brothers, Los Angeles; Calvin Hatch, Clorox Co., John Vickerman, director of business and trade associations, White House Office of Public Liaison; Leslie Harris, The Interpublic Group of Companies; Lois Nelson, Downtown Norfolk (Va.) Association; Mr. Pate; Robert Myers, U.S. Steel Corp.; Robert Funkhauser, Carnation Co., and William Sharp, Coca-Cola U.S.A.

based on the record." He added that his attorneys had intended to ask the commission to reopen the hearing to take the steps necessary to assure WOOK of a fair hearing. Unless the commission reopens the hearing on its own motion, Mr. Eaton said, he will petition for reconsideration and ask for a new hearing designed to assure that WOOK's operating record "over the past several years is fairly evaluated."

The commission's action affirmed the decision of the administrative law judge in the case, Forest L. McClenning, in denying WOOK's renewal. But it was even stiffer in concluding that Judge McClenning had erred in holding that WOOK was entitled to comparative consideration with Community.

It said Judge McClenning's findings on the violations mandated a conclusion that WOOK had engaged in misconduct requiring denial of its renewal. The commission noted that WOOK's history is studded with technical violations and that, despite a \$7,500 fine for those violations and a promise that the station's future operations would be in compliance with the rules, the violations continued.

The commission said that WOOK's past representations were of no value and that, as a result, it could not rely on its present promises of future compliance. The technical violations alone warranted denial of the station's renewal, the commission said.

The decision comes as another in a string of troubles Mr. Eaton faces in attempting to hold on to his licenses. The licenses of two television stations he owns, WMET(TV) Baltimore and WFAN(TV) Washington, were revoked because the

stations were dark for substantial periods of time, but he is seeking commission reconsideration. An administrative law judge last year renewed the licenses of WMUR-TV Manchester, N.H., and KECC-TV El Centro, Calif., on condition that Mr. Eaton sell them. Both were charged with bribery in seeking to improve ABC network affiliation contracts. Another administrative law judge issued an initial decision denying the renewal of Mr. Eaton's WFAB(AM) Miami because of alleged fraudulent billing. And the renewal applications of his Cleveland Heights, Ohio, stations—WJMO(AM) and WLYT(FM)—are in hearing on charges of alleged bugging of the AM station manager's office.

Mr. Eaton has seven other stations—KIKU-TV Honolulu; WSID(AM) and WDL(FM) Baltimore; WINX(AM) Rockville, Md.; WBNX(AM) New York; and KALI(AM) San Gabriel and KSOL(FM) San Mateo, both California.

FCC trying again on AT&T's hi-lo rates; services to broadcasters subject to increase

The FCC has reopened its hearing on the AT&T's hi-lo tariff—which constitutes a departure from nationwide average pricing for voice grade private line service—on the ground it lacks enough information to make a decision as to its legality.

The case is an important one to broadcasters and news services as it affects the

price of newswire service. Under the new tariff, which went into effect on June 13, 1974, private line charges to users in high-density areas were reduced, while those to users in low-density areas were increased. A separate rate was included for short-haul services.

But if the commission postponed a decision on the major issue, it said it had enough information to rule on two related matters. And both rulings went against newswire services.

The commission found that the Telcel end link provision as used by newswire services and other multipoint private line users was "a like service" to the hi-lo tariff but was unlawfully priced at a different rate, in violation of the Communications Act. The rate was normally less than that the newswire services would pay for private line service to low-density areas.

The commission also found that AT&T could not justify the offering of simplex (one-way transmission service) or half-duplex (alternate one-way transmission service) at reduced rates. The newswire services had requested the reduced rate offerings.

However, the commission is responding to the news media's complaints about increasing rates for private line services. It said it will "soon" institute a separate investigation into the need for preferential press rates for those services.

As for the hi-lo tariff, the commission said high-density, low-density and short-haul offerings were separate but like communications services priced at discriminatory rates. It said it must determine whether the discrimination is unjust and unreasonable.

Macdonald wants antiblackout law etched into stone

A bill that would make the pro sports anti-blackout law permanent was introduced in the House last week by Communications Subcommittee Chairman Torbert Macdonald (D-Mass.). The bill would make one alteration in the current law—passed by Congress in 1973 and due to expire the end of this year—by establishing a 24-hour cutoff for post-season baseball, basketball and hockey games.

The law now provides all games in those three sports plus football that are sold out 72 hours in advance cannot be blacked out on local television. The Macdonald bill would change that to 24 hours in advance for post-season games of all sports but football.

The reason for that change, said Mr. Macdonald, is that unlike football, which determines its division and over-all championship titles with single games, basketball, baseball and hockey use series to determine their championships. "Dates are uncertain until the teams involved are actually determined and the number of games in each series cannot be pre-

Ever since LOVEWORDS was launched on KRLD, Dallas back in March of '73, it has been helping both AM and FM stations *become* NUMBER ONE, *stay* NUMBER ONE, or sound that way.

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dicted," he said. "Because of this uncertainty in scheduling, the three-day cut-off is frequently ineffective."

Mr. Macdonald summarized several problems, which although not addressed in his new bill, will be taken up in his subcommittee's hearings on the law, scheduled the week of Sept. 22. Some sports clubs, he said, have exhibited "the same kind of public-be-damned attitude that forced Congress to act in 1973" by insisting that stadium seats with obstructed views be sold before lifting the blackout. Another problem, he said, is that some National Football League teams have been increasing the number of stations blacked out for unsold home games, which appears, in some cases "to conflict with the league's own constitution and bylaws which establish a 75-mile zone."

On still another point, the congressman said "specious rhetoric about no-shows is thoroughly discredited" by an FCC report which concludes that the law might have hurt concession sales and radio broadcast rights, but has not harmed the sports clubs.

Equal opportunity for buyers? Group protests WRVR sale to Sonderling

A citizen groups moved last week to block the sale of Riverside Church's WRVR(FM) New York to Sonderling Broadcasting with a two-pronged attack on a proposed reduction of jazz programming on the station and, in a new wrinkle, on alleged racial discrimination by the church in seeking a buyer.

The Citizens Committee To Save Jazz Radio is protesting the planned de-emphasis of jazz (much of Sonderling's format would consist of rhythm and blues), which the group contends is a viable format for the station. The committee says that although the church claims it is selling the station because of massive financial losses, it has not demonstrated that the losses are the result of the format and not mismanagement.

But the committee also contends that since less than 1/2 of 1% of all stations are owned by minorities, the public interest "requires all transfers of broadcast stations to employ affirmative action to locate and sell to minority buyers."

The committee says the church not only did not seek out a minority buyer, it "excluded a prospective black purchaser from equal opportunities to acquire the station."

William Green, president of the church's board of trustees, "flatly" denies the allegations of discrimination. "We were concerned with getting as good a price as possible, selling to someone with sound credit and who had a commitment to continue a jazz format," he said. "Why would we not sell to blacks?" He said the church had received a formal offer from a black group, but that it was "far, far less than what Sonderling offered."

In Brief

■ ABC's **AM America** has set Oct. 27 as target for format revision that will emphasize entertainment, downplay news-information. It's anticipated new hosts will be Dickie Dawson (now on WABC-TV's *AM New York*), Geraldo Rivera and Rona Barrett. ■ Senate passed resolution last Thursday that could lead to broadcast of **former President Nixon's White House tapes**. Resolution rejected regulations issued by General Services Administration that would restrict access, ban reproduction. Disapproval of either house is enough to compel GSA to redraft regulations. Nixon suit seeking absolute control of presidential materials is expected to reach Supreme Court. ■ House Communications Subcommittee last week voted \$30 million authorization for fiscal 1977 for construction of **educational broadcast facilities** and \$1 million for telecommunications demonstration projects. That's big change from administration-proposed bill that would have authorized \$7 million in each of next five years for facilities funding, and unspecified amount for demonstrations. ■ Fledgling **cable radio committee** of National Association of Broadcasters, after first meeting last week in Washington, announced it will develop comprehensive policy on radio-cable TV problems—covering carriage of signals, origination, leapfrogging, FCC rules and forfeitures. NAB staff is doing legwork; committee hopes to have draft statement to present to NAB joint board in January. ■ Six more names have been added to Massachusetts Attorney General Francis X. Bellotti's petition to FCC to **ban TV advertising of over-counter drugs on TV** before 9 p.m. New signers are attorneys general of Florida, South Carolina, South Dakota, Texas, Vermont and American Samoa. With loss of two of original signers (BROADCASTING, Sept. 1), number now stands at 18. ■ FCC Chairman Richard E. Wiley will learn Thursday (Sept. 18) that family viewing period hasn't defused **sex-and-violence issue**. On that morning he's to receive delegation from New York-based Morality in Media, which will request FCC to hold public hearings around country in effort to clean up TV. ■ NAB President **Vincent Wasilewski** told Michigan Broadcasters Association that "rather than a generalized depression, we have gone through a depression which has affected parts of the economy and left others in relatively good shape—of which broadcasting is, fortunately, a part" He said that those companies that did not cut advertising expenditures "maintained sales at a better level and, perhaps more importantly, when the upturn in the economy came, those companies got well quicker." ■ **FCC Chairman Wiley** was named president-elect of Federal Bar Association during Atlanta convention last week. ■ **Rose Bowl** football game will continue to be carried by NBC-TV through 1982 under agreement signed by network, Rose Bowl Committee and Pacific Eight Conference. Classic New Year's Day game began in 1902, has been on NBC since 1952. ■ **American Federation of Television and Radio Artists** begins round of negotiations in broadcast sector on Sept. 23 when it opens talks on radio commercials. On Oct. 20, AFTRA enters joint negotiations in New York with Joint Policy Committee of American Association of Advertising Agencies and Association of National Advertisers. Both contracts expire Nov. 15. ■ FCC Commissioner **Benjamin L. Hooks** sees increased pressure from consumer groups, parents, the Congress and the regulatory agencies such as the FCC resulting in "intensified requirements and a much heightened awareness of the responsibility of media advertising." Commissioner Hooks made comment in remarks prepared for delivery this week in Zagreb, Yugoslavia, where he is attending U.S. Information Agency-sponsored seminar on "Visual Communications in Advertising." He said he and his FCC colleagues hope broadcasters "assume the critical duty to serve the public interest so that we at the FCC do not have to step in." ■ Greater Washington Educational Telecommunications Association, licensee of WETA-FM-TV Washington, and local black citizen group, D.C. Media Task Force, have reached agreement on affirmative action employment program that group considers "**benchmark**" for **public broadcasting stations**. Program, which WETA filed with FCC as supplement to pending renewal applications, establishes specific goal of 25% black employment at all levels within company. It also sets three-year timetable and specific steps GWETA will take in recruiting, training and promoting blacks in order to meet goal. ■ **David J. Gillespie**, senior VP and head of Detroit office, Kenyon & Eckhardt Advertising, elected chairman, succeeding **Stanley Tannenbaum**, who remains chairman of parent K&E Inc., New York. **Ronald DeLuca**, director of creative services, and **Robert Zimmern**, director of account services, New York, both senior VP's, elected executive VP's. ■ FCC has granted **short term renewal** for Communico Oceanic Corp., licensee of KPOI(AM) Honolulu until Oct. 1, 1976, to review station's operations and see if violations in contests and promotional activities persist.

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Media

Broadcasters make their case for fee rebates

In appellate court they argue
that Supreme Court rejection
of 1970 fee schedule applied
to them as well as cable people

Some 200 broadcast licensees and others regulated by the FCC weighed in at the U.S. Court of Appeals in Washington last week with arguments as to why the FCC should refund fees they had paid under the 1970 fee schedule, as it refunded fees paid by cable television operators.

Indeed the principal argument was that the commission's refusal to reimburse noncable companies was inconsistent with the U.S. Supreme Court decision, handed down in March 1974, which led to the commission's reimbursement of annual fees paid by cable television operators.

The appeals court is a second front in the fight being waged by broadcasters and others to obtain refunds. A number of cases are being litigated in the U.S. Court of Claims, where broadcasters last month asked for a summary judgment in their favor (BROADCASTING, Aug. 25).

The extraordinary amount of litigation grows out of the Supreme Court decision declaring the 1970 fee schedule illegal on the ground it was designed to recover 100% of the commission's expenditures. The court directed the commission to establish fees sufficient to recover only benefits provided to the recipient.

But except for the cable operators, the hopes of those who had paid fees under the 1970 schedule that they would be reimbursed were dashed. The commission reimbursed only the cable operators with the explanation that the case had been carried to the Supreme Court by the National Cable Television Association; the National Association of Broadcasters had dropped out of the court fight after the U.S. Court of Appeals for the Fifth Circuit upheld the commission (though the NAB later filed a "friend of the court" brief in support of the NCTA's Supreme Court appeal.

Most of the broadcasters in the appeals court proceeding have joined with NAB in a single brief. Their brief contends that the Supreme Court decision in the NCTA case requires the commission to reimburse broadcasters as well as cable operators, for that decision referred not only to the annual fees imposed on cable systems but also to "the broadcast industry as a whole."

The brief makes two other principle arguments:

■ The commission's arguments that the payments were made voluntarily and that requests for refunds were untimely cannot stand, the first because the commission "insisted" on payment and pro-

vided for refunds after payment, the second because payers who sought refunds "at the very time of payment were turned away on the same timeliness grounds as others."

■ The commission's refusal to grant refunds to any of those it regulates except cable operators is "arbitrary and capricious." The brief contends that although broadcasters and cable operators are "similarly situated with respect to the illegality of these fees," the commission has refunded all annual fees paid by all cable systems, including those that did not request refunds, but refused refunds to all broadcasters, including those who asked.

The brief does not indicate how much money is at stake. But it says "the most appropriate, and the simplest," way to dispose of the case would be to direct the commission to refund fees collected under the 1970 schedule to the extent they exceed the amount paid under the previous schedule—adopted in 1966—whose legality is not in question.

Radio employment limits in small markets prompts NAB resolution

Radio committee urges higher cutoff
for mandatory reporting to FCC;
there's a change of heart about
ADI concept being used for AM-FM

The National Association of Broadcasters small market radio committee, meeting in Washington last week, passed a resolution urging the FCC to exempt stations with 15 or fewer employees from filing an equal employment plan.

The FCC proposal asks for comments on whether the cutoff number should be 10 or 15 employees, and the small market radio committee picked the higher. The resolution noted that small market broadcasting has few employment openings and that there is a general reluctance among qualified women and minorities to move to small market areas. The FCC proposal would not relieve small market stations of their responsibilities under the law, but only from filing an equal employment plan.

The committee also passed a resolution indicating it has warmed to Arbitron's application of the television area of dominant influence (ADI) audience measurement formula to radio.

In May the committee had voted unanimously to oppose the concept. The new resolution, passed by the narrow margin of 4-to-3, says in part, "while the small market radio committee continues to have considerable reservations about the ADI concept, we recognize that it has potential benefit to the radio industry in general, even though some individual small market radio stations may not benefit."

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mented in its April-May survey report, includes radio stations for the first time in the ADI section of the book. ADI is described as an exclusive market definition based on geographic divisions. It was developed in the early 60's for TV audience measurement and has become a universally accepted way of buying TV and newspapers.

Arbitron decided to apply it to radio to give radio more visibility, to allow packaging of radio plans and to make it easier to plan radio when other media are involved, an Arbitron spokesman said last week. He said that until now, most small market stations were not listed in any syndicated report, but that many now are showing up in the ADI section of the Arbitron report. He said that in the April-May report, 536 of 1,973 stations listed in the top-50 ADI reports were small market stations and that 78% of the stations which were listed only in the ADI section of the report were radio stations.

The small market radio committee's narrow vote reflects the members' concern that some small market stations when made part of large metropolitan area surveys, might not show up in the ADI ratings even though they are the dominant stations in their cities of license.

The committee passed the resolution after hearing a presentation by Bill McClenaghan, vice president, and Bill Engel, radio product manager, both of Arbitron.

The members of the small market committee are Wayne Cornils, of KFXD-AM-FM Nampa, Idaho, chairman; Edward Fritts, WNLA-AM-FM Indianola, Miss.; Dick Painter, KYSM-AM-FM Mankato, Minn.; Sherwood Parks, KINA(AM) Salina, Kan.; David Parnigoni, WKVT(AM) Brattleboro, Vt.; William Rollins, WSVM(AM) Valdese, N.C.; Robert Tobey, KOTS(AM) Deming, N.M., and Jack Younts, WEEB(AM) Southern Pines, N.C.

Stop those cards and letters. A proposed freeze on granting religious groups educational broadcast licenses may be the most beat-up dead horse in FCC history. The commission reported last week that about 1.3 million letters and postcards had been received protesting the proposal submitted by Jeremy D. Lansman and Lorenzo W. Milam (BROADCASTING, Jan. 13), which was aimed at both religious and government groups. Despite the commission's decision last month (BROADCASTING, Aug. 4) to dismiss the proposal, nearly 600,000 more protest letters have been received and there is little indication the numbers are ebbing. Even in the comment period during the rulemaking proceeding last spring, only one citizen group sided with the proposal as basically "worthy" although it did not comment on the religious freeze aspects of the petition (BROADCASTING, March 24).

Sounding off. The number of complaints, comments and inquiries received by the FCC's Broadcast Bureau in fiscal 1975 was an all-time record, with the commission reporting 96,710. The previous high was 84,525 in fiscal 1973; the fiscal 1974 total was 78,129. Complaints rose from 50,414 in fiscal 1974 to 65,054 in fiscal 1975. The greatest single increase included objections to programming which jumped from 13,193 to 34,097. Complaints concerning crime, violence and horror were up almost 1,000%—from 895 to 8,897. Broadcast advertising complaints rose from 1,731 to 6,385.

NAFMB heads for Atlanta

Wiley to be luncheon speaker along with Jullan Bond; main issue to be protection of small radio businessman from harassment by activists

National Association of FM Broadcasters' officials say they expect to corral about 1,000 radio broadcasters for their 15th annual convention in Atlanta.

Convention sessions, which run from Thursday through Saturday (Sept. 18-20) at the Marriott hotel, will include seminars on national and local sales, on quadraphonic sound for FM, on general programming trends, with an all-afternoon session on Thursday featuring a panel of FCC executives under the title "News from the Banks of the Potomac."

FCC Chairman Richard Wiley will be the special guest speaker at Friday's luncheon, which will precede the NAFMB's annual membership meeting.

Jack G. Thayer, the president of NBC Radio, will deliver the keynote address on Thursday morning, and Saturday morning's keynoter will be Matthew Coffey, the president of the Association of Public Radio Stations. The luncheon talk on Saturday will be given by Julian Bond, the nationally known Democratic state senator from Georgia.

The first annual Golden Radio Awards will be bestowed on Sol Taishoff, the editor and chairman of BROADCASTING, and Harold Kassens, retired assistant chief of the FCC's Broadcast Bureau.

About 90 manufacturers and service organizations will use the exhibition hall or separate hospitality suites to ply their wares.

Of the 1,000 or so broadcasters who will attend, as many as 30% will represent AM-only operations. The key issue that's expected to be on everybody's mind at the convention, according to Abe Voron, the executive director of the NAFMB, will revolve around "congressional legislation to protect the small businessmen who own radio stations from harassment by any group with access to a mimeograph machine."

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Tough three days for Coors on Hill

Senators, witnesses hammer away at possible conflicts between TVN and CPB, and at his political views

Colorado brewer Joseph Coors was strongly urged by members of the Senate Commerce Committee last week to step down as director of the Coors-owned Television News Inc. to avoid the appearance of conflict of interest with a seat on the board of the Corporation for Public Broadcasting to which he has been nominated.

Midway through hearings on his confirmation last week, Mr. Coors said he would not quit TVN, maintaining steadfastly that there is no conflict between his directorship of that commercial operation and a directorship of CPB. He indicated that his stepping down from the seven-member board of TVN would not change the fact that Adolph Coors Co., of which he is executive vice president, will still hold the majority of stock in TVN. He said the move would be "more of a cosmetic than a real solution."

He returned at the tail end of the hearings, however, with a compromise proposal: "I would propose to the TVN board that it forthwith cut off any business discussions it is engaged in with CPB or PBS," and that no such discussions be un-

dertaken during his CPB board tenure if he were confirmed.

Mr. Coors appeared to alter his stance a bit, however, when it became apparent that his "compromise" was not acceptable to several members of the Commerce Committee. Prodded by Senators John Pastore (D-R.I.), Robert Griffin (R-Mich.) and Lowell Weicker (R-Conn.), Mr. Coors promised to discuss with the TVN board the possibility of his stepping down. But he said he did not want to leave the impression he will change his mind. The Commerce Committee will await the outcome of that discussion, which Mr. Coors said will happen at the TVN board meeting Oct. 2, before taking any action.

Senator Pastore, who as chairman of the Communications Subcommittee, presided over the hearings before the full Commerce Committee, had said that because of the conflict, "at the moment I'd be inclined not to vote for your confirmation." He said "no nomination that's come before this committee has bothered me more than yours."

Moments later, however, he added that "I think you're going to make it."

Mr. Coors's reference to "business discussions" in his compromise proposal referred back to a letter which figured prominently in the hearings. In the letter, dated July 24, Mr. Coors asked CPB President Henry Loomis to refrain from any decisions regarding possible CPB contracts with satellite receiving stations until Mr. Coors had a chance to discuss the matter with Mr. Loomis. He suggested in the letter that it would be in CPB's best interest to contract with a commercial earth station system. He did not mention his own TVN in the letter, but TVN has proposed establishing such a system and has been studied by a group comprising CPB, the Public Broadcasting Service, National Public Radio and the Ford Foundation. The implication was drawn that Mr. Coors, not yet a member of the CPB board, had his own private interest in mind in writing Mr. Loomis.

The possible financial conflict of interest was only half the story, however. Senator Pastore was more concerned about whether there might be a conflict between the ideals which prompted Mr. Coors to establish TVN two years ago, and the ideals behind the foundation of CPB. "The fact is that he set up TVN to combat what he felt was a bias in the television networks," Senator Pastore said. "My question is whether he is trying to get on the CPB board for the same reason." Mr. Coors's political views have been characterized as embedded deep within the right wing of the political spectrum. He acknowledged, when questioned by the senators, that he has contributed about \$6,000 to the John Birch Society over the past 10 years, and he also acknowledged that dissatisfaction with what he sees as a liberal bias in network news entered into the thinking which led to the establishment of TVN. He constantly insisted under questioning, however, that the primary reason for establishing TVN was to provide a news source for independent TV

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stations. "It was not then and is not now our purpose to force our particular political bias on anyone," he told Senator Pastore.

Senator Pastore insisted that there is a "compatibility" between TVN's news and public broadcasting's news. "Isn't the whole purpose to disseminate... what one considers of news value?" He continued, "You started TVN because of animosity toward the Eastern establishment... Are you looking for a second horse to hitch you wagon onto?" Mr. Coors: "I can tell you categorically that that is not my reason." Senator Pastore: "Then why don't you resign from one of the two boards?"

Senator Daniel Inouye (D-Hawaii) pointed out that five other members of the CPB have broadcast or cable ties ranging from Virginia Duncan, producer and director for noncommercial KQED(TV) San Francisco, to Robert Benjamin, chairman of the finance department for United Artists Corp.

Senator Pastore protested that Mr. Coors, head of a national network disseminating news is a "giant" compared to the others who are "only workers."

Mr. Coors said he would abstain from voting on any question directly affecting TVN, to which Senator Inouye said, "I find that satisfactory, sir."

Senator Weicker said that the law should be rewritten so that there can be no conflicts on the CPB board, "but don't do it de facto by not confirming one man."

Concern about the possibility that Mr. Coors might try to force his views on public station programing was a major issue at the hearings. "Censoring" was the word used most often. Mr. Coors denied he had any intention of censoring programs. He said he wants to see that balance and objectivity is adhered to, that if programs are controversial they should "show the other side of the coin."

Senator Vance Hartke (D-Ind.) said he was not satisfied with Mr. Coors's responses to his repeated questions about program censorship. He called attention to a letter Mr. Coors had written to Mr. Loomis in January on behalf of a Denver mortician, who had complained to Mr. Coors about a public TV program he thought was unfair to the funeral business.

Mr. Coors insisted that he had only written on his friend's behalf to bring the matter to the board's attention. "I don't look at that as censorship." His letter to Mr. Loomis said in part, "I am not yet familiar enough with the interconnection between PBS and CPB to know whether you can do anything about this, but it is the type of thing which I will be very interested in watching closely if I ever become confirmed on your fine board."

Mr. Hartke said he was concerned that Mr. Coors might try to withhold funds from stations because of locally produced programs such as the show on mortuaries. He said he would vote against confirmation. In answer to a follow-up question from Senator Adlai Stevenson (D-Ill.), Mr. Coors said, "I honestly don't feel that



Mr. Coors (l) with supporter, Senator Barry Goldwater.

funds should be cut off from stations unless they break federal law."

Senator Russell Long (D-La.) said he was satisfied when he heard Mr. Coors say he believes in balance of opinion in programs. "I strongly believe you should be confirmed for this job."

Senator Robert Griffin (R-Mich.), ranking Republican on the Communications Subcommittee said he thought talk of Mr. Coors's potential for becoming a censor "is a tempest in a teapot."

In all, 20 witnesses were scheduled to testify at the hearing, for and against confirming Mr. Coors.

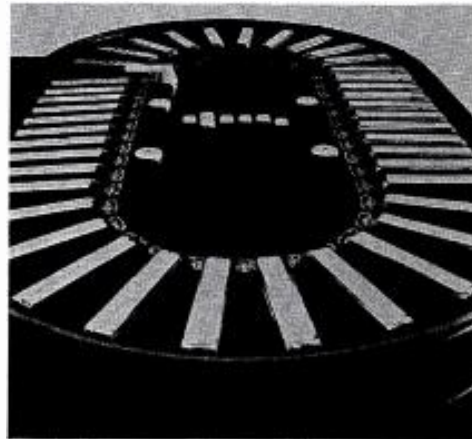
Senator Barry Goldwater (R-Ariz.) was the first, introducing Mr. Coors as a "fiercely honest, courageous and independent" man.

Nicholas Johnson, representing the National Citizen Communications Lobby, testified in opposition, saying that among reasons for not confirming him is that "he has demonstrated no special experience, competence, qualification, or understanding regarding the needs and role of public broadcasting that might provide some colorable justification for this nomination."

Mr. Johnson made reference to the fact that Mr. Coors was originally the choice of

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former President Richard Nixon. Senator Weicker charged back, "That comes very close to guilt by association."

Charges were also made during the hearings that Adolph Coors Co. has a poor minority hiring record. Senator Pastore said the committee will ask the federal Equal Employment Opportunity Commission and the Colorado EEOC for a report on Coors's employment record.

During his rebuttal time the final day of the hearings, Mr. Coors said the accusers "have not done their homework." He defended Coors's minority hiring record with statistics he supplied and noted that Coors, as an approved government contractor, has government-approved affirmative action plans.

One witness Jona Vieta, a free-lance writer from New York, and a former employe of United Press International Television News, an independent TV news service that TVN bought out, questioned why TVN would offer to build satellite ground stations free of charge to stations when it is already losing about \$500,000 a month. "I often wonder at its philanthropy." Questioned by Senator Stevenson, she admitted she was "insinuating something."

Mr. Coors later objected to that insinuation, which he took to mean that he is so determined to shape news with his political bias that he did not care about losing money. "We don't go into business to lose money," he said. "It is still our intention to turn this [TVN] around and make it a

sound business venture." He reiterated that there is no bias in the news TVN writes.

Other witnesses opposing Mr. Coors included Frank Lloyd, executive director of the Citizens Communication Center; Pluria Marshall, of the National Black Media Coalition; Cathy Irwin, vice president for public relations for the National Organization for Women; Manuel Fierro of the National Congress of Hispanic American Citizens; Stephen Schlossberg, general counsel to the International Union, United Automobile, Aerospace & Agricultural Implement Workers of America; Dr. William Hanks, media coordinator of the NAACP, Pittsburgh; Charles R. Baker, executive director of the Institute for American Democracy Inc.; Nancy McMahon of the American Council for Better Broadcasts, Sun Prairie, Wis.

Those who testified in support of the nomination included Representative William Armstrong (R-Colo.); Rex Jennings, president of the Denver Chamber of Commerce; Reed Irvine, chairman of Accuracy in Media; Dr. Guy McBride Jr., president of the Colorado School of Mines, Golden, for which Mr. Coors was a trustee for nine years; Raymond Kimball of the Colorado Association of Commerce and Industry, Denver; and Leo N. Bradley a lawyer with Bradley, Campbell & Carney, Golden, who has represented the Coors companies.

Changing Hands

Announced

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

■ **WOCN(AM) Miami:** Sold by WOCN Inc. to Minority Broadcasters for about \$1.1 million. Principals in seller are Ed Winton and Myer Feldman who own **WWBA-AM-FM St. Petersburg** and **WCGL(AM) Jacksonville, both Fla.** Buying group is headed by Manolo Rebozo, Miami city commissioner and contracting firm owner, and Carlos Fernandez, Miami attorney and former municipal judge. Other stockholders are Tomas Garcia Fuste who manages Spanish programing at **WKID(TV) Fort Lauderdale, Fla.**, and Eduardo Cantera, Miami attorney. WOCN is on 1450 khz with 1 kw day and 250 w night.

■ **KCTY-AM-FM Salinas, Calif.:** Licensee, Jeco Inc., sold by James E. Coyle to Jeco (a general partnership) for \$350,000 plus \$210,000 for covenant not to compete. Principals in buyer are Robert L. Williams, accountant, and Richard B. Sleeper, management services firm owner. Through contingent applications, Jeco Inc. will be dissolved and Mr. Coyle will buy back 10% of stations for about \$9,000. Neither seller nor buyer has other broadcast interests. KCTY is daytimer on 980 khz with 1 kw. KCTY-FM is on 103.9 mhz with 3 kw.

■ **WPCE(AM) Portsmouth, Va.:** Sold by Tidewater Radio Show Inc. to Associated Black Broadcasters Inc. for \$50,000 plus \$340,000 in liabilities. Seller is L.E. Willis Sr., who owns **WOWI(FM) Norfolk, Va.**, and is bishop of God and Christ Church. Mr. Willis is seeking waiver of FCC's three-year rule and through sale of AM, hopes to earn capital to pay debts of FM. Buyer is owned by Sylvia Robinson (60%), Barbara Baker and Harvey Lynch (20% each). Mrs. Robinson is recording artist and Mrs. Baker is executive VP of Platinum Record Co. Englewood, N.J. Mr. Lynch, general manager of **WNJR(AM) Newark, N.J.**, will assume that position at WPCE if sale is consummated. WPCE (formerly **WWOC(AM)**) is on 1400 khz with 1 kw day and 250 w night.

■ **WLAG-AM-FM LaGrange, Ga.:** Sold by LaGrange Broadcasting Co. to LaGrange Radio Inc. for \$285,000. Principals in seller are Fuller E. Callaway Jr. and Edwin G. Mullinax who have no other broadcast interests. Buyer is equally owned by Paul E. Reid, owner of **WBHB(AM) Fitzgerald, Ga.**, and L.A. Wood Jr., public relations man with telephone company. WLAG is on 1240 khz with 1 kw day and 250 w night. WLAG-FM is on 104.1 mhz with 29.5 khz and antenna 220 feet above average terrain.

■ **WPRJ(AM) Parsippany-Troy Hills, N.J.:** Sold by Parsippany Radio Inc. to Sound of America Inc. for \$230,000. Sellers are brothers, Paul and William Godley. Paul Godley is communications engineering consultant, and William Godley is New Jersey corporate executive. Buyer is

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owned by Oscar T. Grann, D. Michael Brandewie and Daniel J. Hamilton who also own WSER(AM) Elkton, Md. WPRJ is daytime on 1310 khz with 1 kw. Broker: Blackburn & Co. Inc.

■ Other sales reported at the FCC last week include: KDTA(AM) Delta, Colo.; KWEI(AM) Weiser, Idaho; WKDL(AM) Clarksdale, Miss., and WAAN(AM) Waynesboro, Tenn. (see page 63).

Approved

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

■ KCBC(AM) Des Moines, Iowa: Sold by Allied Broadcasting Co. to Minnesota-Iowa Television Co. (subsidiary of Black Hawk Broadcasting) for \$650,000 (see story, page 46).

■ Other sales approved by the FCC last week include: WJRC(AM) Joliet, Ill.; KSKU(FM) Hutchinson, Kan.; KFAM-AM-FM St. Cloud, Minn.; WWTX(FM) Corinth, Miss.; WNNJ(AM)-WIXL-FM Newton, N.J., and WJSM-AM-FM Martinsburg, Pa. (see page 63).

Magnuson, Jackson step into fray over Canadian actions affecting U.S. broadcasters

They ask Kissinger to take up matter in meetings in Ottawa next month

Senate Commerce Committee Chairman Warren Magnuson and Senator Henry M. Jackson, both Democrats from Washington, last week urged Secretary of State Henry Kissinger to renew efforts during his planned mid-October meetings in Ottawa to change the Canadians' minds about taking actions that might hurt American broadcasters.

They had two specific actions in mind: 1) The Canadian Radio and Television Commission has ordered Canadian cable systems to delete commercials from U.S. signals, and (2) the Canadian minister of state has announced he will reintroduce a bill in Parliament disallowing as tax-deductible business expenses any advertising purchases on U.S. broadcast stations.

In a letter to the secretary last week, Senators Magnuson and Jackson said such actions would injure the Canadian economy and the quality of programming available to Canadian viewers. Furthermore, they said, the actions "are patently unfair to the current exporters of advertising services."

Similar letters were sent earlier to the State Department by a group of 15 senators headed by James Buckley (C-R-N.Y.) and by the president and chairman of the National Association of Broadcasters. The State Department said in a reply to Senator Buckley that it could do nothing about



The government wins again. FCC Chairman Richard E. Wiley led his commission team to victory over a mixed bag of Washington area broadcasters in a three-inning softball game organized by American Women in Radio and Television to benefit the Children's Hospital Medical Center. The umpire: Harold Kranz of Children's Hospital; the catcher: Simon Trane of WEAM(AM) Arlington, Va. AWRT's educational foundation has received a \$12,500 grant from the Sears Roebuck Foundation to expand the effort, now in 17 hospitals, to 14 new sites. The project makes TV programming available to hospitalized children via video cassette playback units.

the proposed tax legislation, but that it was working on the problem with the Canadian Radio and TV Commission (BROADCASTING, Aug. 18).

Senators Magnuson and Jackson suggested that Mr. Kissinger stress four points with the Canadians. First, the demand for cable in Canada, an industry which grosses over \$100 million a year, "is directly related to the demand by Canadian citizens for U.S. programs."

The Canadian audience will not appreciate any actions to injure U.S. stations, they said.

Second, they said, Canadian networks and TV stations buy U.S. programs "at small increments of the actual U.S. production costs," which in effect means that U.S. broadcasting interests are helping to subsidize the Canadians' own program production.

Third, if Canadian businesses are

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prohibited from buying from the most effective media in their markets—in many cases these include U.S. stations—"overall Canadian commerce will be lower and the entire Canadian economy will suffer," they said.

Fourth, they said, the Canadian actions amount to "unfair discrimination against a very few U.S. broadcast stations" that are helping keep Canadian viewership high. "The Canadian actions must be viewed as calculated trade discrimination," the two senators said.

FCC ruling on regional limit draws dissent from Robinson

Iowa buy puts Black Hawk over four-per-state quota proposed in pending rulemaking

The FCC, which is considering a rule to limit to four the number of stations a broadcaster could acquire in any state, last week approved a station sale that will give a broadcasting company six stations in Iowa. The action dismayed Commissioner Glen O. Robinson, who saw it as a sign the commission is not serious about plans to adopt meaningful anticoncentration rules.

The licensee involved is Minnesota-Iowa, and the station, KCBC(AM) Des Moines, which operates on 1390 khz with 1 kw with a highly directionalized signal. The seller was Allied Broadcasting Co. and the price was \$650,000.

Minnesota-Iowa is the licensee of KAAL-TV Austin, Minn. But it is its parent corporation, Black Hawk Broadcasting Co., which is headed by Robert Buckmaster, that concerns Commissioner Robinson. Black Hawk is the licensee of KWWL-AM-TV and KFMW(FM), all Waterloo, Iowa, and KLWW(AM) Cedar Rapids, Iowa. It also is the licensee of KTIV-TV Sioux City, Iowa.

The commission majority indicated it was not concerned about a concentration of control problem resulting from Minnesota-Iowa's acquisition of KCBC. It



Out in the real world. The National Association of Broadcasters last week gathered up 28 FCC bureaucrats from their desks and took them out for a day in the life of a small-market radio broadcaster. Their first stop: WAGE(AM) Leesburg, Va. (population 7,200), where commission staffers talked with disk jockey George Bentley (top left) and where later NAB President Vincent Wasilewski (top right) took a turn at the microphone. Then it was on to Charles Town, W. Va. (population 2,900), for a visit with WXVA(AM)-WZFM(FM) (bottom photo). Last week's field trip marked the third consecutive year for the NAB-sponsored affair. More than 100 FCC personnel have participated so far.

noted that in addition to that station, Des Moines is served by five AM, six FM and three television stations, as well as by two daily newspapers.

Furthermore, it said, there are 18 other AM and FM stations, one television outlet and four daily newspapers within a 50-mile radius of Des Moines.

It also pointed out that Waterloo-Cedar Falls is served by 10 AM and FM stations and a daily newspaper, and Cedar Rapids by nine AM and FM stations, two televi-

sion outlets and a daily newspaper. And within a 50-mile radius of Waterloo, it added, are 21 AM and FM stations, two television stations and four daily newspapers.

Given that abundance of broadcast and print media in and around the cities of license, the distance between the communities and KCBC's low signal strength, the commission said, Minnesota-Iowa's acquisition of the station would not result in a concentration of control of media contrary to the public interest.

Commissioner Robinson, however, saw the assignment as posing "a most serious problem of regional concentration." The commissioner, the lone dissenter, said that in view of the pendency of the regional-concentration rule that would limit a broadcaster to four stations in a state, the KCBC matter should be deferred.

What particularly concerns him, Commissioner Robinson said, was the commission's "almost casual approach to what is obviously a serious problem even under our existing regional concentration policy." At a minimum, he said, the commission should have required additional information as to why the concentration of ownership "is deemed not to be 'undue.'" He said the commission lacks sufficient information to determine the

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market area in which concentration should be measured and judged.

The commission's "haste in acting, and its insouciance toward the problem of measuring and judging concentration," Commissioner Robinson said, "make it reasonable to doubt the seriousness with which the FCC judges the problem of concentration, and make it seem dubious that it will actually go forward with meaningful rules to curb concentration."

Media Briefs

Money problems. FCC has set for hearing transfer of construction permit for channel 51 KJOG-TV San Diego from Gross Broadcasting Co. (Jack O. Gross) to United States International University to determine if USIU has sufficient funds to build and operate station. Broadmoor Broadcasting Corp., licensee of KSON-AM-FM San Diego, filed petition to deny assignment, contending USIU was not financially qualified. FCC dismissed Broadmoor petition as untimely but decided to treat matter as informal complaint.

Revised fees. FCC has established fee schedule for 2.5 kw AM stations. Commission in June adopted rules that provided for 2.5 kw stations as intermediate step between standard 1 kw and 5 kw stations. Under revised fee schedule, filing fee for daytime-only 2.5 kw station is \$300 with grant fee of \$2,025. Unlimited 2.5 kw stations are charged \$600 for filing and \$4,050 for grant. Rules are effective Oct. 22.

Steinman fires back at feminists' petition

The Steinman family's WGAL-TV Lancaster, Pa., has urged the FCC to consider the industrywide implications of a petition to deny filed against the station by Feminists for Media Rights (BROADCASTING, July 7). If the station's renewal is brought to hearing, WGAL-TV said, "every broadcast station grandfathered" under new FCC crossownership rules would be "vulnerable to extortionate programming and employment demands."

In its opposition filed at the commission, WGAL-TV called FMR's main contention—that the Steinman family holds too great a concentration of media control—"a thinly veiled collateral attack" on commission policy which did not require the Steinman family to divest its television property (BROADCASTING, Feb. 3).

The station accused FMR of using the renewal process "to bludgeon WGAL-TV into compliance with unsubstantiated demands" that do not represent what WGAL-TV views as the needs of the community.

WGAL-TV also claimed that FMR deliberately ignored the Steinman family's policy which "assures independent and autonomous operation" among its media holdings.

It also characterized FMR as an "essentially unrepresentative pressure group."

Programing

FCC drafts harsh new law on obscene or indecent programing

Asserting radio, TV and cable need more control than other media, agency considers tougher standards than Supreme Court has imposed

The FCC, in its continuing effort to respond to congressional and public outcries about allegedly offensive material on radio and television, is fashioning a proposed federal statute to prohibit the transmission of obscene or indecent matter by broadcasting as well as by cable television. And in view of what it considers the "distinctive" nature of those media and of its concern over children's access to them, the statute would establish a more stringent standard governing "morally offensive material" than that required by the Supreme Court's landmark obscenity case, *Miller v. California*.

The broadcast of obscene, indecent or profane material is now barred by a section of the U.S. criminal code. However, the section was enacted when radio was the only electronic medium in general use, and it refers only to utterances and language. The draft legislation, being prepared by the commission staff and to be considered by the commission this week, would not only bring the law up to date in applying it to conduct as well as to language, and to cable television as well as to "radio communication," it would also, in accord with the Miller decision, specifically define the types of "obscene" behavior to be banned. That case involved the mass mailing of unsolicited sexually explicit advertising for several "adult" books.

But where the Miller decision, in defining "obscene material," refers to "patently offensive material" which, "taken as a whole, appeals to the prurient interest of the average person applying contemporary community standards," the commission would add: "for radio communication or cable television."

The proposed bill is being prepared in accord with a promise to Congress to prepare legislation to bring the obscenity statute up to date. For years, members of Congress have been complaining about "offensive" material on television. The public too has made itself heard; last year, the commission received more than 24,000 complaints about such programing, and although that represents a drop from some 32,000 complaints received in 1973, there were only 2,100 in 1972. An earlier response to the pressure was Chair-



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7. Stereo Generator and Broadcast Transmitter Compatibility without Interface.
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man Richard E. Wiley's successful effort to persuade the networks and the National Association of Broadcasters to reserve the first two hours of prime time for "family viewing."

The specific types of behavior to be barred as obscene are "an act of sexual intercourse, including genital-genital, anal-genital, or oral-genital intercourse, whether between human beings or between a human being and an animal; of masturbation; or of flagellation, torture or other violence indicating a sadomasochistic sexual relationship; or close-up representation of a human genital or excretory organ." The examples were borrowed from a proposed revision of the criminal code submitted by the Justice Department last year.

Like the Miller decision, the draft legislation specifies that obscene material lacks "serious literary, artistic, political or scientific value." But, in a memorandum accompanying the draft, the staff notes that material not considered obscene because it does not appeal to prurient interests or does have some value, could still be barred from electronic media if it is "indecent."

"Indecent material" is defined in the draft the way the commission defined it in its declaratory ruling that a George Carlin comedy record broadcast by WBAI(FM) New York was "indecent" (a ruling that the licensee, Pacifica Foundation, is appealing): "a representation or verbal description of a human sexual or excretory organ or function, which under contemporary community standards for radio communication or cable television is patently offensive."

The proposed bill does not state whether consideration of the material should be based on a local, state, or national standard, or how and by whom it should be applied. Those matters would be left to the courts.

The draft legislation would delete the prohibition now in the law against the dissemination of "profane" material. The FCC staff, in its memorandum, says the deletion was based on the infrequency with which the courts have construed the term profane and the small number of court decisions that have upheld it against



Ten years and \$75 million later. At the end of 21½ hours on the air for its annual Labor Day telethon, the Muscular Dystrophy Association had a record \$18 million pledges, with TV taking "95% of the credit." Part of the increase over last year's \$16 million (of which 99% was collected) was credited to the addition of 20 stations to what founder Jerry Lewis (pictured here with Totie Fields) calls his "love network," now 195 stations. Hughes TV Network volunteered technical services for the hookup, including satellite feeds to Puerto Rico and Hawaii and delayed broadcasts to Alaska. The telethon tradition began with one station (WNEW-TV New York) in 1966, now has a cumulative total of \$75,363,196 in pledges. An MDA spokesman termed it "a beacon to all other (non-broadcast) appeals," including in his praise mention of over 300 radio stations that either simulcast the telethon or ran promos for it. Pat Weaver Jr., former president and chairman of NBC, has been president of MDA since January this year.

constitutional attack.

The proposed bill would be an amendment to the Communications Act, and it would repeal the obscenity section of the criminal code. It would also provide for criminal penalties—for both the licensee or cable operator and persons actually involved in the broadcast or cablecast—of a \$10,000 fine or one year in prison (two years for repeaters), or both. The commission would also be authorized to impose forfeitures of up to \$10,000 at least in the case of broadcasters; it is seeking legislative authority to fine cablecasters.

Broadcasters and cable operators would have two affirmative defenses under the proposed bill.

In an indecency case, a defense would be that precautions had been taken to avoid reaching children under age 12 and those adults who chose not to be exposed

to the material and that the material had serious literary, artistic, political or scientific value.

In a case involving allegedly obscene or indecent material, a defense would be that the broadcaster or cable operator was required either by law or by commission rules to transmit it. Section 315, the equal-time law, for instance, prohibits a broadcaster from censoring a political broadcast, while commission rules prevent the alteration of broadcast signals carried by cable systems.

However, the staff memorandum makes it clear that such a defense would not be available to programing distributed over a cable system's public-access channel.

The memorandum says that although cable operators are barred from exercising program control over public-access channels, they are required by the commission to establish rules barring obscene and indecent material; accordingly, the memorandum says, they must exercise some control.

However, the memorandum also suggests that the cable rules be amended to make it clear that operators are responsible for such programing and that "they must take all reasonable and prudent steps possible to preclude its distribution." The memorandum says existing rules are "ambiguous" as to the amount of control necessary. Thus, the proposed legislation would apparently provide no protection for material of the type said to have been presented on some public access channels, particularly in New York (BROADCASTING, June 9).

The FCC staff contends in its memoran-

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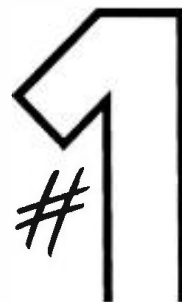
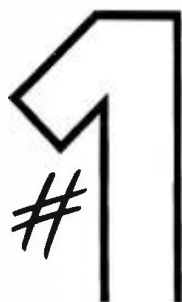
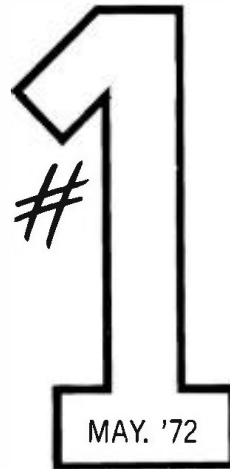
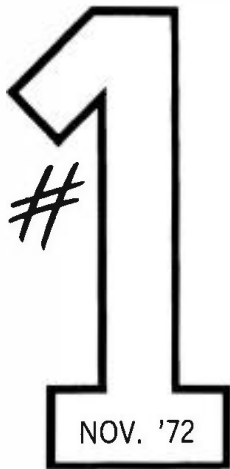
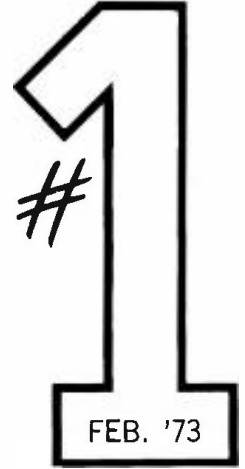
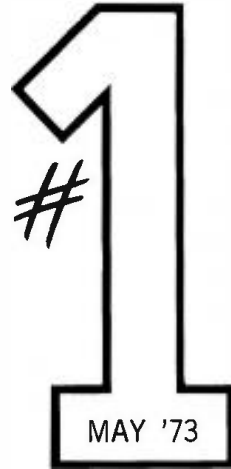
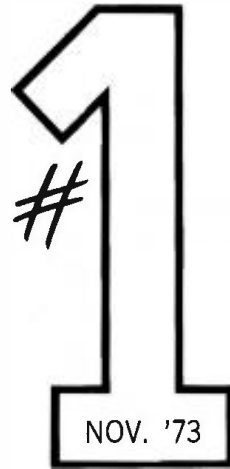
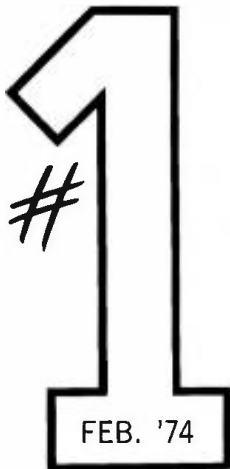
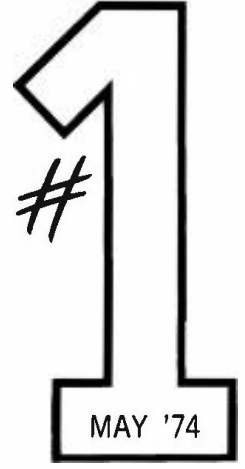
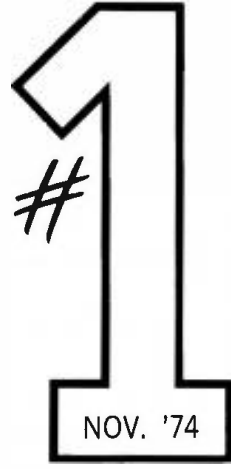
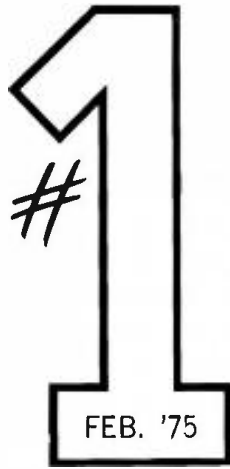
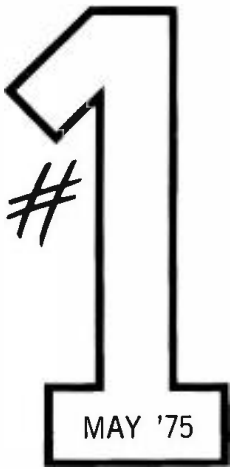
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dum that the approach proposed for dealing with the problem of offensive material—permitting dissemination to consenting adults and reducing the number of persons likely to be offended by warning parents and unwilling adults of program content—“avoids the First Amendment problems inherent in a standard which would totally suppress indecent material.”

The memorandum also says that, in drafting a “variable standard,” the commission would balance society’s interest in “protecting children and nonconsenting adults from indecent material and the interest of adults in having access to the widest possible range of programing,” and adds: “The adult population will not be reduced to viewing only what is fit for children.”

The memorandum cites three grounds for imposing “a more stringent test for morally offensive material” on the electronic media than on other types:

- The electronic media use a “scarce resource,” the spectrum—a condition the memorandum concedes does not apply to cable TV, in view of the multiplicity of channels cable technology makes possible.

- The federal interest in the electronic media legitimately, “is greater” than in any other. Those media are regulated by a federal agency charged with assuring that they operate in the public interest.

- The “intrusive nature” of the electronic media. Because they enter the home directly and occupy such a large percentage of the time of so many persons, they “play too important a role to be allowed to disseminate morally offensive material absent stringent safeguards designed to protect children and nonconsenting adults from exposure.”

The commission is expected to approve the draft legislation promptly, although some commissioners may feel proposing new obscenity legislation should await a court decision in the WBAI case. In any event, the bill would not be submitted to Congress until it had gone through Office of Management and Budget clearance.

CBS toes the line

Marlboro country may exist at Belmont Park on Long Island and in the pages of leading newspapers—but not over the airwaves.

When Marlboro cigarettes sponsored the running of The Marlboro Cup (\$250,000 purse) at Belmont Park last Saturday (Sept. 13), the telecast of the event over CBS-TV called the race merely “The Cup.” Track aficionados may not know it, but the ban on cigarette advertising on television and radio since 1971 extends to peripheral mentions.

In fact, CBS-TV committed an egregious, if pardonable, error in 1973 when it referred to the race as The Marlboro Cup. A network spokesman said, “we were chastised by the FCC at the time.” In the second-time coverage of the race last year, he said, “we called it The Invitational Cup and this year we

shortened it simply to The Cup.”

He explained that Marlboro contracted with the New York Racing Association to underwrite the event, and CBS-TV, in turn, arranged with the NYRA for the coverage. “We had nothing to do with Marlboro,” he stressed.

To promote TV viewership of The Marlboro Cup, Philip Morris Inc., New York, carried advertisements in newspapers last week that included the surgeon general’s warning on cigarette smoking. It made no mention of CBS-TV but suggested: “Check your local listings for TV coverage.”

CBS-TV ‘Guns’ has hard recoil

Documentary on hunting begets follow-up special on fur; some advertisers defect but Block stays on basis that sponsor should not pressure the medium

CBS-TV viewers will become privy later this month to a rare and behind-the-scenes look at the pressures that build up when a TV network plans and telecasts a documentary on such a highly charged subject as hunting.

Even before CBS-TV carried a 90-minute documentary, *The Guns of Autumn*, on Sept. 5, CBS News had received angry mail from gun and hunting groups and decided on a sequel to the program. But if there were any doubt about a follow-up, it was dispelled by such developments as cancellation notices from more than a half-dozen advertisers of the news documentary and a flood of mail and telephone calls last week generated by the program.

CBS News was proceeding last week with plans to produce the follow-up show, *Echos of the Guns of Autumn*, concentrating on pressures that were exerted on the network and its affiliated stations and on advertisers with respect to the initial program. *Echos* is scheduled for telecast on Sept. 28 at 6-7 P.M. NYT. A CBS News spokesman said officials of hunting and gun clubs and antigun leaders will be invited to air their views.

In New York alone, more than a thousand telephone calls were received by mid-week, according to a CBS News official, and they ran five-to-one against the telecast.

CBS would not identify the advertisers that withdrew from the documentary. Only the Block Drug Co., Jersey City, N.J., retained its sponsorship, two 30-second spots. The network filled the 16 other commercial half minutes with promotional and public service announcements.

Other sources said Carnation’s Coffee-Mate, Teledyne Aqua Tec’s Water Pik and Datsun cars were among the advertisers that withdrew from the telecast.

Leonard H. Block, board chairman of Block Drug, issued a statement saying that prior to the telecast, Block Drug execu-

tives had received telephone calls from national and regional gun clubs asking Block to cancel time it had scheduled on *Guns of Autumn* because they felt the program gave 'an unfair portrayal of people and organizations who hunt wildlife in the U.S.'"

Mr. Block said the company considered the requests but decided that cancellation would mean that "it was attempting to censor a major news medium" and regarded this step as "improper and contrary to fundamental American traditions." He added that Block's action "is not an endorsement of the editorial content of *Guns of Autumn*, but an affirmation of the faith and belief that censorship should not be part of our American way of life."

Network sources said that advertising agencies representing clients set for the program reported that officials of various clubs had telephoned sponsors with protests about the telecast. CBS would not estimate the amount of the advertiser defection but it is believed to be in excess of \$100,000.

Bill Leonard, senior vice president of CBS News, said CBS had received a number of letters this past summer from groups threatening to launch a campaign to influence advertisers. He added that "they don't understand how this thing works; the programs will be televised with or without advertising." The protests generated by these letters, he said, prompted CBS to go ahead with the follow-up program on Sept. 28.

Percy into the act on children's TV

He writes Wiley, Engman and heads of television networks, seeks information on improvements

Senator Charles Percy (R-Ill.) has indicated that as ranking minority member of the Investigations Subcommittee of the Senate Government Operations Committee, he is preparing to take an active role in the area children's TV programming and advertising.

Last month he wrote letters to the chairmen of the FCC and Federal Trade Com-

mission, as well as to the three commercial television network presidents, demanding comments on what they are doing to correct several specific problems.

"Without question, there is a growing interest in this subject in the Congress," Senator Percy wrote FCC Chairman Richard Wiley. In his letter to FTC Chairman Lewis Engman, he wrote, "You can count on me to work within the Senate to make this arm . . . aware of our duty to do what needs to be done, either indirectly through support of timely action by the relevant agencies and industry groups, or directly through legislation in the absence of definitive progress."

A subcommittee aide said Mr. Percy has no immediate plans for hearings or other action, but is awaiting replies to his letters before planning the next move. He said the senator plans to make an announcement concerning the letters sometime this week.

"I am concerned that not enough is being done to ensure the protection of children from the potential hazards of television advertising," Senator Percy wrote to Chairman Engman. He said he is concerned that violations of the code of the National Advertising Review Board are dealt with only after the offending ads have been aired. He said he is also concerned that the children's advertising provisions of the NARB code and the TV code of the National Association of Broadcasters do not apply to most of the TV programs children watch, shows that are aired on weekday afternoons and evenings. "It seems to me that the criterion for special protection should be the number of children watching at a given time," he said.

Senator Percy wrote Chairman Engman that he is disturbed by the advertising of over-the-counter drugs and vitamins during times children are watching TV and by the possibility that personal hygiene products might also be advertised then. He took Mr. Engman to task for not tackling the problem of advertisements for highly sugared foods.

To Chairman Wiley, Senator Percy wrote that he feels there is need for further reducing the amount of commercial time per viewing hour. He also said, "the almost total absence of innovative

and instructive child-oriented programming calls for additional and timely action to correct that situation. I would appreciate knowing specifically what is being done and what is planned by the FCC in this respect."

Senator Percy also said he is certain improvement in children's programming and advertising can be made "without harm to the private enterprise system" and "without raising the spectre of government censorship."

To the network presidents, Mr. Percy wrote that the family viewing period is "well and good, except that it discriminates against many viewers in the Central and Mountain time zones because it ends at 8 p.m. instead of 9 p.m."

"We cannot be satisfied with a code which takes into account children on the East Coast but not those in the Midwest, or weekend viewers more than those who watch on weekdays," he said in one letter.

Capcities finds FCC adamant about Saturday

Prime-time access waiver rejected as commission doesn't accept split of adjacent local programming as basis for dispensation

The FCC is showing signs of being tightfisted when it comes to requests for waivers of the new prime-time access rule, now in effect—at least insofar as Saturday night is concerned.

Capital Cities Communications Inc. asked for a clarification or a waiver of the rule to permit its WPVI-TV Philadelphia and WKBW-TV Buffalo, N.Y., to carry a half-hour Saturday evening news program during prime time without the time counting against the three hours of network programming the stations are allowed in prime time.

Capcities said it would present one half hour of local news and/or public affairs programming immediately before and after the network news show. And, it noted, the rule provides for an exemption from the three-hour limitation for "regular network news broadcasts, up to a half hour, when immediately adjacent to a full hour of "continuous locally produced news of public affairs programming."

Capcities asked for a waiver of the rule if the commission read continuous as meaning a network news show inserted between two half hours of local news or public affairs programming did not warrant an exemption. Capcities noted that the commission had granted such a waiver in connection with *The Reasoner Report* on ABC in 1973, and again in 1974-75.

The commission, however, said "continuous" was what it said and what it meant. Furthermore, it noted that the U.S. Court of Appeals in New York, when it remanded the rule for further consideration, directed the commission to decide whether it would protect Saturday night entirely from network public affairs programming, which is generally exempt from

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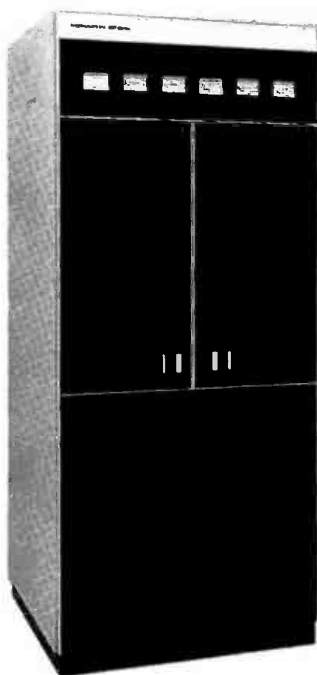


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the rule, or to eliminate any distinction between Saturday night and other nights of the week.

The commission chose to treat Saturday night differently and protect that evening from network, off-network, or feature-film incursions into access time. Adherence to the principle of a higher degree of protection for access time on Saturday night, the commission said last week, required denial of the waiver request.

The commission vote was 5-to 2, with Chairman Richard E. Wiley concurring in the result and Commissioners Charlotte Reid and Glen O. Robinson dissenting.

How does Lear's garden grow?

With a daring daytime show, 'Mary Hartman, Mary Hartman,' turned down by CBS and now being sold in syndication

The first episodes of this series feature the mass murder of a family of five (plus goat and chickens), a lustful housewife, a grandfatherly type who reveals himself to be the town exhibitionist and a heroine concerned that her kitchen floor wax hasn't turned yellow. It's definitely not the stuff for family hour. It's a daytime series, *Mary Hartman, Mary Hartman*, produced by Norman Lear's TAT Productions, rejected by CBS as a daytime show (although the network wanted it for prime time) and now sold to over 40 television stations for stripping five days a week.

Mr. Lear presented the series to TV station executives late last month after CBS turned him down and after the appearance of an enthusiastic *Wall Street Journal* piece on the show. The 26-week series has now been sold to stations licensed to such groups as Cox, McGraw-Hill, Meredith Storer, General Electric, Scripps-Howard, Outlet and Combined Communications.

The show is being sold by Jerry Perenchio, with whom Mr. Lear is associated in TAT. Mr. Perenchio is being assisted by James Packer, president of Mission Argyle Productions.

The show is being written by Ann Marcus (of CBS's *Search for Tomorrow*) and Gail Parent, a television writer. It was developed by Al Burton, TAT director of new projects.

AMPTP gives in

The Association of Motion Picture and Television Producers last week came to terms with the International Alliance of Theatrical Stage Employees. AMPTP agreed to the same contract provisions agreed to separately a week earlier by Universal and Paramount. After finishing touches, the contract will be submitted to the more than 20 union locals involved for a vote by Oct. 8. The contract provides for a 44% increase over a 42-month period. At a news conference last week, IATSE business agents expressed support for the new contract.

Television: the more medium

Bruskin study finds number of people watching TV has increased and the amount of time they're watching is on the rise, too, while fewer people are reading newspapers and they're looking less

More people watching TV—and watching it more. Fewer people reading newspapers—and reading them less.

Those are the dominant trends found by R.H. Bruskin Associates in a study, commissioned by the Television Bureau of Advertising, comparing 1975 viewing and reading habits with those found in a similar survey in 1970.

TVB, releasing the results today (Sept. 15), reported that the percentage of adults who said they watched TV "yesterday" increased from 81% in 1970 to 85% in 1975, while adults who said they read a newspaper "yesterday" declined from 77% in 1970 to 73% in 1975. The amount of time spent with TV increased from an average of 139 minutes per adult per day in 1970 to 179 minutes in 1975, while time spent with newspapers dropped from 36 minutes a day in 1970 to 32 minutes a day in 1975.

More than that, TVB said, television showed gains among respondents in all major age groups, educational levels and income brackets, while newspapers showed declines in most of these.

"Faced with the need to make every advertising dollar count," said TVB President Roger D. Rice, "the modern marketer looks at newspapers and finds a drop in circulation and readers, a jumble of page and column sizes, a sharp increase in rates.

"With television he finds a growing and receptive audience that devotes more time to television than to all other media combined. In 1974, among the major media, television was the nation's fastest growing advertising medium. In 1975, television will again show the greatest gains. The new Bruskin study offers solid documentation for television's growing advertiser acceptance."

The Bruskin firm, an independent research organization based in New Brunswick, N.J., found the greatest gains in numbers of TV viewers in the 35-49 age group and in the \$7,000-to-\$9,999 and \$10,000-to-\$14,999 income brackets, TVB pointed out. The bureau also said that newspapers showed declines in incidence of readership by total adults and total women in all 10 demographic categories studied and that men readers declined in eight of the 10, increasing only in the 35-49 age group and among college-educated men.

In time spent, TV's gains ranged from a half-hour per person per day in the college-educated group to 56 minutes a day

Adults reached with television

Age	Adults		Men		Women	
	1970	1975	1970	1975	1970	1975
	18 to 34	80%	83%	79%	80%	82%
35 to 49	79	85	77	86	81	84
50 and older	82	86	83	87	82	86
Education						
Grade school	80	85	80	85	80	84
High school	82	86	80	84	83	88
College	79	82	79	84	79	81
Family income						
Under \$7,000	82	83	83	83	81	83
\$7,000 to \$9,999	83	89	81	87	85	91
\$10,000 to \$14,999	79	85	76	82	81	87
\$15,000 and over	79	83	75	84	83	82
Total	81	85	80	84	82	85

Adults reached with newspapers

Age	Adults		Men		Women	
	1970	1975	1970	1975	1970	1975
	18 to 34	69%	86%	70%	69%	69%
35 to 49	80	78	77	84	83	72
50 and older	82	78	85	80	80	75
Education						
Grade school	64	56	69	63	63	48
High school	78	72	80	76	77	69
College	83	82	82	84	85	79
Family income						
Under \$7,000	68%	62%	71%	68%	65%	57%
\$7,000 to \$9,999	79	68	77	69	81	68
\$10,000 to \$14,999	81	76	82	78	80	73
\$15,000 and over	88	83	88	87	88	80
Total	77	73	78	77	76	69

Minutes spent with television

Age	Adults		Men		Women	
	1970	1975	1970	1975	1970	1975
	18 to 34	141	177	124	152	155
35 to 49	125	167	112	151	136	183
50 and older	148	189	144	180	152	199
Education						
Grade school	155	208	152	191	157	230
High school	147	192	133	171	159	208
College	113	143	107	137	120	152
Family income						
Under \$7,000	161	197	162	187	160	206
\$7,000 to \$9,999	142	197	124	166	159	226
\$10,000 to \$14,999	121	175	107	156	133	195
\$15,000 and over	105	146	89	138	127	156
Total	139	179	129	162	149	195

Minutes spent with newspapers

Age	Adults		Men		Women	
	1970	1975	1970	1975	1970	1975
	18 to 34	27	25	28	27	26
35 to 49	37	32	34	35	39	30
50 and older	44	39	48	43	40	35
Education						
Grade school	36	21	40	30	32	23
High school	35	30	37	34	34	27
College	37	36	37	37	37	35
Family income						
Under \$7,000	34	29	37	33	31	26
\$7,000 to \$9,999	36	28	40	31	33	25
\$10,000 to \$14,999	37	32	36	34	37	29
\$15,000 and over	38	36	36	38	41	34
Total	36	32	38	35	34	29

Source: Television Bureau of Advertising, based on R.H. Bruskin January 1970-January 1975 figures.

in the \$10,000-to-\$14,999 level, while newspapers lost ground in all demographics for total adults and total women, and also lost in seven of the 10 for total men.

ARF presents proposals to lessen effects of hypoing

Short-term solution means analysis of network and local time periods before and after sweep; extended audience measurement would stem effect over long range

Proposals aimed at softening the impact of program "hypoing" were put forward last week by the Advertising Research Foundation's television audience measurement committee.

The recommendations, made public at the Association of National Advertisers Workshop on Advertising Planning and Research, were described as procedures that would alert spot television buyers and sellers to unexpectedly high or low audience shares in a given time period.

The proposals were read to the ANA meeting by Michael Drexler, senior vice

president of media, Doyle Dane Bernbach, New York, and co-chairman of the committee. At the heart of the proposals for the short term was a recommendation for analyses of network prime time and local time periods in weeks preceding and following the sweep period.

"Specifically, the committee recommends that a network prime-time analysis be developed providing an index of sweep period," Mr. Drexler said. "This report would be prepared by network, by evening, by half-hour and issued coincident with the local sweep report delivery."

"We also recommend that, subject to cost considerations, a similar analysis be prepared and issued by the local rating services for prime time, and local time in frequently measured markets, comparing sweep period shares with the adjacent and preceding report."

The committee felt that this procedure would bring changes in audience shares to the attention of buyers and sellers, giving them the option of adjusting the ratings they consider atypical. But the ARF unit acknowledged that this is "only a short-term solution to hypoing." To mitigate the effects of hypoing over the long term, it said, it is necessary to lengthen the audience measurement period.

"Ideally, it would be desirable to have continuous measurement and reporting throughout the year," Mr. Drexler stated, "but the goal of continuous reporting would entail substantially higher costs and

is not practical at this time."

Mr. Drexler pointed to the industry's dilemma over a four-week versus an eight-week measurement period. He said an eight-week sweep would be more representative of each quarter of the year and would help to minimize the effects of hypoing, but it also could eliminate weekly rating reports in many markets that have them now.

The committee, he said, considered an alternative of weekly reports at half the present weekly sample size, but added that this posed the question of how reliable and useful the data would be. He said the committee has sought the advice of several statisticians to determine to what extent the effects of a half-measurement weekly sample would have on: (1) the use of individual weekly ratings to estimate audiences for regular programming, including once-a-week and strip programs as well as one-time only events; (2) the use of four-week versus eight-week averages to estimate audiences during the sweep period; (3) the use of weekly ratings to identify trends during the sweep period; (4) the use of data for audience flow analysis, assuming there were no program changes in either the four-week or eight-week sweep period and (5) the use of data for audience flow analyses where one week of unusual programming is eliminated.

"We expect to resolve these technical issues within the next few days at which time the committee will be able to finalize its recommendations on the hypoing issue," Mr. Drexler reported.

He said a related issue which the committee tackled was the coordination of sweep measurement periods with local spot TV activity. Mr. Wexler noted that although spot TV activity is relatively consistent throughout the year, the requests for availabilities tend to peak in March and August.

Mr. Drexler said the committee also looked into the differences between local market diary measurements and corresponding meter measurements. He showed a chart which pointed out that differences are greater during the weekend and weekday daytime and during the late-night time periods.

He commented that "it is obvious these differences can affect decisions on how national and local advertising funds are allocated." He said the committee planned to recommend that the ARF, in conjunction with appropriate industry groups, sponsor a major study of television measurement techniques with the goal of improving methodology for measuring station audiences.

Mr. Drexler prefaced the commission's recommendations relating to program hypoing by summarizing some of the committee's findings previously announced. These were: There are systematic variations in share levels before, during and after sweep periods; the most significant variations occur during prime time and early fringe time and most frequently involved movie time periods; in daytime, there is no evidence of greater than expected variation in sweep period shares.

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The Broadcasting Playlist™ Sep 15

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

Contemporary

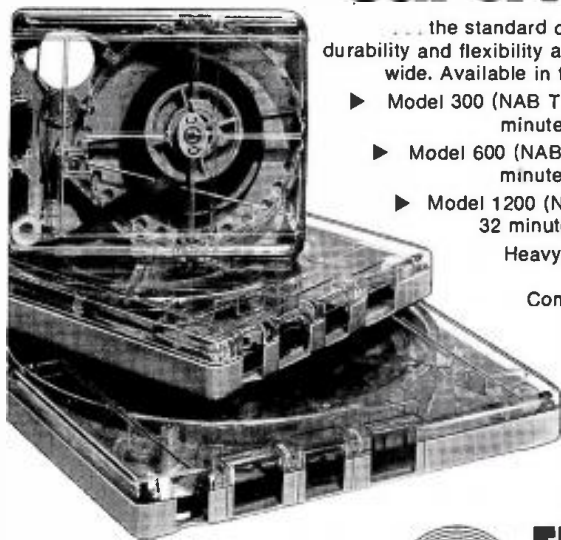
Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a	10a-3p	3-7p	7-12p	
2	1	Jive Talkin' (3:43) Bee Gee's—RSO	2	1	2	1
4	2	Get Down Tonite (3:06) K.C. & Sunshine Band—TK Records	1	3	1	2
8	3	At Seventeen (3:56) Janis Ian—Columbia	4	2	5	3
3	4	Fallin' in Love (3:13) Hamilton, Joe Frank & Reynolds—Playboy	5	4	3	4
1	5	Someone Saved My Life Tonight (6:45) Elton John—MCA	7	5	4	5
5	6	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	3	7	6	9
13	7	Fame (3:30) David Bowie—RCA	9	8	7	6
6	8	Love Will Keep Us Together (3:15) Captain & Tennille—A&M	6	10	8	11
7	9	Could It Be Magic (3:37) Barry Manilow—Arista	8	6	9	7
10	10	How Sweet it is (To Be Loved by You) (3:33) James Taylor—Warner Bros.	10	9	10	8
11	11	One Of These Nights (3:29) Eagles—Asylum	11	11	11	10
28	▲12	Dance with Me (2:59) Orleans—Asylum	12	12	12	14
19	13	I'm Sorry (3:29) John Denver—RCA	14	13	15	16
9	14	Why Can't We Be Friends (3:45) War—United Artists	19	17	14	13
31	▲15	Feel Like Making Love (3:03) Bad Co.—Swan Song	22	20	13	15
32	▲16	There's Nothing Stronger Than Our Love (2:52) Paul Anka—United Artists	13	16	18	23
18	17	Fight the Power (5:05) Isley Bros.—T-Neck	23	19	17	12
37	▲18	Wasted Days & Wasted Nights (2:41) Freddie Fender—ABC	16	14	23	17
23	19	Feelings (3:27) Morris Alpert—RCA	17	15	20	21
—	▲20	Brazil (3:14) Ritchie Family—20th Century	15	23	19	22
25	21	That's the Way of the World (3:08) Earth, Wind & Fire—Columbia	20	21	22	18
30	22	Rocky (3:34) Austin Roberts—Private Stock	18	18	21	24
12	23	Run Joey Run (3:52) David Geddes—Big Tree	24	22	16	20
33	24	Solitaire (4:40) Carpenters—A&M	25	24	26	25
29	25	Ballroom Blitz (3:17) Sweet—Capitol	26	27	25	26
24	26	Do It Any Way You Wanna (3:15) Peoples Choice—TSOP	28	26	29	19
35	27	Ain't No Way to Treat a Lady (3:26) Helen Reddy—Capitol	21	25	27	33
47	▲28	Mr. Jaws (2:03) Dickie Goodman—Private Stock	30	31	24	28
49	▲29	Daisy Jane (3:07) America—Warner Bros.	27	28	28	30
36	30	Third Rate Romance (3:22) Amazing Rhythm Aces—ABC	29	29	32	32
48	▲31	Bad Blood (3:12) Neil Sedaka—Rocket	31	30	30	34
46	▲32	Gone at Last (3:58) Paul Simon & Phoebe Show—Columbia	35	32	33	29
21	33	The Hustle (3:27) Van McCoy—Avco	33	33	34	31
20	34	Tush (2:14) Z.Z. Top—London	34	38	35	27
—	▲35	Miracles (3:25) Jefferson Starship—Grunt	37	40	31	37
14	36	Listen to What The Man Said (3:53) Paul McCartney—Apple	38	34	36	35

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a	10a-3p	3-7p	7-12p	
34	37	How Long (Bet You Got a Chick on the Side) (3:30) Pointer Sisters—ABC	40	35	37	36
44	38	Games People Play (3:29) Spinners—Atlantic	32	36	38	42
42	39	It Only Takes a Minute (3:13) Tavares—Capitol	41	37	39	40
43	40	Holding on to Yesterday (3:18) Ambrosia—20th Century	36	41	44	38
15	41	I'm Not in Love (3:40) 10 C.C.—Mercury	39	39	40	41
16	42	Midnight Blue (3:25) Melissa Manchester—Arista	42	42	42	39
17	43	Rockford Files (3:06) Mike Post—MGM	45	43	43	43
—	▲44	Who Loves You (4:04) Four Seasons—Curb/Warner	43	44	41	49
50	45	The Proud One (3:02) Osmonds—MGM	46	45	46	46
—	▲46	Help Me Rhonda (2:48) Johnny Rivers—Epic	47	46	47	45
22	47	Black Superman All (3:32) Johnnie Wakelin—Pye	48	48	45	*
39	48	Rendezvous (3:30) Hudson Bros.—MCA	44	51	*	44
—	▲49	Carolina in the Pines (3:05) Michael Murphy—Columbia	50	47	48	47
26	50	Please Mr. Please (3:24) Olivia Newton-John—MCA	*	50	49	50

Country

21	▲1	I'm Sorry (3:29) John Denver—RCA	4	1	4	
2	2	Daydreams about Night Things (2:21) Ronnie Milsap—RCA	4	1	2	5
1	3	Blue Eyes Crying in the Rain (2:17) Willie Nelson—Columbia	5	2	5	2
5	4	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	3	6	3	7
19	▲5	(Turn Out the Light and) Love Me Tonight (2:18) Don Williams—Dot	2	5	4	9
4	6	I'll Go to My Grave (Loving You) (2:46) Statler Bros.—Mercury	6	8	6	1
14	7	Don't Cry Joni (2:10) Conway Twitty—MCA	7	3	7	3
3	8	San Antonio Stroll (2:45) Tanya Tucker—MCA	8	7	9	6
—	▲9	If I Could Only Win Your Love (2:36) Emmylou Harris—Reprise	9	10	8	8
6	10	I Hope You're Feelin' Me (2:59) Charlie Pride—RCA	10	9	10	14
7	11	Home (2:10) Loretta Lynn—MCA	11	11	11	10
22	▲12	The First Time (3:04) Freddie Hart—Capitol	14	13	12	17
8	13	Feelins' (3:00) Conway Twitty & Loretta Lynn—MCA	17	12	14	16
11	14	What in the World's Come Over You (2:30) Sonny James—Columbia	16	14	16	11
23	15	Funny How Time Slips Away (3:02) Narvel Felts—ABC/Dot	13	15	17	12
—	16	Rocky (3:38) Dickie Lee—RCA	15	16	15	15
9	17	Bandy the Rodeo Clown (2:54) Moe Bandy—GRT	12	24	13	20
—	18	Bringing It Back (3:07) Brenda Lee—MCA	20	17	18	21
20	19	What's Happened to Blue Eyes (2:17) Jessi Colter—Capitol	21	18	24	13
—	20	Wasted Days & Wasted Nights (2:41) Freddie Fender—Dot	23	19	21	19
12	21	Heart to Heart (2:45) Roy Clark—ABC/Dot	19	20	22	25
—	22	Love in the Hot Afternoon (3:20) Gene Watson—Capitol	22	25	20	22
10	23	Another Woman (3:07) T.G. Shepard—Melodyland	18	*	23	23
—	24	I Want to Hold You in My Arms Tonight (3:19) Stella Parton—Country Soul	*	21	19	18
25	25	Say Forever You'll Be Mine (2:45) Dolly Parton & Porter Wagoner—RCA	24	23	25	*

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Broadcast Journalism®

Coverage plans for conventions get under way

With sites and times now picked, networks size up problems as numerous but manageable

With Kansas City, Mo., picked by the Republicans as their 1976 convention site and New York already set by the Democrats, network news executives began last week to take stock of what they would need for coverage. Among the first things that came to mind were a shoe horn for New York and hiking boots for Kansas City.

The news officials also drew lots for the pool assignments: NBC News won and elected to handle the pool for the Democratic proceedings, in New York's Madison Square Garden; ABC News came in second and chose to pool for the Republican convention, in Kemper Arena in Kansas City, and CBS News was left with the remote pool in both cities, to do pickups at designated sites outside convention halls. It also was generally agreed that there would be five pool cameras inside each hall, with all three networks free as in the past to assign cameras unilaterally elsewhere.

The Democratic convention is set for July 12-16; the GOP's to start Aug. 16.

Executives toured Madison Square Garden with Democratic Convention Manager Andrew Shea last Wednesday (Sept. 10) to get some guidance on probable space allocations. They came away convinced they'd get much less work space than they'd like to have, and much, much less than they had at Miami Beach four years ago. But they also seemed satisfied that, one way or another, they could make it work, if only because they'd have to.

A CBS News spokesman estimated earlier in the week that his organization would need about 40,000 square feet of work space in the Garden but would get about 10,000. After Wednesday's tour, officials estimated the allocation at closer to 9,000 square feet per network.

"It'll be a shoe-horn fit but I think it'll work," said Gordon Manning, executive producer of political coverage for NBC News.

The Garden rotunda, one level beneath the arena's seats, will house the networks' on-site work quarters. But there is only one ramp for both access and exit, so logistics will have to be plotted with some care. The network in the farthest quarters, for instance, will have to enter and set up first and leave last.

Bill Leonard, CBS News senior vice president and director of public affairs broadcasts, said covering in New York would be "well, like trying to write The Lord's Prayer on the head of a pin, a phrase I just made up." The "tiny, tiny floor" won't accommodate all the delegates, he said so some will have to be in the

seats where aisles are narrow, complicating an already difficult access problem. As for workspace, he estimated 75% to 80% of a network's needs would have to be accommodated "somewhere else."

The networks may supplement, their Garden space with quarters in buildings across adjacent 31st Street or in nearby One Penn Plaza, now largely vacant. Or, if that isn't feasible, they may ask New York City to close off 31st Street for parking of their trailers that will house assignment desks, editing units, writers, public relations and whatever else is needed and cannot be accommodated inside. The city has indicated it would close off 31st Street if necessary—but would rather not.

The anchor booths on the main Garden floor will not be in a row as in the past. Officials said the setup won't permit that. So two will be on one side and one on another.

All in all, ABC News's Wally Pfister summed up, the Garden "will be inconvenient and difficult, but there are no insurmountable problems."

The network officials will get a similar tour of the Kansas City arena later this month, perhaps during the week of Sept. 22. But they know the place and what some of its problems may be.

One is that, as Mr. Pfister put it, there is "a large work area"—but it's located 300 feet from the hall. And those 300 feet are not just empty space; they're occupied by railroad tracks on which trains pass from time to time. So getting back and forth between work areas and the hall may take cautious eyes as well as sound legs and wind.

It'll be some time before the news organizations know what all their problems and opportunities are and how they're going to meet them. They emphasize that, whatever the problems, they aren't complaining. They've told party officials all along that site selection is a party's job. The newsmen's is to provide coverage wherever the conventions are held, not to second-guess the party planners.

Nor will they guess with any certainty what their coverage will cost. Four years ago the three-network total was estimated at \$15 million to \$20 million. But four years ago both conventions were in the same place—ordinarily a money-saving factor. Next year, however, one will be in New York, which should cut down considerably on travel expense. Some say that unless expensive union or other problems develop, New York could save each network \$250,000 to \$500,000. Most say they'll wait and see about New York as well as Kansas City.

Journalism Briefs

Scholarship winners. Pamela Stith, senior at East Tennessee State, Johnson City, and Judy Wiederheld, senior at University of Illinois, Urbana, have been awarded Distinguished Communications Scholarships by the Southern Baptist Radio and Television Commission, Fort Worth. Miss

Stith's scholarship honors Bill D. Moyers, who received commission's 1966 Distinguished Communications Award while serving as press secretary to Lyndon B. Johnson. Miss Wiederheld's scholarship honors Elmer D. Lower, vice president of corporate affairs for ABC, who received his award in 1972 while he was president of ABC News.

Reading writing. International Reading Association, Newark, Del., has established nonprint media award for radio and television reportage on reading and related fields. Deadline is Jan. 15, 1976, for scripts presented within 1975. Further information: *IRA, 800 Barksdale Road, Newark, Del. 19711.*

Roper finds public wants Congress on TV

TIO-commissioned report says two-thirds would like major events televised, over half would like everything on

A majority (53%) of Americans think events in Congress should be covered by television, and two out of three (68%) think major congressional events should be covered.

These findings emerged last week from a special survey conducted by the Roper Organization, New York, for the Television Information Office. The study found 27% of the respondents opposed to TV coverage of Congress, or less than half the number who favored it.

In addition to the 53% who favored coverage, 15% said they favored coverage of only "major" events in Congress, while 6% had or gave no opinion.

TIO Director Roy Danish, releasing the results, said the study was conducted in July among 2,000 adults aged 18 and over in a national sample conforming to a demographic profile of the U.S. Congress thus far has refused to permit live coverage of its debates.

At least limited coverage of congressional events was favored by majorities in all major demographic subgroups, TIO reported. But coverage was more strongly favored in some than in others.

Respondents under age 30 and those in larger markets (so-called "A" markets) most often favored some congressional coverage—74% in each case. Those in the smallest ("D") counties were most positively opposed to coverage (34%), while those with only grade-school educations were more apt not to have or give an opinion (21%).

High school and college graduates tended to favor at least some coverage more often, than those with less education. Respondents in the \$12,000-to-\$17,999 and over-\$18,000 income brackets were more favorably inclined than those with lower incomes. Occupation, however, seemed to have relatively

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little bearing on attitudes.

TIO Director Danish saw the survey results as "confirmation of the recent Roper study that showed television's credibility and ranking as the primary source of news at all-time highs" (BROADCASTING, April 14). "People are given ample coverage of the President and apparently are interested in and concerned about the workings of the legislative branch of our government."

The question asked in the study was as follows:

"The two houses of Congress have never permitted live television coverage of their debates. Some congressmen feel that a few legislators might take advantage of the cameras to show off for the television audience. And some feel that viewers would not understand that many congressmen must be absent because they are working on committees or performing other important duties. But others believe it would be a good thing to televise important public congressional activities in order to show how Congress deals with national problems and issues. How do you feel—that there should be coverage of events in Congress, or that it's better that there is no television coverage of Congress?"

TIO summarized the results in the following tables:

	Geographic area				Market size			
	Northeast	Midwest	South	West	A	B	C	D
Should be covered on TV	59%	48%	52%	54%	56%	54%	46%	49%
Should not be covered on TV	19	31	30	26	19	32	32	34
Should be TV for major events only	14	17	11	17	18	10	16	10
Don't know/no answer	8	4	7	3	7	4	6	7

	Sex			Age			
	Total	Male	Female	18-29	30-44	45-59	60+
Should be covered on TV	53%	57%	49%	60%	53%	49%	48%
Should not be covered on TV	27	25	28	23	27	28	30
Should be TV for major events only	15	14	15	14	17	17	11
Don't know/no answer	6	3	8	4	5	5	12

	Income				Occupation			Education		
	Under \$6,000	\$6,000-\$12,000	\$12,000-\$18,000	\$18,000 plus	Executive/Professional	White Collar	Blue collar	College	High School	Grade School
Should be covered on TV	52%	50%	56%	53%	50%	51%	56%	51%	55%	49%
Should not be covered on TV	23	30	28	26	27	30	25	29	27	19
Should be TV for major events only	10	15	14	19	21	17	14	18	14	11
Don't know/no answer	14	6	2	2	2	2	5	2	4	21

Broadcasting's index of 134 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Sept. 10	Closing Wed. Sept. 3	Net change in week	% change in week	1974-75 High Low		PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N 18 1/8	19 3/8	- 1 1/4	- 6.45	28 3/8	12 3/8	7	17,187	311,514
CAPITAL CITIES	CCR	N 35 3/4	36 1/4	- 1/2	- 1.37	43 1/2	19 1/2	12	7,208	257,686
CBS	N	43 1/8	44 1/4	- 1 1/8	- 2.54	53 1/8	20 1/8	11	28,313	1,220,998
CONCERT NETWORK*	O	1/4	1/4		.00	7/8	1/8		2,200	550
COX	COX	N 19 1/8	20 1/4	- 1 1/8	- 5.55	26 1/2	9 3/8	10	5,812	111,154
GROSS TELECASTING	GGG	A 9 1/4	9 3/8	- 1/8	- 1.33	13 5/8	6 3/8	6	800	7,400
LIN	LINB	O 7	7 1/4	- 1/4	- 3.44	9 1/8	2	7	2,373	16,611
MOONEY	MOON	O 2	2		.00	3 5/8	1	5	385	770
RAHALL	RAHL	O 5 5/8	5 5/8		.00	6 1/4	1 3/4	12	1,297	7,295
SCRIPPS-HOWARD	SCRP	O 18 1/2	18 1/2		.00	22	13 1/2	7	2,589	47,896
STARR	SBG	M 3 5/8	3 3/4	- 1/8	- 3.33	9	3 1/4	3	1,091	3,954
STORER	SBK	N 15 1/2	16	- 1/2	- 3.12	20 5/8	10 7/8	8	4,571	70,850
TAFT	TFB	N 19 3/8	19 1/2	- 1/8	- .64	27 1/4	10 3/4	7	4,045	78,371
WOODS COMM.*	O	1/2	1/2		.00	1 1/4	1/4	4	292	146
TOTAL									78,163	2,135,195
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A 2	2		.00	2 1/2	3/4	12	1,248	2,496
AVCO	AV	N 5 1/4	5 3/8	- 1/8	- 2.32	8 7/8	2 1/8	1	11,481	60,275
BARTELL MEDIA	BMC	A 1	1 1/8	- 1/8	- 11.11	2 3/8	5/8	1	2,257	2,257
JOHN BLAIR	BJ	N 4 5/8	5	- 3/8	- 7.50	7 1/2	3 1/2	22	2,403	11,113
CAMPTOWN IND.*	O	1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N 6 1/2	5	+ 1 1/2	+ 30.00	6 1/2	1 1/2	24	4,164	27,066
COMBINED COMM.	CCA	N 8	9 7/8	- 1 7/8	- 18.98	16 1/8	5 1/8	5	4,673	37,384
COWLES	CWL	N 7 1/2	7 1/4	+ 1/4	+ 3.44	8 7/8	3 7/8	7	3,969	29,767
DUN & BRADSTREET	DNR	N 25 5/8	27	- 1 3/8	- 5.09	36	14 5/8	17	26,514	679,421
FAIRCHILD IND.	FEN	N 6 1/8	7	- 7/8	- 12.50	8 3/4	3 3/4	5	4,550	27,868
FUQUA	FQA	N 5	5 1/4	- 1/4	- 4.76	10 3/4	3 1/8	8	8,086	40,430
GANNETT CO.	GCI	N 32 1/4	34	- 1 3/4	- 5.14	38 1/2	20 1/2	20	21,108	680,733
GENERAL TIRE	GY	N 15 3/4	15 3/8	+ 3/8	+ 2.43	18 1/4	10 1/4	5	21,523	338,987
GLOBETROTTER	GLBTA	O 1 5/8	1 5/8		.00	4 3/4	7/8	8	2,783	4,522
GRAY COMMUN.	O	7	7		.00	8 1/2	5	5	475	3,325
HARTE-HANKS	HHN	N 17 5/8	18 1/2	- 7/8	- 4.72	19 3/8	6	11	4,369	77,003
JEFFERSON-PILOT	JP	N 27 1/8	28	- 7/8	- 3.12	38 1/4	20 1/2	11	24,066	652,790
KAISER INDUSTRIES	KI	A 8 7/8	8 5/8	+ 1/4	+ 2.89	11 3/8	4 1/4	5	27,575	244,728
KANSAS STATE NET.	KSN	O 3 1/2	3 1/2		.00	4 1/8	2 3/4	6	1,815	6,352
KINGSTIP	KTP	A 6	5 1/2	+ 1/2	+ 9.09	6 3/4	1 1/2	11	1,154	6,924
KNIGHT-RIDDER	KRN	N 25 1/2	25 5/8	- 1/8	- .48	32 3/4	9 1/4	17	8,305	211,777
LAMB COMMUN.*	P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A 18 5/8	18	+ 5/8	+ 3.47	19 3/8	10 3/4	10	3,352	62,431

Stock symbol	Exch.	Closing Wed. Sept. 10	Closing Wed. Sept. 3	Net change in week	% change in week	1974-75		PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
						High	Low					
LIBERTY	LC	N	9 7/8	9 7/8		.00	15 5/8	7 1/8	5	6,762	66,774	
MCGRAW-HILL	MHP	N	10 1/8	10 1/2	- 3/8	- 3.57	13 1/2	5 1/2	9	24,569	248,761	
MEDIA GENERAL	MEG	A	13 1/2	27 1/4	- 13 3/4	- 50.45	32 3/4	13 1/2	5	3,604	48,654	
MEREDITH	MDP	N	9	9 5/8	- 5/8	- 6.49	13 3/8	8	4	3,003	27,027	
METROMEDIA	MET	N	12 3/4	13 1/4	- 1/2	- 3.77	15	4 1/2	10	6,553	83,550	
MULTIMEDIA	MMED	O	13	13 1/4	- 1/4	- 1.88	14 1/4	8 3/4	9	4,389	57,057	
NEW YORK TIMES CO.	NYKA	A	12 5/8	13	- 3/8	- 2.88	14 1/2	6 3/4	8	10,938	138,092	
OUTLET CO.	OTU	N	12 1/2	12 7/8	- 3/8	- 2.91	62	7	5	1,381	17,262	
POST CORP.	POST	O	6 1/4	7	- 3/4	- 10.71	16 1/2	4 3/4	25	870	5,437	
PSA	PSA	N	4 1/8	4	+ 1/8	+ 3.12	10	1 1/2	8	3,181	13,121	
REEVES TELECOM	RBT	A	1 3/8	1 5/8	- 1/4	- 15.38	3	5/8	6	2,376	3,267	
ROLLINS	ROL	N	17 1/8	17 7/8	- 3/4	- 4.19	22	6 1/2	12	13,404	229,543	
RUST CRAFT	RUS	A	6	6 3/4	- 3/4	- 11.11	10 1/4	5 1/8	4	2,328	13,968	
SAN JUAN RACING	SJR	N	8 1/4	8 5/8	- 3/8	- 4.34	13 3/8	5 1/2	6	2,509	20,699	
SCHERING-PLOUGH	SGP	N	48	49	- 1	- 2.04	74 3/8	44 3/4	20	53,938	2,589,024	
SONDERLING	SDB	A	6	6		.00	10	3 1/2	4	727	4,362	
TECHNICAL OPERATIONS	TO	A	3 5/8	3 7/8	- 1/4	- 6.45	6 3/4	2 3/8	4	1,344	4,872	
TIMES MIRROR CO.	TMC	N	15 1/4	16	- 3/4	- 4.68	19 1/2	9 1/4	9	33,814	515,663	
WASHINGTON POST CO.	WPO	A	24 7/8	25 3/4	- 7/8	- 3.39	28 3/4	14 3/4	8	4,751	118,181	
WOMETCO	WOM	N	13 5/8	14	- 3/8	- 2.67	16 7/8	6 1/4	9	5,775	78,684	
										TOTAL	373,699	7,492,382
Cablecasting												
AMECO**	ACD	O	3/8	3/8		.00	1 7/8	1/8		1,200	450	
AMER. ELECT. LABS	AELBA	O	1 1/2	1 1/2		.00	2 1/8	1/2	12	1,672	2,508	
AMERICAN TV & COMM.	AMTV	O	12	12 1/4	- 1/4	- 2.04	19 1/4	5 1/2	21	3,304	39,648	
ATHENA COMM.** *		O	1/4	1/4		.00	3 1/2	1/8		2,125	531	
BURNUP & SIMS	BSIM	O	4 5/8	5 1/8	- 1/2	- 9.75	24 1/8	2 1/2	9	8,390	38,803	
CABLECOM-GENERAL	CCG	A	5 7/8	6 1/8	- 1/4	- 4.08	7 1/4	1 1/2	11	2,560	15,040	
CABLE FUNDING	CFUN	O	6	5 1/4	+ 3/4	+ 14.28	7 3/8	3 7/8	150	1,121	6,726	
CABLE INFO.		O	1/2	1/2		.00	1 1/4	1/8		663	331	
COMCAST		O	2 1/2	2 3/4	- 1/4	- 9.09	3 1/4	3/4	10	1,708	4,270	
COMMUNICATIONS PROP.	COMU	O	2 1/8	2 1/8		.00	3 1/2	1	13	4,761	10,117	
COX CABLE	CXC	A	11 3/8	13	- 1 5/8	- 12.50	15 7/8	3 3/4	18	3,560	40,495	
ENTRON	ENTR	O	5/8	1	- 3/8	- 37.50	1 1/2	3/8	4	1,358	848	
GENERAL INSTRUMENT	GRL	N	9 1/2	10 1/2	- 1	- 9.52	17 1/8	5/8	7	7,201	68,409	
GENERAL TV		O	5/8	5/8		.00	1 1/2	1/4	31	1,000	625	
SCIENTIFIC-ATLANTA	SFA	A	16 1/8	15 5/8	+ 1/2	+ 3.20	17 3/8	4	14	966	15,576	
TELE-COMMUNICATION	TCOM	O	3 3/8	3 1/2	- 1/8	- 3.57	6 3/8	7/8	2	5,181	17,485	
TELEPROMPTER	TP	N	5 1/2	6 1/8	- 5/8	- 10.20	9	1 3/8	12	16,604	91,322	
TIME INC.	TL	N	52 3/4	57 3/4	- 5	- 8.65	59 1/4	24 7/8	11	9,960	525,390	
TOCOM	TOCM	O	2 3/8	2 1/4	+ 1/8	+ 5.55	4 7/8	1 3/4	6	634	1,505	
UA-COLUMBIA CABLE	UACC	O	8 1/4	9 1/4	- 1	- 10.81	12 3/4	3 3/4	12	1,714	14,140	
UNITED CABLE TV	UCTV	O	2 3/4	2 7/8	- 1/8	- 4.34	4 5/8	1/4	5	1,879	5,167	
VIACOM	VIA	N	8	8 1/4	- 1/4	- 3.03	9 1/4	2 5/8	11	3,665	29,320	
VIKOA**	VIK	A	1 3/8	1 3/8		.00	4	1/2	1	2,534	3,484	
										TOTAL	83,760	932,190
Programming												
COLUMBIA PICTURES	CPS	N	5 7/8	7	- 1 1/8	- 16.07	9 1/2	1 5/8	23	6,748	39,644	
DISNEY	DIS	N	41 1/2	44 1/4	- 2 3/4	- 6.21	54 3/4	18 3/4	23	29,755	1,234,832	
FILMWAYS	FWY	A	4 5/8	5 1/2	- 7/8	- 15.90	6	2 1/8	6	1,792	8,288	
FOUR STAR			3/8	3/8		.00	1 3/8	1/8	1	666	249	
GULF + WESTERN	GW	N	19 5/8	20 3/8	- 3/4	- 3.68	42 1/2	18 3/8	3	14,470	283,973	
MCA	MCA	N	69 3/4	75 1/2	- 5 3/4	- 7.61	81	19 1/4	9	8,478	591,340	
MGM	MGM	N	15 1/8	15 7/8	- 3/4	- 4.72	32 1/2	9 1/4	6	12,180	184,222	
TELE-TAPE** *		O	1/4	1/4		.00	3/4	1/8		2,190	547	
TELETRONICS INTL.		O	3 7/8	3 7/8		.00	5	1 1/4	8	943	3,654	
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	12 1/8	14	- 1 7/8	- 13.39	14 7/8	4 1/2	12	7,547	91,507	
WALTER READE**	WALT	O	1/2	3/8	+ 1/8	+ 33.33	1/2	1/8		4,296	2,148	
WARNER	WCI	N	17 3/8	18 1/4	- 7/8	- 4.79	20 7/8	6 7/8	7	16,718	290,475	
WRATHER	WCO	A	4	4		.00	8 1/8	1 1/4	7	2,229	8,916	
										TOTAL	172,957	3,251,236
Service												
88DO INC.	88DO	O	15 3/4	16 3/4	- 1	- 5.97	17 1/2	9 7/8	7	2,513	39,579	
COMSAT	CO	N	36 1/2	39 5/8	- 3 1/8	- 7.88	46	23 3/4	8	10,000	365,000	
DOYLE OANE BERNBACH	DOYL	O	10 1/4	10 1/4		.00	11 7/8	5 5/8	6	1,816	18,614	
ELKINS INSTITUTE** *	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237	
FOOTE CONE & BELDING	FCB	N	8 1/4	8 5/8	- 3/8	- 4.34	11 1/4	5 3/8	5	2,121	17,498	
GREY ADVERTISING	GREY	O	6 1/2	6 7/8	- 3/8	- 5.45	8 3/8	1	4	1,213	7,884	
INTERPUBLIC GROUP	IPG	N	15 3/4	15 3/8	+ 3/8	+ 2.43	19	8 1/8	5	2,249	35,421	
MARVIN JOSEPHSON	MRVN	O	6 1/8	6 5/8	- 1/2	- 7.54	9 3/4	3 1/4	4	1,800	11,025	
MCI COMMUNICATIONS	MCIC	O	2	2 3/8	- 3/8	- 15.78	6 1/2	1		13,339	26,678	
MOVIELAB	MOV	A	1 3/8	1 3/8		.00	1 3/4	1/2	7	1,407	1,934	
MPO VIDEOTRONICS	MPO	A	3 7/8	4	- 1/8	- 3.12	4	1	22	537	2,080	
NEEDHAM, HARPER	NDHMA	O	5	5		.00	7 1/2	3 5/8	7	853	4,265	
A. C. NIELSEN	NIELB	O	17 1/8	18	- 7/8	- 4.86	28	7 3/8	16	10,598	181,490	
OGILVY & MATHER	OGIL	O	16 1/2	18 1/4	- 1 3/4	- 9.58	23 1/2	10	5	1,805	29,782	
J. WALTER THOMPSON	JWT	N	6 5/8	7	- 3/8	- 5.35	12	4 1/4	9	2,649	17,549	
UNIVERSAL COMM.*		O	1/4	1/4		.00	3/4	1/8		715	178	
										TOTAL	55,512	759,214
Electronics/Manufacturing												
AMPEX	APX	N	5	5 1/2	- 1/2	- 9.09	8 3/8	2 1/4	5	10,885	54,425	
CCA ELECTRONICS*	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110	
CETEC	CEC	A	1 5/8	1 5/8		.00	2 1/8	1	8	2,319	3,768	
COHU, INC.	COH	A	2 5/8	2 5/8		.00	3 7/8	1 1/4	29	1,617	4,244	

	Stock Symbol	Exch.	Closing		Net change in week	1/2 change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)
			Wed. Sept. 10	Wed. Sept. 3			High	Low			
CONRAC	CAX	N	16 3/4	17 3/4	- 1	- 5.63	21 3/4	10	7	1,271	21,289
EASTMAN KODAK	EASKD	N	88 1/8	92	- 3 7/8	- 4.21	109 3/4	63	23	161,347	14,218,704
GENERAL ELECTRIC	GE	N	44	45 1/4	- 1 1/4	- 2.76	65	30	14	182,885	8,046,940
HARRIS CORP.	HRS	N	21 7/8	24	- 2 1/8	- 8.85	33 1/2	13 1/8	15	6,160	134,750
HARVEL INDUSTRIES*	HARV	O	3	3		.00	9	2 1/2	19	480	1,440
INTERNATIONAL VIDEO	IVCP	O	2 3/8	2 5/8	- 1/4	- 9.52	7 1/2	1 1/4	4	2,730	6,483
MICROWAVE ASSOC. INC	MAI	N	16 1/2	16 1/2		.00	26 7/8	9 3/4	8	1,320	21,780
3M	MMM	N	51 1/2	54 5/8	- 3 1/8	- 5.72	80 1/2	7 5/8	26	114,240	5,883,360
MOTOROLA	MOT	N	42 5/8	46 3/8	- 3 3/4	- 8.08	61 7/8	34 1/8	20	28,198	1,201,939
N. AMERICAN PHILIPS	NPH	N	18	19 5/8	- 1 5/8	- 8.28	24 1/4	11 1/4	9	12,033	216,594
OAK INDUSTRIES	DEN	N	8 1/8	8 1/2	- 3/8	- 4.41	12 7/8	5 1/4	3	1,639	13,316
RCA	RCA	N	17 1/4	17 3/4	- 1/2	- 2.81	21 1/2	9 7/8	14	74,547	1,285,935
ROCKWELL INTL.	RDK	N	22 1/2	22 1/4	+ 1/4	+ 1.12	28 3/8	18 3/8	7	30,913	695,542
RSC INDUSTRIES	RSC	A	1 3/4	1 3/4		.00	2 1/4	1/2	6	3,440	6,020
SONY CORP.	SNE	N	8 7/8	10 3/8	- 1 1/2	- 14.45	29 7/8	4 3/4	23	172,500	1,530,937
TEKTRONIX	TEK	N	34 1/2	34 3/4	- 1/4	- .71	47 3/4	18 1/2	12	8,671	299,149
TELEMATION	TIMT	O	1 3/4	1 1/2	+ 1/4	+ 16.66	2 3/4	1	10	1,050	1,837
VARIAN ASSOCIATES	VAR	N	13 1/8	14 3/8	- 1 1/4	- 8.69	17 3/4	6	12	6,838	89,748
WESTINGHOUSE	WX	N	14 1/8	15 3/4	- 1 5/8	- 10.31	26	8 1/2	39	87,024	1,229,214
ZENITH	ZE	N	20 1/4	23 7/8	- 3 5/8	- 15.18	31 5/8	10	84	18,797	380,639
TOTAL										931,785	35,348,163
GRAND TOTAL										1,695,876	49,918,380
Standard & poor's Industrial Average			93.9	96.3	-2.4						

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.

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Media

Al Howard, former general manager, WEAU-TV Eau Claire, Wis., named VP and general manager, KTVV-TV and KHFI(FM) Austin, Tex.



Howard



Shook

Ellis Shook, general manager, KMBC-TV Kansas City, Mo. until July (BROADCASTING, July 28), named general manager WEX-TV Petersburg, Va. He succeeds John Mackin, who died in July.

Donald W. Coyle, head, Intercontinental Communications Inc., New York, named executive VP/director, CTV Television Network, Toronto.

Vince Cremona, general manager, WQTV(FM) New York, appointed general manager WRNW(FM) Briarcliff Manor, N.Y.

Phil Geiger, VP/general manager, WCHL(AM) Chapel Hill, N.C., named general manager, WPST(FM) Trenton, N.J.

Armand Plato, account executive, KSJO(FM) San Jose, Calif., named promotion director, KOME(FM) San Jose.

Colonel Ed Brown, sales staff, KORK(AM) Las Vegas, named VP/station manager, KVOV(AM) Henderson-Las Vegas.



Goodmon

James F. Goodmon, executive VP/programming director, WRAL(TV) Raleigh, N.C., named president/general manager of licensee, Capitol Broadcasting Co., Raleigh, succeeding Fred Fletcher, retired ("Closed Circuit," Sept. 1).

Joseph T. Chairs, business manager, WBO-AM-FM-TV Orlando, Fla., named business affairs manager, broadcast division of licensee, Outlet Co., Providence, R.I.

James C. Nelly, general manager/partner, KZAM-AM-FM Bellevue, Wash., named general manager, KORL(AM) Honolulu.

Broadcast Advertising

Jerry Birn, managing partner, Tatham-Laird & Kudner, New York, elected chief operating officer, Chicago. **Ted Williams**, partner of T-L&K, succeeds Mr. Birn in New York office.

Robert M. Gutkowski, account executive, NBC-TV's participating program sales department, New York, named sports sales manager.

Robert Lefko, VP/sales manager, Atlantic Division, The Katz Agency, New York, named VP/corporate planning/marketing, MMT Sales Inc., New York.

John H. Thomas, executive VP, Gaynor & Ducas advertising firm, New York, elected president of parent Gaynor Co., New York,

succeeding **Paul Gaynor**, who died Aug. 14.

James A. Jordan, VP/sales manager, Metro TV Sales, Chicago, appointed VP/eastern sales manager, New York, replacing **Martin Ozer**, who was named VP/director of sales, Metromedia Television, New York. **Richard J. Maloney**, manager, Metro TV Sales, Detroit, named group sales manager for unit in New York.

Skip Tash, account executive, WLYF(FM) Miami, named general sales manager, WMYQ(FM) Miami.



Tash

Gertenbach

Robert F. Gertenbach, director, National Advertising Division, Council of Better Business Bureaus, New York, named VP.

Philip J. Shiffman, media research director, Benton & Bowles, New York, named network research manager, Ketchum, MacLeod & Grove, New York.

Edward Lambek, VP/executive director, research, Grey Advertising, New York, named associate research director, J. Walter Thompson, New York.

Robert Perkins, VP/account supervisor, Young & Rubicam, New York, named VP, marketing, Carmichael & Co., Durham, N.C.-based ad agency.

Herb Hirsch, general manager, WAIA(FM) Miami, named local sales manager, WVCG(AM)-WYOR(FM) Coral Gables, Fla.

Richard B. Bloom, creative director, D'Arcy-MacManus & Masius, Cleveland, named creative group head, DM&M, St. Louis.

Charlie Roberts, program/music director, WHLW(AM) Lakewood, N.J., resigned to form Charlie Roberts Advertising and Promotion Inc., Farmingdale, N.J.

Programing

Andy White, story editor, *The Waltons* (CBS), named producer, succeeding **Robert L. Jacks**, who has joined Frankovich/Self Productions in executive capacity.

Tom Harmon, veteran sportscaster, joins Mutual Radio Network to do daily sports show from Los Angeles.

By Williams, executive programing producer, WIC-TV Pittsburgh, named program director.

Elizabeth Board, public service director/programing assistant, WWDC-AM-FM Washington, named executive producer that station's *Empathy* talk show.

Curt Smith, sports director, Armed Forces TV, Germany, named to same position, WBKB-TV Alpena, Mich.

Carol D. Porter, staff artist, WBBM-TV Chicago, named art director, WFSB-TV Hartford, Conn.

Nancy Jean, continuity director, WITY(AM) Danville, Ill., named to additional post of music director.

Broadcast Journalism

Sam Zelman, executive news director, CBS Television Station Division, New York, named

executive director, news-public affairs, WMAL-TV Washington. **Neil Boggs**, producer/host, WAVE-TV Louisville, Ky., named reporter/weekend anchor, WMAL-TV.

John Hartge, from WCBM(AM) Baltimore; **Becky Bailey**, KXYZ(AM) Houston, and **Robert Coker**, WKY-AM-TV Oklahoma City, named newscasters at Mutual Broadcasting, Washington.

Mike Gavin, reporter/producer, KNBC(TV) Los Angeles, named news producer, NBC News, New York.

John Auble, reporter, KSD-TV St. Louis, named special event/feature reporter, KMOX-AM-FM-TV St. Louis.

John L. Quaintance, news director, WDHO-TV Toledo, Ohio, named co-anchor *'Capital AM'*, news/public affairs show at WAST(TV) Albany, N.Y.

Tony La Monica, executive news director, KHOW(AM) Denver, named news director, KDEN(AM) there.

Don Sevens, Air Force meteorologist, named meteorologist, WBKB-TV Alpena, Mich. **Ginger Raymond**, accounts administration manager, Ross Roy Advertising, Detroit, named reporter/co-anchor, WBKB-TV. **Larry Elliott**, reporter, WATZ(AM) Alpena, named to same position, WBKB-TV.

Kelly M. McKeever, repoter, WDLR(AM) Delaware, Ohio, named reporter/night news editor, WMBG(AM)-WBCI(FM) Williamsburg, Va.

Lynn Rashkis, free-lance reporter, named news director, KOME(FM) San Jose, Calif.

Bud Gindhart, assignment editor, KOAA-TV Pueblo, Colo., named general assignment reporter, KREM-TV Spokane, Wash.

Equipment & Engineering

Robert T. Sheeran, information director, GTE Sylvania, Stamford, Conn., named VP, public affairs.

Pat Pattillo, chief engineer, noncommercial KTXT-TV Lubbock, Tex., named to same position, KTXT-FM, same city.

Allied Fields

Wilfrid Dean Jr., assistant director for frequency management, Office of Telecommunications Policy, Washington, has retired. OTP deputy assistant director, **Samuels E. Probst**, will become acting director for frequency management.

Valentine Appel, president of AHF Marketing Research, New York, formerly with Benton & Bowles, New York, elected president, W.R. Simmons & Associates, media research division of Stanton-Grudin-Chook Inc., New York media and marketing service. He is succeeded by **Arthur LaPorta**, executive VP of AHF.

Gerald P. Norton assistant to solicitor general, Department of Justice, named to newly created post of deputy general counsel at Federal Trade Commission, Washington, **Thomas L. Adams**, legislative counsel for Small Business Administration, named assistant general counsel for legislation and congressional liaison at FTC.

Herbert Zeltner senior VP/director of marketing services, Kenyon & Eckhardt, New York, resigned to form consultancy firm, Herbert Zeltner, Marketing & Communications, New



A *'Movin'* performance. The worlds of Dr. Frederick Breitenfeld, executive director of the Maryland Center for Public Broadcasting, are not all non-commercial. He also plays the trumpet professionally and does some acting. The latter was demonstrated on the "Comrade Stowaway" episode of NBC-TV's *Movin' On* when Dr. Breitenfeld (center) was cast as an FBI agent. Also at the filming in Williamsburg, Va., were Corey Allen (second from left), director of the episode, and Claude Akins (right), star in the series.

York, at One Park Avenue, New York 10016. Telephone: (212) 689-6347.

Kenneth A. Jarvis, Las Vegas free-lance producer/director, named faculty advisor, Texas Tech University's noncommercial KTX-T-FM Lubbock, Tex.

Deaths

Nicholas Rahall Sr., 93, founder of Rahall Communications Corp., died Sept. 1, after long illness at his home in Beckley, W. Va. Rahall Communications, which he founded with his sons is headquartered in St. Petersburg, Fla., operates one television and six radio stations in Florida, West Virginia, Pennsylvania and Indiana. He is survived by his second wife, Wadia; sons N. Joe, chairman of Rahall board,

Sam and Farris; and one daughter, Mrs. Sam Newey.

Urs B. Furrer, 41, cinematographer, died of heart attack, Aug. 31 in Detroit while shooting film. Mr. Furrer's past assignments included MGM's "Shaft", ABC's *Wide World of Sports*, CBS's *Sports Spectaculars* and many network specials. He also produced documentaries for United States Information Agency. In 1970 he was given New York Emmy for "outstanding program achievement." He is survived by his wife, Maureen, and four children.

Kenneth R. Cooke, 72, former chief engineer, WGBI(AM)-WDAU-TV Scranton, Pa., died there Sept. 5. Mr. Cooke had been chief engineer at stations for 35 years until he retired 10 years ago. He is survived by his wife, Catherine, one son and two daughters.

Ruth F. Waldo, 89, advertising executive, died

Aug. 31 at her home in Bridgeport, Conn. Miss Waldo joined J. Walter Thompson in 1915 as copywriter, specializing in beauty products. She was named chief of the women's copy department in 1930. In 1944 she became one of first women to be elected VP in major agency and held position until her retirement in 1960. She is survived by two brothers.

Denver T. Brannen, 60, radio-television station owner, died of heart attack Aug. 27, at his home in Panama City, Fla. Mr. Brannen had been in broadcasting since 1939. He owned stations in Georgia, Florida, Alabama, Mississippi and Louisiana. At his death he was founder/general manager of WDTB-TV Panama City as well as president, KCLL Inc., licensee of stations in Houma, La. He is survived by his wife, Eugenia, two sons, one daughter, two stepdaughters.

For the Record®

As compiled by BROADCASTING, Sept. 2 through Sept. 5 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 applications

■ *Birmingham, Ala.—Alabama Citizens for Responsive Public Television seeks ch. 10 (192-198 mhz); ERP 316 kw vis., 31.6 kw aur., HAAT 1,046 ft.; ant. height above ground 795 ft. P.O. address: Box 642, Auburn, Ala. 36830. Estimated construction cost \$234,421; first-year operating cost \$300,000 (for all three stations). Legal counsel Stein & Plesser, Washington; consulting engineer Steve Lewis. Principal: Alabama Citizens for Responsive Public Television is nonprofit corporation, Nancy Spears, director. It is also applicant for stations in Demopolis and Montgomery,

both Alabama (see below). Ann. Sept. 3.

■ *Demopolis, Ala.—Alabama Citizens for Responsive Public Television seeks ch. 41 (632-638 mhz); ERP 447 kw vis., 44.7 kw aur., HAAT 1,082 ft.; ant. height above ground 100 ft. P.O. address: Box 642, Auburn, Ala. 36830. Estimated construction cost \$93,-651; first-year operating cost \$300,000 (for all three stations). Legal counsel Stein & Plesser, Washington; consulting engineer Steve Lewis. Principal: (see Birmingham, Ala. above). Ann. Sept. 3.

■ *Montgomery, Ala.—Alabama Citizens for Responsive Public Television seeks ch. 26 (542-548 mhz); ERP 229 kw vis., 33.9 kw aur., HAAT 590 ft.; ant. height above ground 553 ft. P.O. address: Box 642, Auburn, Ala. 36830. Estimated construction cost \$93,-600; first-year operating cost \$300,000 (for all three stations). Legal counsel Stein & Plesser, Washington; consulting engineer Steve Lewis. Principals: (see Birmingham, Ala. above). Ann. Sept. 3.

TV action

■ Anaheim, Calif., **TV proceeding:** Orange County Broadcasting Co., Voice of Orange Empire, and Golden Orange Broadcasters competing for ch. 56 (Docs. 18295-8, 18300)—Review board made effective initial decision of Judge Forest L. McClenning in Anaheim ch. 56 proceeding. In initial decision, released April 3, Judge McClenning granted application of Golden Orange Broadcasting Co. for CP for new station on ch. 56 and denied competing applications of Orange County Broadcasting Co. and Orange Empire Broadcasting Co., based on comparative evaluation of applicants. Review Board granted ch. 56

(722-728 mhz); ERP 5,000 kw vis., 1,000 kw aur., HAAT 1,865 ft.; P.O. address: 125 S. Claudina, Anaheim, Calif. 92805. Estimated construction cost \$1,324; first-year operating cost \$1,110; revenue 936,000. Legal counsel Marcus Cohn, Washington; consulting engineer Commercial Radio Equipment Co. Principals: Pat Boone, pres., et al. have interests in various California businesses. Action Aug. 29.

TV start

■ KDTV San Francisco (correction to item run Sept. 1)—Authorized program operation on UHF ch. 60 (746-752 mhz); ERP 1,550 kw vis., 229 kw aur. HAAT 1,240 ft.; Action Aug. 7.

AM applications

■ Calhoun, Ga.—Cherokee Broadcasting Co. seeks 900 khz, 1 kw-D. P.O. address: Box 381 Calhoun 30701. Estimated construction cost \$46,500; first-year operating cost \$32,836; revenue \$65,000. Format: standard popular. Principals: William Hill (51%) is employe at WEBS(AM) Calhoun. Richard Jones (17%) owns auto parts store. Lamar Hand and Samuel D. Thomas (each 16%) are owner of exterminating company and owner of insurance company, tax consultancy and retail stores, respectively. Ann. Sept. 2.

■ Conway, S.C.—Kingston Broadcasting Co. seeks 1050 khz, 5 kw-D. P.O. address: 1501 3rd Ave., Conway 29526. Estimated construction cost \$143,109; first-year operating cost \$65,800; revenue \$100,000. Format: C&W. Principals: J. Oliver Benton et al. (10% each) are area businessmen, professional and student. Ann. Sept. 2.

■ *Millington, Tenn.—Southwestern at Memphis seeks 1220 khz, 250 w-D. P.O. address: 2000 N. Parkway, Memphis 38112. Estimated construction cost \$1,455; first-year operating cost \$600; revenue none. Principal: George McClintock, station manager. Ann. Aug. 28.

■ Saltville, Va.—Childress of Virginia seeks 1600 khz, 5 kw-D. P.O. address: Box 1044, Sylva, N.C. 28779. Estimated construction cost \$43,800; first-year operating cost \$40,000; revenue \$42,000. Format: C&W, contemporary, gospel. Principals: James B. Childress (52%) owns WMSJ(AM) Sylva, WKSJ(AM) West Jefferson, N.C. and land development company. Mr. Childress also owns printing company with other stockholders of proposed station Jan R. Caddell and L. Clay Denny (each 24%). Ann. Sept. 3.

■ Lancaster, Wis.—Bert R. Peterson seeks 1280 khz, 500 w-D. P.O. address: 2634 Gabriel St., Apt. 5, Zion, Ill. 60099. Estimated construction cost \$30,818; first-year operating cost \$29,000; revenue \$72,000. Format: contemporary top-40. Principals: Mr. Peterson is advertising manager for *Forecast* magazine, Chicago. Ann. Sept. 3.

■ Minoqua, Wis.—Lakeland Communications seeks 1570 khz, 1 kw-D. P.O. address: Box 584 Minoqua 54548. Estimated construction cost \$21,684; first-year

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operating cost \$12,000; revenue \$10,000. Format not given. Principals: John H. Ames (56%), Bellers Super Market (22%), W.F. Yeschek and Rudy Benkowitz (1% each). Mr. Ames and Mr. Yeschek are attorneys. Mr. Benkowitz owns real estate agency. Ann. Sept. 4.

AM starts

- KPAG Pogoza, Calif.—Authorized program operation on 1400 khz, 1 kw-D. Action Aug. 20.
- KTWG Agana, Guam—Authorized program operation on 770 khz, 10 kw-D. Action Aug. 18.
- WEGG Rose Hill, N.C.—Authorized program operation on 710 khz, 250 w-D. Action Aug. 18.

FM applications

- Springfield, Ill.—Group 76 Inc. seeks 98.7 mhz, 50 kw., HAAT 500 ft. P.O. address: c/o Ben Miller, esq. 712 S. Second St., Springfield 62704. Estimated construction cost \$113,027; first-year operating cost \$104,860; revenue \$150,000. Format: beautiful music. Principals: A. Joe Jackson et al. (10% each) are radio station employes, businessmen and professionals. Ann. Aug. 25.
- *Battle Mountain, Nev.—Lander County School System seeks 88.1 mhz, 10 w. P.O. address: 550 E. Aintenburg, Battle Mountain 89820. Estimated construction cost \$11,808; first-year operating cost \$500. Principal: George B. Ford, counselor. Ann. July 23.
- *Poughkeepsie, N.Y.—Vassar College seeks 91.3 mhz, 10 w. P.O. address: Raymond Ave., Poughkeepsie 12601. Estimated construction cost \$5,000; first-year operating cost \$9,100. Principal: Natalie J. Marshall, vice president for student affairs. Ann. Aug. 19.
- *Cullowhee, N.C.—Western Carolina University seeks 91.7 mhz, 10 w. P.O. address: Department of Speech and Theatre Arts, Cullowhee 28723. Estimated construction cost \$5,630; first-year operating cost \$6,000. Principal: Donald L. Loeffler, department head. Ann. Sept. 4.

FM actions

- Thousand Oaks, Calif.—Application by California Lutheran College for FM on 88.5 mhz returned. Ann. Sept. 4.
- Amherst, Mass.—Broadcast Bureau granted joint petition for approval of agreement by Middlesex Broadcasting Co. and Hampshire County Broadcasting Co.; dismissed application of Middlesex and retained application of Hampshire County on processing line awaiting further action (BPH-9144, BPH-9176). Action Sept. 4.

FM starts

- KDJQ Pueblo, Colo.—Authorized program operation on 97.9 mhz, ERP 100 kw, HAAT 320 ft. Action Aug. 21.
- *WUNF-FM Asheville, N.C.—Authorized program operation on 88.1 mhz, ERP 11 kw, HAAT -140 ft. Action Aug. 20.
- *WMPR Sumter, S.C.—Authorized program operation on 88.1 mhz, ERP 98 kw, HAAT 1,000 ft. Action Aug. 25.
- *KCHU Dallas—Authorized program operation on 90.9 mhz, ERP 100 kw, HAAT 790 ft. Action Aug. 25.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

- *WXGC Milledgeville, Ga. (BLED-1417). Action Aug. 27.
- *WRUC Schenectady, N.Y. (BLED-1415). Action Aug. 27.
- WRKM-FM Carthage, Tenn. (BLH-6762). Action Aug. 27.

Ownership changes

Applications

- KCTY-AM-FM Salinas, Calif. (AM: 980 khz, 1 kw-D, DA; FM: 103.9 mhz, 2.65 kw)—Seeks transfer of control of JECO Inc. from James E. Coyle (100% before; none after) to JECO, a general partnership (none before; 100% after). Consideration: \$390,000. Principals: Mr. Coyle will become 10% partner in JECO, general partnership. Other partners are R&B Management Services (45%), Richard Sleeper, sole stockholder and Robert L. Williams, Accountant Inc. (45%), Robert Williams, sole stockholder. Assign-

ment of license to JECO, a general partnership, is contingent on grant of transfer of control. Ann. Sept. 2.

- KRON-FM San Francisco (96.5 mhz, 33 kw)—Seeks assignment of license from Chronicle Broadcasting Co. to Bay Area Broadcasting Co. for \$2,850,000. Seller: Chronicle Broadcasting owns KRON-TV and is subsidiary of Chronicle Publishing Co., publisher of *San Francisco Chronicle*. A.H. Constant is president. Buyer: Bay Area Broadcasting is new corporation formed by Bonneville International Corp., licensee of several stations, including KSL-AM-FM-TV Salt Lake City, KBRT(AM) Avalon and KBIG(FM) Los Angeles, both California and KIRO-AM-FM-TV Seattle. Arch L. Madsen is president. Ann. Sept. 2.

- KDTA(AM) Delta, Colo. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Monarch Broadcasting Co. to Chama Broadcasting Corp. for \$125,000. Seller: Rose Mary Town, general manager-secretary treasurer. Buyer: Marjorie A. Price (100%) is sales manager and 4% stockholder of KWSR(AM) Rifle, Colo. Ann. Sept. 5.

- WLAG-AM-FM LaGrange, Ga. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 104.1 mhz, 29.5 kw)—Seeks assignment of license from LaGrange Broadcasting Co. to LaGrange Radio for \$285,000. Seller: Edwin Mullinax, president. Buyers: Paul E. Reid (50%) owns WBHB(AM) Fitzgerald, Ga. L.A. Wood Jr. (50%) is employed in public relations department of Southern Bell Telephone & Telegraph, Atlanta. Ann. Sept. 3.

- KWEI(AM) Weiser, Idaho (1260 khz, 1 kw-D)—Seeks assignment of license from Oxbow Broadcasting Co. to WEISERADIO Inc. for \$148,000. Sellers: Edwin C. and Dorothy Miller and Robert and Marjorie Cooper have no other broadcast interests. Buyers: William B. and Suzanne T. Scott (50% jointly) are self-service laundry owner and dietician, respectively. Arthur C. Thompson (25%) is retired air force officer. James C. Plzak (25%) is also retired. Ann. Sept. 2.

- WKDL(AM) Clarksdale, Miss. (1600 khz, 1 kw-D)—Seeks assignment of license from Coahoma Broadcasting Co. to Southland Communications for \$150,000. Seller: Robert J. McIntosh, president. Buyers: Dan D. Moulds (35%) is general manager of WMBC(AM)-WJWF(FM) Columbus, Miss. Frank M. Deramus (21.6%) has interest in savings and loan and drugstores. Dan W. Curran and Larry S. Tabor (21.6% each) are pharmacists with interests in drugstores. Mr. Tabor also owns real estate and insurance company. Ann. Sept. 3.

- WLAC-TV Nashville, Tenn. (ch. 5)—Seeks transfer of control of WLAC Inc. from Thomas B. Baker Jr., A.G. Beaman and Trustees (100% before; none after) to Channel Two Television Co. (none before; 100% after). Consideration: \$15,750,000 plus \$3,000,000 for real estate associated with station. Principals: Channel Two Television is licensee of KPRC-AM-TV Houston. Major stockholders are Oveta Culp Hobby (39%), William P. Hobby Jr. (28%) and Jessica Hobby Cato (28%). Ann. Aug. 29.

- WAAN(AM) Waynesboro, Tenn. (1480 khz, 1 kw-D)—Seeks transfer of negative control of Waynesboro Broadcasting Co. from Sharon Lynn Gosh, executrix of estate of Ashoke K. Gosh (50% before; none after) to Charlton deVaughn Swafford (none before; 50% after). Consideration \$2,000 plus assumption of liabilities. Principals: Mr. Swafford is general manager of station. Ann. Sept. 5.

- KFYN(AM) Bonham, Tex. (1420 khz, 250 w-D)—Seeks assignment of license from Fannin Broadcasting Co. to Bonham Broadcasting Co. for \$120,000. Seller: Tom McDonald, president, has no other broadcast interests. Buyers: Roy V. Floyd (50%) and Mary Ann Brewer (50%) own KTAT(AM) Frederick, Okla., and two-thirds interest in KBGH(AM) Memphis, Tex. Ann. Sept. 2.

Actions

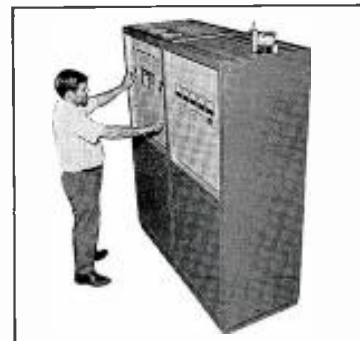
- WGMW(FM) Riviera Beach, Fla.—Broadcast Bureau granted transfer of control of Wardall Broadcasting from Hall Engineering Co., and William J. Hall (50% each before) to William J. Hall (61.1% after) (BTC-7820).

- *KGTF(TV) Agana, Guam—Broadcast Bureau granted pro forma assignment of license from Guam Educational Telecommunications Commission to Guam Educational Telecommunications Corp. (BALET-15). Action Aug. 27.


- WJRC(AM) Joliet, Ill. (1510 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Midwest Radio Corp. to WJRC Inc. for \$308,000. Seller: Anthony Morici, president. Buyers: William Lipsey (30%), J. Robert Wheeler (20%), et al. Mr.

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Summary of broadcasting

FCC tabulations as of July 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,423	3	26	4,450	48	4,496
Commercial FM	2,669	0	46	2,715	145	2,860
Educational FM	739	0	24	763	86	849
Total Radio	7,831	3	96	7,928	277	8,205
Commercial TV	700	1	6	707	53	760
VHF	509	1	2	512	9	521
UHF	191	0	4	195	44	239
Educational TV	224	9	11	244	16	260
VHF	89	3	4	96	5	101
UHF	135	6	7	148	11	159
Total TV	924	10	17	951	69	1,020

*Special temporary authorization

**Includes off-air licenses

Lipsev is investor and Mr. Wheeler is former general manager and stockholder of WJRC (BAL-8437). Action Aug. 29.

■ **WMIX-AM-FM** Mt. Vernon, Ill.—Broadcast Bureau granted assignment of license from W. Russell Withers Jr. and James Withers dba Withers Broadcasting Co. of Illinois to W. Russell Withers Jr. dba Withers Broadcasting Co. of Illinois (BAPL-463, BALH-2165). Action Aug. 28.

■ **KNIA(AM)-KRLS(FM)** Knoxville, Iowa (AM: 1320 khz, 500 w-D; FM: 92.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Red Rock Lake Broadcasting Co. to Leighton Enterprises. Two corporations will merge, with Leighton Enterprises as surviving corporation. Alver Leighton is majority stockholder in both corporations. Leighton Enterprises owns **KOUR-AM-FM** Independence, Iowa and has been granted **KFAM-AM-FM** St. Cloud, Minn. (See below) (BAL-8451, BALH-2156). Action Aug. 28.

■ **KOAK(AM)** Red Oak, Iowa—Application for transfer of control of Red Oak Broadcasting Co. from Dwain Munyon to Kendall M. Leight dismissed at request of attorney (BTC-7792). Ann. Sept. 5.

■ **KSKU(FM)** Hutchinson, Kan. (102.1 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Sound Sales to Sampson Communications Co. for \$215,000. Seller: Marguerite Sours has no other broadcast interests. Buyers: Jack S. (51%) and Arvilla M. Sampson (49%). Mr. Sampson is former general manager of **KXOK(AM)** St. Louis (BALH-2147). Action Aug. 28.

■ **KFAM-AM-FM** St. Cloud, Minn. (AM: 1450 khz, 1 kw-D; FM: 104.7 mhz, 40 kw)—Broadcast Bureau granted assignment of license from Times Publishing Co. to Leighton Enterprises for \$400,000. Seller: Estate of Frederick C. Schilplin, Clara Schilplin and Northwest National Bank, executors. Buyer: Leighton Enterprises is licensee of **KOUR-AM-FM** Independence, Iowa. Alver Leighton, president, has interest in **KDLM(AM)-KVLK(FM)** Detroit Lakes, Minn., **KLGR-AM-FM** Redwood Falls, Minn. and **KCII-AM-FM** Washington, Iowa. (BAL-8391, BALH-2123). Action Aug. 28.

■ **WWTX(FM)** Corinth, Miss. (95.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Radio Corinth to E.C. Hotsford for \$90,000. Sellers: Elbert A. White III and Charles A. Weeks, partners, have no other broadcast interests. Buyer: Mr. Hotsford owns marina in Iuka, Miss. and is former owner of **WVOM(AM)** Iuka (BALH-2131). Action Aug. 11.

■ **KAYQ(AM)** Kansas City, Mo. (1190 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Broadcasting Inc. to Coleman American Broadcasting Co. for \$550,000 plus Coleman American Companies shares. Seller: Edward S. Scott (97%) owns parent Lakewood Broadcasting Service, licensee of **KLAK-AM-FM** Lakewood, Colo. Buyer: Coleman American Companies, James F. Coleman, president, is parent of Broadcasting Co. and is involved in moving and storage business. (BAL-8387). Action Aug. 29.

■ **KBMN(AM)** Bozeman, Mont. (1230 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from KBMN Inc. to Western Media Inc. for \$400,000. Seller: KBMN Inc., William A. Merrick, president and general manager, has no other broadcast interests. Buyers: Kermit G. Kath, Tony A. Kehl, Donald E. Jones, Gerald W. Rounsberg and Leonard Kehl (each 20%). All but Leonard Kehl own **KCSR(AM)**

Chadron and **KVSH(AM)** Valentine, both Nebraska. Mr. Kath owns **KGOS(AM)** Torrington, Wyo. Tony Kehl owns **KVOW(AM)** Riverton, Wyo. Together they own **KWOR(AM)** Worland, Wyo. Leonard Kehl is sales representative for **KDEN(AM)** Denver (BAL-8434). Action Aug. 27.

■ **WNNJ-AM-WJXL-FM** Newton, N.J. (AM: 1360 khz, 1 kw-D; FM: 103.7 mhz, 5 kw)—Broadcast Bureau granted acquisition of positive control of Sussex County Broadcasters by Irving and Ethel Goldberg (34.2% before; 67.1% after) through purchase of stock from Simpson C. Wolfe (32.9% before; none after). Consideration: \$100,000 (BTC-7794). Action Aug. 29.

■ **WVAM-AM-FM**, Altoona, Pa.—Broadcast Bureau granted transfer of control of Blair County Broadcasters from Randolph Burdsall to Randolph Burdsall and Denny J. Bixler (BTC-7800). Action Aug. 28.

■ **WJSM-AM-FM** Martinsburg, Pa. (AM: 1110 khz, 1 kw-D; FM: 92.7 mhz, 390 kw)—Broadcast Bureau granted assignment of license from Beacon Broadcasting Concern to Sherwall Media Associates for \$300,000. Seller: Kenneth W. Ferry, owner-manager, has no other broadcast interests. Buyers: Sherwood Hawley (50%) is manager of **WAYC(AM)** Bedford, Pa. and part-time television news photographer and radio announcer. Larry S. Walters (50%) is announcer for **WKMC(AM)** Roaring Spring, Pa. (BAL-8442, BALH-2152). Action Aug. 29.

■ **KCPX-AM-FM** Salt Lake City (AM: 1320 khz, 5 kw-D; FM: 98.7 mhz, 27 kw)—Broadcast Bureau granted assignment of license and CP from Screen Gems Stations to KCPX Inc. No consideration. Screen Gems Broadcasting Corp. is parent of both Screen Gems Stations and KCPX Inc. a newly formed corporation, Jared Jussim, assistant secretary (BAPL-464, BALH-2167). Action Aug. 22.

Facilities changes

TV actions

■ **KENI-TV** Anchorage—Broadcast Bureau granted request to change studio location to Fourth Avenue Theatre Bldg., Anchorage, and to operate trans. by remote control from studio location (BRCTV-267). Action Aug. 28.

■ **KFSN-TV** Fresno, Calif.—Broadcast Bureau granted request for authority to change studio location and to operate trans. by remote control from 1777 "G" St., Fresno (BRCTV-269). Action Aug. 18.

■ **WTVN-TV** Columbus, Ohio—Broadcast Bureau granted request for authority to operate trans. by remote control from 753 Harmon Ave., Columbus (BRCTV-270). Action Aug. 28.

AM applications

■ **KZUL** Parker, Ariz.—Seeks CP to increase power to 5 kw; install trans. Ann. Sept. 4.

■ **KNCB** Vivian, La.—Seeks CP to change frequency to 1320 khz. Ann. Sept. 2.

■ **WKKQ** Hibbing, Minn.—Seeks CP to increase daytime power to 10 kw; install 5 kw-CH; change type trans. Ann. Sept. 2.

■ **KIRL** St. Charles, Mo.—Seeks CP to add nighttime power of 500 w; change hours of operation to U; install DA-2. Ann. Sept. 2.

■ **KGRT** Las Cruces, N.M.—Seeks CP to change ant.-

trans. location. Ann. Sept. 4.

■ **WWIT** Canton, N.C.—Seeks CP to increase daytime power to 5 kw; change type trans. Ann. Sept. 2.

■ **WVAM** Altoona, Pa.—Seeks mod. of CP to make changes in ant. system. Ann. Sept. 2.

AM actions

■ **WSNT** Sandersville, Ga.—Broadcast Bureau granted direct measurement (BZ-8902). Action Aug. 27.

■ **WROC** Rochester, N.Y.—Broadcast Bureau granted direct measurement (BZ-8382). Action Aug. 14.

■ **WQBS** San Juan, Puerto Rico—FCC granted application by Quality Broadcasting Corp. of San Juan for CP to increase power of **WQBS** from 1 kw-U to 5 kw-DA, U. American Colonial Broadcasting Corp., licensee of **WKVM(AM)** San Juan, opposed application, contending increase would involve undue "concentrations of influence and control" in violation of multiple ownership rules. FCC concluded, grant of application would not undermine multiple ownership rules. Action Sept. 3.

AM start

■ Following station was authorized program operating authority for changed facilities on date shown: **WPLO** Atlanta (BP-17895), Aug. 20.

FM action

■ ***KOHS** Orem, Utah—Broadcast Bureau granted mod. of CP to change ant. tower height (BMPED-1220). Action Aug. 27.

FM starts

Following stations were authorized program operating authority for changed facilities on date shown: ***KSDB-FM** Manhattan, Kan. (BPED-2020), Aug. 21; **KGOR** Omaha (BPH-9205), Aug. 25; **KSEZ** Sioux City, Iowa (BPH-9098), Aug. 27; **KSPI-FM** Stillwater, Okla. (BPH-9090), Aug. 26 and **WSEK** Somerset, Ky. (BPH-9464), Aug. 25.

In contest

Case assignments

Acting Chief Administrative Law Judge Chester F. Naumowicz made following assignments on date shown:

■ **WEFM-FM** Chicago, **FM proceeding**: assignment of license from Zenith Radio Corp. to GCC Communications of Chicago Inc. (Doc. 20581)—Designated ALJ Byron E. Harrison to serve as presiding judge and scheduled hearing for Nov. 5. Action Aug. 25.

■ Sault Ste. Marie, Mich., **TV proceeding**: Sault Ste. Marie Broadcasting Co. and Northern Entertainment, competing for ch. 8 (Doc. 20541-2)—Designated ALJ David I. Kraushaar as presiding judge and scheduled hearing for Nov. 11. Action Sept. 2.

Procedural rulings

■ **WEUP(AM)** Huntsville, Ala., **facilities change proceeding**: Garrett Broadcasting Service (Doc. 19258)—FCC ordered Broadcast Bureau and Garrett Broadcasting Service to file comments regarding disposition of case involving Garrett's application to change **WEUP** from daytime to unlimited operation. Action Aug. 28.

■ Steamboat Springs, Colo., **AM proceeding**: Big Country Radio and Steamboat Broadcasting Co., competing for 1230 khz (Docs. 20067-8)—ALJ Byron E. Harrison scheduled oral argument for Sept. 9 in offices of commission, Washington. Action Aug. 26.

■ Ocala, Fla., **FM proceeding**: Harold James Sharp, Greater Ocala Broadcasting Corp. and Hunter-Arnette Broadcasting Co., competing for 92.7 mhz (Docs. 20510-12)—ALJ Byron E. Harrison scheduled hearing for Sept. 30. Action Aug. 28.

■ Shreveport and Bossier City, La., **FM proceeding**: G.F. Abendroth, et al. and Coastal Broadcasting Corp., competing for 100.1 mhz (Docs. 20537-8)—ALJ Joseph Stirmer canceled hearing now scheduled for Oct. 2 and rescheduled it for Oct. 20. Action Aug. 21.

■ Ripley, Miss., **FM proceeding**: Country-Politan Broadcasting and Tippah Broadcasting Co., competing for 102.3 mhz (Docs. 20343-4)—ALJ James F. Tierney continued proceeding, sine die, to be resumed

by later order, due to pending pleadings before Review Board for enlargement of issues related to disclosures in affidavits and other evidence on which parties had agreed to file. Action Aug. 29.

■ **Huntingdon, Tenn., AM proceeding:** David B. Jordan and Bouldin Corp., competing for 1530 khz (Docs. 20296-7)—ALJ Byron E. Harrison scheduled hearing for Dec. 15. Action Aug. 28.

Initial decisions

■ **Fresno, Calif., FM proceeding:** Atlas Broadcasting Co. and Pacific Quadracasting, competing for 105.9 mhz (Docs. 20143-4)—ALJ James F. Tierney granted application of Pacific Quadracasting for new FM at Fresno. He denied competing application of Atlas Broadcasting Co. for same frequency. Ann. Sept. 4.

■ **WSWG-AM-FM Greenwood, Miss., renewal proceeding:** Leflore Broadcasting Co. (WSWG(AM)) and Dixie Broadcasting Co. (WSWG-FM) (Docs. 20025, 67)—ALJ Rueben Lozner denied renewal applications of Leflore Broadcasting Co., for WSWG(AM) and Dixie Broadcasting Co. for WSWG(FM). Judge ruled that licensees had misrepresented their non-entertainment programming proposals, financial reports and equal employment opportunity programs to FCC. Ann. Aug. 29.

■ **WKYZ(AM) Madisonville, Tenn., renewal proceeding:** Monroe Broadcasters (Doc. 19829)—ALJ Reuben Lozner denied application of Monroe Broadcasters, for renewal of its license for WKYZ. Judge Lozner found that based on record of proceeding, Monroe "knowingly engaged in fraudulent billing practices in violation of . . . rules," and therefore does not possess requisite qualifications to remain FCC licensee. Ann. Aug. 29.

Review board decision

■ **KJDO-TV Rosenberg, Tex., WECO-TV (now WPGH-TV) Pittsburgh, WSCO-TV (now WXIX-TV) Newport, Ky., and WBMO-TV (now WATL-TV) Atlanta, transfer proceeding:** D.H. Overmyer (Doc. 18950)—Review Board affirmed ruling of ALJ that D.H. Overmyer did not intentionally or fraudulently misrepresent to FCC his expenses in obtaining approval of transfer of control of five UHF station CP's to U.S. Communications Corp. in 1967. Action Aug. 5.

FCC decision

■ **WCTF-TV Cleveland, extension proceeding:** Community Telecasters of Cleveland (Doc. 20585)—FCC granted request of Community Telecasters of Cleveland for reinstatement of its application for extension of time to complete WCTF-TV, its CP and call sign. Commission also set case for oral argument before Review Board to determine whether Community's failure to construct WCTF-TV was due to causes not under company's control, whether there were other matters sufficient to justify further extension of time to construct station, and whether granting application would serve public interest. Action Sept. 5.

Fines

■ **WDCS(FM) Portland, Me.—Broadcast Bureau notified Dirigo Communications that it incurred apparent liability for forfeiture of \$100 for willful or repeated violation of rules by failing to make required entries in operating log. Action Aug. 27.**

■ **WJBQ(AM) Westbrook, Me.—Broadcast Bureau notified Chandler Broadcasting that it incurred apparent liability for forfeiture of \$2,000 for repeated or willful violation of rules by broadcasting telephone conversation without informing party called of licensee's intention to broadcast conversation. Action Aug. 27.**

■ **WALM(AM) Albion, Mich.—Broadcast Bureau ordered Triad Stations to forfeit \$2,000 for repeated violation of rules by failing to make quarterly inspection of tower lights and associated tower lighting control devices, indicators and alarm systems, by failing to calibrate remote ant. ammeters, by failing to provide operator of proper grade in actual charge of transmitting system, by failing to ensure that entries in operating log were made by properly licensed operators and by failing to make required entries in maintenance log. Action Aug. 27.**

■ **KTHI-TV Fargo, N.D.—Broadcast Bureau ordered Spokane Television, to forfeit \$250 for repeated violation of rules by permitting station's trans. to be operated by operator with expired first-class radio-telephone license. Action Aug. 27.**

Other action

■ **WAUR(FM) Aurora, Ill.—Broadcast Bureau denied request to identify as Aurora-Oakbrook-Wheaton-Elmhurst, Ill. Action Aug. 22.**

Allocations

Actions

■ **FCC issued listing of top 100 television markets for purposes of its VHF-TV drop-in proceeding. Action was in response to request by Clay Broadcasting Corp., licensee of WWAY-TV Wilmington, N.C., that FCC issue statement clarifying what markets would in fact constitute top 100 markets for purposes of proceeding. Action Aug. 28.**

FCC took following action on TV allocations:

■ **Mountain View, Ark.—Broadcast Bureau issued further rulemaking notice on proposed assignment of ch. 6 to Mountain View. Assignment was proposed in rulemaking notice adopted in response to petition by Arkansas Educational Television Commission. In that notice, Bureau pointed out that while proposed assignment met all applicable mileage separation requirements, these separation distances were based on utilization of carrier offset operation. Therefore, Bureau ordered following stations to show cause why their licenses should not be modified to specify a change in channel offset, should ch. 6 be assigned to Mountain View: KTVG(TV) Dodge City, Kan.; WDSU-TV New Orleans, La.; WABG-TV Greenwood, Miss.; KMOS-TV Sedalia, Mo.; KOTV(TV) Tulsa, Okla.; KRIS-TV Corpus Christi, Tex.; KCEN-TV Temple, Tex.; KTAL-TV Texarkana, Tex. Comments may be filed by Oct. 29 and replies by Nov. 17 (Doc. 19982). Action Aug. 29.**

FCC took following actions on FM allocations:

■ **Bayou Vista, La.—FCC assigned ch. 237A to Bayou Vista and substituted ch. 288A for ch. 237A at Franklin, La. FCC also modified license held by KFRA Inc., for station KFRA-FM Franklin, to specify operation on ch. 288A in lieu of ch. 237A and denied counterproposal by KFRA requesting assignment of ch. 288A to Bayou Vista instead of to Franklin (Doc. 20365). Action Sept. 5.**

■ **Bath Me.—FCC substituted ch. 290 for ch. 237A at Bath. Porter Broadcasting Services, licensee of WJTO-FM, ch. 237A, only channel assigned to Bath, contended that Class B ch. 290 could better serve residents of Bath and Sagadahoc county, because Class B facility may use higher power and has larger coverage area. FCC said that substituting ch. 290 for 237A at Bath would be in public interest and that it had been shown that ch. 261A, 271, 292A and 284 are available as future assignments in precluded areas (Doc. 19840). Action Sept. 5.**

Rulemaking

Action

■ **FCC denied application by Horace P. Rowley III, for**

review of Broadcast Bureau action denying his request for declaratory ruling to remove uncertainties surrounding Fairness Doctrine Report of July 18, 1974. Action Sept. 5.

Translators

Applications

■ **Indian Springs Civic Association, Indian Springs and Indian Springs AFB, Nev.—Seeks ch. 9, rebroadcasting KVVU-TV Las Vegas (BPTTV-5382). Ann. Sept. 3.**

■ **Blue Mt. Television Association, rural community of Baker and Baker, Ore.—Seeks ch. 58, rebroadcasting KREM-TV Spokane, Wash. via K72DK Elgin, La Grande, Union and Baker, Ore.; ch. 62, rebroadcasting KXLY-TV Spokane, Wash. via K74BX Elgin, La Grande, Union and Baker, Ore. and ch. 66, rebroadcasting KHQ-TV Spokane, Wash. via K78BC Elgin, La Grande, Union and Baker, Ore. (BPTT-2910-12). Ann. Sept. 4.**

■ **Blue Mt. Television Association, Rural Elgin and Grande Ronde Valley, Ore.—Seeks ch. 56, rebroadcasting KHQ-TV Spokane, Wash. (BPTT-2909). Ann. Sept. 4.**

■ **K08FK, K10FFL and K12FP Hatch, Utah—Seek CP to change frequency from ch. 8 to ch. 11, from ch. 10 to ch. 9 and from ch. 12 to ch. 13, respectively (BPTTV-5375-77). Ann. Sept. 3.**

■ **Carbon county, Helper, Utah—Seeks ch. 7, rebroadcasting KUED-TV Salt Lake City, via K83BB Columbia, Rural Duchesne, Carbon and Emery counties, Utah (BPTTV-5385). Ann. Sept. 4.**

■ **University of Utah, Monticello and Blanding, Utah—Seeks ch. 59, rebroadcasting KUED-TV Salt Lake City, via K80BQ Orangeville and rural Emery county, Utah (BPTT-2906). Ann. Aug. 29.**

■ **Franson Peak Television Association, Curlew and Malo, Washington—Seeks ch. 5, rebroadcasting KSPS-TV; ch. 9, rebroadcasting KXLY-TV; ch. 11, rebroadcasting KREM-TV and ch. 13 rebroadcasting KHQ-TV, all Spokane, Wash. (BPTTV-5378-81). Ann. Sept. 3.**

■ **Hanna-Elmo T.V. Association, Hanna, Wyo.—Seeks ch. 11, rebroadcasting KMGH-TV Denver, via K07LI Medicine Bow, Wyo. and ch. 13, rebroadcasting KBTV Denver, via K09LS Medicine Bow, Wyo. (BPTTV-5383-4). Ann. Sept. 4.**

Cable

Applications

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

■ **Cheaha Cablevision, Albertville, Ala. (CAC-05561):** Requests certification of existing operations.

■ **Richey Cable, 6501 E. Dreyfus, Scottsdale, Ariz. 85254, for Concho Valley, Ariz. (CAC-05498):** KTVK, KBHO-TV, KAET, KOOL-TV Phoenix; KTAR-TV Mesa; KVOA-TV, KGUN-TV, KOLD-TV

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Tucson; KOAI Flagstaff, all Arizona.

■ Betterview Cablevision of Arizona, Suite 201, 5540 W. Glendale Ave., Glendale, Ariz. 85301, for Pinal county, Ariz. (CAC-05523): KTVK, KPHO-TV, KAET, KOOL-TV, KPAZ-TV Phoenix, KTAR-TV Mesa, KVOA-TV, KGUN-TV, KOLD-TV Tucson; KZAZ Nogales, all Arizona; KTLA, KTTV Los Angeles.

■ Nation Wide Cablevision, for Alameda county, Calif. (CAC-05474): Add KMUV-TV Sacramento, Calif. and delete KTLA Los Angeles.

■ Storer Cable TV, for Sonoma county (CAC-05499), Bodega Bay (CAC-05500), Monte Rio (CAC-05501) and Yountville (CAC-05502), all California: Add KNTV San Jose, Calif.

■ Gulf Coast Television of Lee County, for Sanibel, Fla. (CAC-05562): WEDU, WTVT, WFLA-TV Tampa; WTOG St. Petersburg; WXLTV Sarasota; WBBH-TV, WINK-TV Ft. Meyers; WEVU Naples, all Florida.

■ Buhl Cable TV Co., for Shoshone, Idaho (CAC-05413): Delete KIVI Nampa, Idaho.

■ Bluffton Cable Co., for Bluffton, Ind. (CAC-02885): Delete WHMB-TV, WFYI Indianapolis; WCN-TV Chicago and add WXIX-TV Newport, Ky.; WGTE-TV Toledo; WBGU-TV Lima, both Ohio.

■ Downs Cable, Inc. Box 143, Downs, Kan. 67437, for Downs (CAC-05547): KCKT Great Bend, Kan.; KSNB-TV Superior; KHAS-TV Hastings, both Nebraska; KAYS-TV Hays; KPTS, KTVH Hutchinson, both Kansas; KGIN-TV Grand Island, Neb.

■ Edwards' Cable T.V., Louisa, Ky. 41230, for Louisa (CAC-05525): WSZA, WHTN, WMUL Huntington; WCHS Charleston, both West Virginia; WKMR Morehead, KKy.

■ Cablevision of Knox County, for Rockland, Me. (CAC-05563): Add WSMW-TV Worcester, Mass.

■ Gerity Broadcasting Co. for Bay City (CAC-05530), Essexville (CAC-05531), Kawkawlin township (CAC-05532), Monitor township (CAC-05533), Frankenlust township (CAC-05534), Hampton township (CAC-05535), Portsmouth (CAC-05536), Bangor township (CAC-05537), Midland (CAC-05538), Midland township (CAC-05539), Auburn (CAC-05540) and Williams township (CAC-05541), all Michigan: Add WJIM-TV Lansing, Mich.

■ Muskegon Heights Cable TV, 1031 W. Patterson St., Kalamazoo, Mich. 49007, for Muskegon Heights, Mich. (CAC-05476): WKZO-TV Kalamazoo; WZMM-TV, WOTV, WGVC Grand Rapids, both Michigan; WSNs, WGN-TV Chicago; WKBD-TV Detroit; WUHO-TV Battle Creek, Mich.; WMVS, WVTV Milwaukee.

■ Harbor-Vue Cable TV, for Dunkirk, N.Y. (CAC-05559): Add WOR-TV, WPIX New York.

■ Troy NewChannels, 1030 James St., Syracuse, N.Y. 13203, for East Greenbush, N.Y. (CAC-05489): WTEN, WAST Albany; WRGB, WHCT Schenectady; WOR-TV, WPIX New York, all New York; WSBK-TV Boston.

■ Blue Ridge Cable of N.Y., Inc. 471 Delaware Ave., Palmerton, Pa. 18071, for Highland, N.Y. (CAC-05549): WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX New York; WNET Newark, N.J.; WBNG-TV, WSKG Binghamton, N.Y.; WBRE-TV Wilkes-Barre; WNEP-TV, WDAU-TV, WVIA-TV Scranton, both Pennsylvania.

■ Cablevision of Salisbury, for Salisbury, N.C. (CAC-05543): Add WDCA-TV Washington.

■ TV Cable of Bellefontaine, for Bellefontaine, Ohio (CAC-05542): Add WXIX-TV Newport, Ky.

■ Fairfield Cablevision Associates for Berne township (CAC-05516), Pleasant township (CAC-05517), Greenfield township (CAC-05518), Hocking township (CAC-05519) and Lancaster (CAC-05520), all Ohio: Add WTTV Bloomington, Ind. and delete WKBF-TV Cleveland.

■ Cablevision Corp. of Ohio, for Catawba Island township, Ohio (CAC-05524): Add WKBD-TV Detroit and delete WKBF-TV Cleveland.

■ Coaxial Communications of Columbus, for Columbus (CAC-05504), Franklin county (CAC-05505) and Whitehall (CAC-05506), all Ohio: Add WTTV Bloomington, Ind. and delete WKBF-TV Cleveland.

■ American Television and Communications Corp., for Delaware, Ohio (CAC-05490) and All American Cablevision Co., for Columbus, Ohio (CAC-05491): Add WTTV Bloomington, Ind. and delete WKBF-TV Cleveland.

■ Tele-Media Co. of Addil, for Hopedale, Ohio (CAC-05560): Add WJAN Canton, Ohio and delete WKBF-TV Cleveland.

■ Continental Cablevision of Miami Valley, 54 Lewis Wharf, Boston 02110, for Kettering (CAC-05492), Centerville (CAC-05493), Oakwood (CAC-05494), West Carrollton (CAC-05495) and Miamisburg (CAC-05496), all Ohio: WLWD, WHIO-TV, WKFE Dayton; WOET-TV Kettering; WCPO-TV, WKRC-TV, WCET Cincinnati, all Ohio; WXIX-TV Newport, Ky.; WUAB Lorain; WMUB-TV Oxford, both Ohio; WTTV Bloomington, Ind.

■ Circleville Cablevision Associates, for Pickaway township (CAC-05508), Circleville township (CAC-05509), Circleville (CAC-05510) and Washington township (CAC-05511), all Ohio: Add WTTV Bloomington, Ind. and delete WKBF-TV Cleveland.

■ Ohio River Cable T.V., Rte. L, Box 391 Chesapeake, Ohio 45619, for Rome township (CAC-05551), Fayette township (CAC-05552), Union township (CAC-05553), Perry township (CAC-05554), South Point (CAC-05555) and Proctorville (CAC-05556), all Ohio: WSAX-TV, WOWK-TV, WMUL-TV Huntington; WCHS-TV Charleston, both West Virginia; WKAS Ashland, Ky.; WOUB Athens, Ohio.

■ Cablevision Systems, for Seminole, Okla. (CAC-05548): Add KXTX-TV Dallas; KTEW, KOTV, KTUL-TV Tulsa, Okla.

■ Lebanon Valley Cable TV Co., 118 N. Eighth St., Lebanon, Pa. 17042, for Heidelberg township, Pa. (CAC-05497): WHP-TV, WTPA Harrisburg; WLYH-TV, WGAL-TV Lancaster WITF-TV Hershey; WSBA-TV York; WPHL-TV, WTAF-TV Philadelphia, all Pennsylvania.

■ Highland Video, for Ligonier borough (CAC-05477) and Ligonier township (CAC-05478), both Pennsylvania: Add WQEX, WPGH-TV Pittsburgh; WUAB Lorain, Ohio. For Latrobe borough (CAC-05479), Youngstown borough (CAC-05480), Derry borough (CAC-05481), Derry township (CAC-05482) and Unity township (CAC-05483), all Pennsylvania: Add WUAB Lorain, Ohio. For Blairsville borough (CAC-05484), Burrell township (CAC-05485), Center township (CAC-05486), Homer City (CAC-05487) and Brenizer (CAC-05488), all Pennsylvania: Add WUAB Lorain, Ohio; WPGH-TV Pittsburgh.

■ Armstrong Utilities, 214 S. McKean St., Butler, Pa. 16001, for Slippery Rock, Pa. (CAC-05546): WJAC-TV Johnstown, Pa.; WFMJ-TV, WKBN-TV, WYTV Youngstown; WUAB Lorain, both Ohio; KDKA-TV, WIIC-TV, WQED, WTAE-TV, WPGH-TV Pittsburgh; WNEQ-TV Alliance, Ohio; WKBD-TV Detroit.

■ Blue Ridge Cable Television, for Tunkhannock (CAC-05512) and Tunkhannock township (CAC-05513), both Pennsylvania: Add WPHL-TV Philadelphia.

■ Eastern Telecom Corporation, 700 Seco Rd., Monroeville, Pa. 15146, for Upper St. Clair township, Pa. (CAC-05529): KDKA-TV, WTAE-TV, WIIC-TV, WQED, WQEX, WPGH-TV Pittsburgh.

■ Teleservice Co. of Wyoming Valley, c/o Edward Ganc, 151 S. Main St. Wilkes-Barre, Pa. 18701, for Wright township (CAC-05557) and Fairview township (CAC-05558), both Pennsylvania: WBRE-TV Wilkes-Barre; WVIA-TV, WDAU-TV, WNEP-TV Scranton; WPHL-TV Pittsburgh, all Pennsylvania; WOR-TV, WPIX New York.

■ Blue Ridge Cable Television, for Wyalusing (CAC-05514) and Laceyville (CAC-05515), both Pennsylvania: Add WPHL-TV Philadelphia.

■ Cable Television Co. of Puerto Rico for San Juan, Puerto Rico (CAC-05550): Add WTJX-TV Charlotte Amalie, V.I.

■ Bel-Path Cable TV Box 12, 27 Main St., Honea Path, S.C. 29654, for Honea Path (CAC-05526), Belton (CAC-05527) and Anderson county (CAC-05528), all South Carolina: WFBC-TV, WGGs-TV, WNTV Greenville; WSPA-TV Spartanburg, both South Carolina; WLOS-TV Asheville, N.C.; WTCG Atlanta; WRET-TV Charlotte, N.C.; WAIM-TV Anderson, S.C.

■ Sammons Communications, for Morristown, Tenn. (CAC-05503): Requests certification of existing operations.

■ Lake Telephone Co., 1231 Stevens Lane, Shelter Cove, Route 2, Livingston, Tex. 77351, for April Sound Subdivision, Tex. (CAC-05475): KBTX-TV Bryan, Texas; KPRC-TV, KVRL, KHTV, KUHT, KHOU-TV, KTRK-TV Houston.

■ Lynn County CATV, Box 428, O'Donnell, Tex. 79351, for O'Donnell (CAC-05522): KCBD-TV, KLBK-TV, KSEL-TV, KXTX-TV Lubbock; KMID-TV Midland; KMOM-TV Monahans; KWAB Big Springs; KOSA-TV Odessa, all Texas.

■ Community Television of Utah, 1251 Wilmington Ave., Salt Lake City 84106, for Weber county, Utah (CAC-05544): Requests certification of existing operations. For Salt Lake county, Utah (CAC-05545): KUTV, KCPX-TV, KSL-TV, KUED Salt Lake City; KOET Ogden, KBYU-TV Provo, all Utah; KWGN-TV Denver; KTXL Sacramento, Calif.

■ Teleprompter Corp. for Tacoma, Wash. (CAC-05507): Add KTVU Oakland and delete KTXL Sacramento, both California.

■ The Viking Media Corp., for McFarland, Wis. (CAC-05521): WISC-TV, WMTV, WKOW-TV, WHA-TV Madison; WMVS, WMTV, WVTV Milwaukee, both Wisconsin; WGN-TV Chicago.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Alert Cable TV of North Carolina, Wake county, N.C. (CAC-01728); Sammons Communications, Middletown, Pa. (CAC-03279); Northern Lights Cable Corp., town of Manitowish, Waters (CAC-03893) and Phelps (CAC-03894), both Wisconsin; Ultra Com of Blanchester, Blanchester, Ohio (CAC-05114); Tele-View, Roma, Tex. (CAC-05238); Cablevision of Breckinridge, Breckinridge (CAC-05261) and Blue River (CAC-05262), both Colorado; Mid-South Telecasters, Covington, La. (CAC-05318); Sight & Sound Service Corp., Greensburg, Ind. (CAC-05337); Copper Mountain Metropolitan District, Copper Mountain Metropolitan District, Colo. (CAC-05332).

■ Birmingham, Ala.—Cable Bureau granted certificate of compliance to Birmingham Cable Communications for new system (CAC-03516). Action Aug. 29.

■ San Bernardino county, Calif.—Cable Bureau dismissed application by Televents of Redlands for certificate of compliance (CAC-2403). Action Aug. 28.

■ Winnebago county, Ill.—Cable Bureau denied application by CATV of Rockford for certificate of compliance and request for waiver of cross-ownership rules (CAC-01657). Action Aug. 29.

■ Durham, N.C.—Cable Bureau granted Cablevision of Durham certificate of compliance for new system (CAC-02815). Action Aug. 29.

■ Wilson, N.C.—Cable Bureau granted Ultracom of Wilson certificate of compliance to extent that new system may carry WITN-TV Washington, WNCT-TV, *WUNK-TV Greenville, WCTI-TV New Bern, WRAL-TV Raleigh, WTVD Durham, *WUNC-TV Chapel Hill, all North Carolina, WTTG and WDCA-TV Washington (CAC-4137). Action Aug. 29.

■ Dayton, Ohio—Cable Bureau granted applications by Cypress Cable TV of Dayton and Southwest Cable Corp. for certificates of compliance for systems to carry WHIO-TV, WKFE, WLWD Dayton, *WOET-TV Kettering, WCPO-TV, WKRC-TV, *WCET Cincinnati, WUAB Lorain, WOSU-TV Columbus, Ohio, WTTV Bloomington, Ind., and WXIX-TV Newport, Ky. (CAC-04936, CAC-04952). Action Aug. 29.

■ Towamensing township, Pa.—Cable Bureau denied petition by Citizens for Cable Awareness in Pennsylvania and Philadelphia Community Cable Coalition for reconsideration of FCC's action granting certificate of compliance to Blue Ridge Cable Television, for its proposed system (CAC-2514). Action Aug. 29.

■ New Cumberland, W. Va.—Cable Bureau granted Tele-Media Co. of Addil certificate of compliance for existing systems to continue carrying WTRF-TV Wheeling, W. Va., WSTV-TV Steubenville, WYTV Youngstown, both Ohio, KDKA-TV, WTAE-TV, WIIC-TV, *WQED, WPGH-TV Pittsburgh, and to add *WQEX Pittsburgh and *W41AA Wheeling (CAC-4626). Action Aug. 29.

■ Madison, Wis.—Cable Bureau granted certificate of compliance to Complete Channel TV for existing system to carry WISC-TV, WMTV, WKOW-TV, *WHA-TV Madison, WVTV, *WMVS Milwaukee, both Wisconsin and WGN-TV Chicago (CAC-5133). Action Aug. 29.

Other action

■ Winchester and Front Royal, Va.—Cable Bureau denied petition for waiver filed by Winchester TV Cable Co. and Television Antenna Cable and ordered that they both shall carry KNAV Goldvein, Va. on their respective systems. Action Aug. 29.

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RADIO

Help Wanted Management

Immediate opening for account executive, preferably RAB trained, for California daytimer. Salary, bonuses, incentives. Box J-7, BROADCASTING.

Major Group Operator, Top 50 market, AM-FM. All replies confidential. Box J-36, BROADCASTING.

Time is running out, why not own part of a station without any cash investment. Northeast chain looking for general manager who is a street fighter. Interview required. Box J-52, BROADCASTING.

Major broadcasting company in major market needs thoroughly experienced sales manager to drive five person sales department. No salesmen need apply. Send resume to Box J-70, BROADCASTING.

Experienced small market manager for Western Tennessee daytimer, minority interest available. \$6,000. Cash requirement. Box J-76, BROADCASTING.

Station Manager. Single station market. Group ownership. Existing vacancy. Full time AM-FM Northern resort area. Must be aggressive, experienced with strong commercial and programming background. Ideal husband-wife team opportunity. Preference given Minnesota, Wisconsin, Michigan applicants. Investment opportunity if qualified and desired. All replies confidential and answered. Box J-90, BROADCASTING.

Major radio station representative seeks manager for Los Angeles office. Individual presently controlling some stations with billing preferred. Equitable arrangement. Base salary override and expenses. All replies confidential. Box J-141, BROADCASTING.

Radio Manager needed. Station with quality programming needs experienced sales-minded manager. Must be strong on community and public relations and be a good administrator. Reply to: Box J-142, BROADCASTING.

El Paso Texas. Local Sales Manager for No. 1 FM/AM rocker. The Tabor stations. E.O.E. Send complete resume to: Chuck Ashworth, KINT 98, Box 10243, El Paso, TX 79993.

We are number one, soon doubling gross, booming college town automated rocker. You are experienced, dedicated, ambitious sales manager who can sizzle-sell, promote, train, supervise, looking at forever employment and unlimited earning potential. Where have you been? I've been looking for you! Dan Libeg, KSNM AM FM, Pocatello, ID.

New Management wants to have the best progressive MOR station in Fla., we are looking for experienced people who sound real and know music, P.D. position is also open. If you want to help build a winner and be well rewarded, send resume to Dave Freedman, WSBM Radio, PO Box W, Boca Raton, FL. 33432.

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.

One of the top stations in Idaho needs a Sales Manager. \$20,000 plus incentives. Beautiful market and station. Contact Rick Davenport, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. 312-693-6171.

Help Wanted Sales

Experienced RAB trained sales manager, who can generate and maintain own billing, and motivate sales staff. Box J-8, BROADCASTING.

Help Wanted Sales Continued

South Florida coast. Best facility in metro market, over 20 years same ownership, needs professional, aggressive, self-starting salesperson with at least 2 years experience in fulltime radio sales. Substantial base plus commission arranged to prevent income drop from first day on. Your reply held in strict confidence. Send resume to Box J-75, BROADCASTING.

Local Sales Manager. Prestige station in Southern New England. You must be experienced, honest, highly motivated, an inspiring leader. Excellent earnings if you meet our ambitious goals. An Equal Opportunity Employer M/F. Send complete details to Box J-118, BROADCASTING.

Sales Representative for Ohio and Michigan. Mature, professional with proven track record to sell syndicated advertising programs to banks, S&L, auto. Straight commission arrangement yields super high income for individual who can produce. Advertising, radio or jingle experience necessary. A unique opportunity for a unique person. Write: Box J-139, BROADCASTING.

Radio sales needed. Station with quality programming needs experienced Program Director with some sales or engineering background. Must have solid background. Reply to: Box J-144, BROADCASTING.

Come back home to Texas and step into one of two easy living small markets. KBAL manager. Experience in sales, on-air, production or take a long list to KLSN, 300 North Main, Brownwood, TX 76801. Recently taken over both. Stock option possible. Detailed resume to above address.

New Mexico. Good opportunity to solid salesperson in one of the state's best radio markets. Great station, great staff. Call Ray Stephens, KGAK, Gallup, 505-863-4444.

Searcy, Arkansas. KWCK Radio will hire two new account executives very soon. Previous sales experience a must, great opportunity with one of America's finest small market stations. Contact Mike Horne, owner, KWCK Radio, Searcy, AR 72143 or phone 501-268-7123.

WHRL, Albany, New York seeking experienced beautiful music sales people 518-283-1123 or write WHRL, Box 333, Albany, 12201.

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.

WSRS Radio is now offering a career opportunity in advertising sales to qualified applicants with established track record selling quality product. For personal interview send resume to Jack Flynn, WSRS, PO Box 961, West Side Station, Worcester, MA 01602. WSRS is an Equal Opportunity Employer. No phone calls, please.

Wanted immediately salesperson-announcer. Good market & money. 314-586-8577 for Mgr.

Number One AM with FM on air Jan. 1st. Looking for experienced salesperson who can appreciate working with professionals and living in beautiful Colorado. Call Mike Galer, 303-544-5646.

Help Wanted Announcers

Major market NE MOR seeks warm mature performer for mid-days. EOE. Tell all first letter to Box H-212, BROADCASTING.

Help Wanted Announcers Continued

Combo job: Announcing and selling, four hours each daily. Can you hack it. Salary, commissions, bonuses, etc. Please send resume and references. Box J-62, BROADCASTING.

Staff Announcer by AM-FM Stereo station seeking applicants from Colorado and nearby states. E.O.E. Housing available for couple or small family. Air mail Box J-74, BROADCASTING.

Top 25 Market, Midwestern suburban powerhouse seeks experienced announcer for MOR format. Send resume, references to Box J-80, BROADCASTING.

Medium market station is looking for a full time announcer with some experience in music and news. Please send resume. An Equal Opportunity Employer. Box J-119, BROADCASTING.

Radio Announcer Needed. Station with quality programming needs experienced Program Director with some sales or engineering background. Must have solid background. Reply to: Box J-143, BROADCASTING.

Strong voice, news delivery, creative production. Fast rising new FM in tropical setting. Send tape, references, resume to KMBS, 302 West Adams, Harlingen, TX 78550. An Equal Opportunity Employer.

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.

Morning person, high power WGGC FM. Country music. Salary plus commission. Proven sales ability a must. Experience required. Salary depends on ability. Clovis Sadler, PO Box 219, Glasgow, KY 42141. Phone 502-651-2142.

Immediate opening for versatile announcer, copy, production, remotes, news, must have pleasing voice. MOR with local emphasis. Mail resume, tape, salary requirements to WLKR, PO Box 547, Norwalk, OH or call for appointment.

Adult 100KW FM morning announcer for mixed format of classical, jazz, adult popular; some production. Strong communicator with minimum one year's experience and third endorsed starts at \$8037. Tape and resume immediately to: Personnel Officer, G-1 Parker Hall, University of Missouri-Rolla, Rolla, MO 65401. Tapes returned on request. The University of Missouri is an Equal Opportunity Employer.

Help Wanted Technical

Chief Engineer for high power directional daytimer. Religious format. Security, low-pressure for real pro. Resume to Box J-61, BROADCASTING.

Need a Chief Engineer with experience in maintaining AM transmitters, DA, RPU, mobile studio, recording studio and contemporary format studio; with ability program/production/sales people and translate needs into working systems; make equipment need proposals to management and bid specifications to suppliers; prepare quarterly budget planning and year end reports; prepare FCC filings and proofs and have desire to lead a six man engineering staff. This is a leading station in a top 50 market city in the southwest. Send a complete resume of experience and education, salary requirements and a brief statement of approach to engineering management by objectives to Box J-89, BROADCASTING.

Ready to advance? The opportunity and challenge are here at this Missouri AM-FM Stereo. Experience as assistant chief desired. Station and equipment top flight. All replies confidential. E.O.E. Send resume to Box J-91, BROADCASTING.

Help Wanted Technical Continued

We want a Chief Engineer to serve as Director of Engineering for a group of 3 small market stations in the West. We're a growing organization with other acquisition pending. Salary: \$10,000. Send complete resume in first reply to: Mr. D. 5865 Camino Escalante. Tucson, AZ 85718.

Help Wanted News

Midwest, Major Market, suburban powerhouse seeks experienced News Director. Strong journalism background and good voice essential. Team with top flight morning MOR personality. Resume, references to Box J-79, BROADCASTING.

News Director, eastern station. Must be capable of digging, writing, and airing solid local news and handle play-by-play. Salary \$200 plus benefits. Equal Opportunity Employer. Box J-85, BROADCASTING.

Searcy, Arkansas. KWCK Radio, one of America's finest small market stations needs all around programmers with basic news knowledge. Everyone on our staff is a newsmen. Send tape and resume to Mike Horne, owner, KWCK Radio. Searcy, AR 72143.

Need strong on-air newperson for top-rated major market 50KW. Send tape and resume to Mark Neeley, WKCY, Cinn., OH 45202.

Afternoon newperson needed for contemporary station in New Hampshire. Send tape and resume to: Dave Cokely, News Director, WHEB, PO Box 120, Portsmouth, NH 03801. Immediate opening for right person.

Newperson/Announcer position soon to be open at local easy listening station. WHTG AM/FM. Eatontown, NJ. No beginners.

Aggressive, creative experienced news person needed. No. 1 AM with FM on air Jan 1st. Tapes, resumes and salary requirements to Jack Carter, PO Box 93, Pueblo, CO 81002.

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.

Situations Wanted Management

Our religious format change makes outstanding general manager available. Highly recommended. Contact Box J-45, BROADCASTING.

GM proven ability, increase sales & listenership. Good track record. Detail man. Box J-88, BROADCASTING.

G.M. prefer medium or small market. Thoroughly experienced in all phases of broadcasting. Honest, sober and stable. Box J-92, BROADCASTING.

Successful broadcaster. 15 years experience. Sales/management/ownership. Desires position as general manager, sales manager or, under right circumstances, account executive. Would also like to hear from allied companies, equipments, brokers, etc. I'm a go-getter, age 37, looking for a career opportunity. Location open, and remuneration negotiable. Box J-116, BROADCASTING.

Sales increases with numbers are easy! This major market GSM is exceeding budget projections without any. Hardworking; experienced in all phases; can make investment. Looking for a GM or GSM slot with someone who wants to grow. Excellent credentials. Box J-126, BROADCASTING.

Seasoned professional who can put it all together. 25 years management small to medium markets. Box J-133, BROADCASTING.

Manager/sales manager and traffic manager. Package deal; husband and wife team. 36 years combined experience. Resumes on request. 219-291-7571.

Situations Wanted Management Continued

22 years of hard, honest work, in all phases of broadcasting. Excellent track record. Seeking GM. Prefer Northeast small to medium market. Evenings 804-288-2529.

Situations Wanted Sales

Young (24), Bright (Degreed), experienced (currently small market sales manager) wants to break into large market radio sales. Chicago or Pittsburgh preferred, but all replies considered. Box J-132, BROADCASTING.

5 years ex. announcer wants sales, part-time air. Prefer small market, Calif. Brian Burns, messages, 805-238-4335. 1227 Spring. Paso Robles, CA 93446.

Situations Wanted Announcers

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

Single, successful, executive Top 10 market. Desires change. Prefer rock format, creative production; news, talk, abilities. References, licensed, B.A. Seek competitive growing station. Box J-77, BROADCASTING.

Personality morning man working New England contemporary looking for good rocker or contemporary. Good bits, creative, entertaining, good numbers. Small market PD experience. 27, BA. Box J-84, BROADCASTING.

Warm personality with PD experience and good production. Seek medium or metro market, contemporary or country, or MOR format. Prefer New England. Will consider all. Reply Box J-86, BROADCASTING.

New England. Beautiful Music, EZ. Top ten background. Now employed. Relocate permanently. Top industry references. Third. Family man, good voice. Also TV experience. Tape. resume. Salary open. Box J-95, BROADCASTING.

Experienced Top 50 markets, female rock jock. Teen & male demographics. Desire professional rocker. Medium/major market. Box J-96, BROADCASTING.

Experienced announcer/music director; production and news. Looking for position in Northeast on growing station, any format. If you have an immediate opening, please contact Box J-103, BROADCASTING.

Sportscaster looking for play by play position at college level or minor league baseball. Will relocate anywhere. Box J-104, BROADCASTING.

Young, single announcer seeking small to medium market Progressive Rock station only. Know music, hard working, dependable. Currently employed at Adult Contemporary station. 1 1/2 years exp. 3rd endorsed. Will relocate. Box J-109, BROADCASTING.

Basketball play-by-play. One of the nation's best. Exciting delivery. Box J-110, BROADCASTING.

Small market PD looking for new direction in a medium market contemporary MOR/Top 40. Good production, experienced in all phases currently doing morning with phone bits. Not afraid of work. Box J-122, BROADCASTING.

First phone rock jock. Manager of college station seeking first pro job. Can do sports. Wants to sell. 312-253-6071 after 4:00 CDT, of Box J-123, BROADCASTING.

Young, married, 1st, 3 years experience, specialized production skills. Seeking any size market, any format, preferably in Missouri or Midwest. Box J-125, BROADCASTING.

Lawyer, not into it, wishes to return to first love. Experienced sportscaster, announcer, DJ. Intelligent, enthusiastic. PBP, any sport. Insightful, informal, sports commentary. Box J-127, BROADCASTING.

My recent supreme decision forces me to release my tapes! Personality pro. Natural talent. Crazy but very subtle. Major market Top 40's; no time and temp formats. Box J-128, BROADCASTING.

Situations Wanted Announcers Continued

Not just another pretty voice. Unique late night rock sound. And more. Box J-130, BROADCASTING.

Attention California. Limited free offer. Veteran Mid West radio personality. Tops in all facets will offer "in person" application at no cost to you. What you see and hear may make it worth your while to write Box J-131, BROADCASTING.

Announcer, salesman. First phone seeks MOR station, mid to large market. Single, middle age, wishes to return to radio after long absence. Five figure income. Box J-138, BROADCASTING.

Production Wizard. Polished professional. Contemporary. Six years experience. Box 5396, Fort Wayne, IN 46805.

Don't read this ad if you are looking for anything less than an excellent sportscaster. Experience PBP in all sports, would like to move up to major market, available now, call 316-683-8410 after 5 pm CST.

Announcer, Program Director, first phone, 10 years experience. Professional voice, top production. 406-452-5732.

First phone! Big bands, etc. Have money making showcase. All markets. Radio 27 years. 53. Evenings. 219-436-8781. Fort Wayne, IN.

Young, hard working announcer seeking contemporary/MOR station. First phone. 2 years experience. Production, news and sales ability also. Frank 312-361-0770.

First phone, great voice, thirteen years experience in radio as announcer, music director, program director, good news, available now. What have you? 413-663-6886. Want New England area.

Hire me! Fresh out of college. eager, ambitious, talented. Warm conversational communicator; also super copy, production. Hard worker. 3rd. Try me! Ken Jennings, 24 Peirce, Everett, MA 02149. 617-387-5221.

Looking for contemporary FM/AM. 28, First phone, 2 years exp. Strong production, extensive music background. Pleasant, personable delivery. Terry 203-423-1271.

Top 40 night jock wants new job. 1st ticket. Currently employed. Will relocate. 607-748-7261 before 2 p.m.

Entertaining, inventive announcer/engineer. Experienced AM-FM. Strong production/writing. 1st phone recent BS Broadcasting includes TV operation/production/engineer. Western states only. No CW. Call 408-923-9684 after 6 PM, write Bill, 150 Nancy Ln, No. 23, San Jose, CA 95127.

Morning man, experienced, dependable. Northeast. Kevin Twomey, Box 133, Kenwood Station, Oneida, NY 13421. 315-697-3592.

PBP for basketball, baseball, football, lacrosse, talk show, sports show; Will relocate! 505-883-1730, 6116 Mossman Pl. NE, Albuquerque, NM 87401.

Bright, young announcer with fine EZ voice needs a start. Broadcast school grad. College. Married! 25. Anywhere in Northeast. Call Augie 201-494-1033.

Free-form announcer looking for progressive FM station. 25 years old, single, college grad, third phone, 4 years experience AM and FM, all phases, excellent voice, imagination and references. Medium to large Eastern market preferred. D. Theil 1-412-775-0576.

Big John available now, good numbers, stability, PD experience, first phone, 8 yrs experience. Will travel, any area considered, looking for professional operation with decent living for family. Contact: John Lingua, 99 Riviera Drive, Agawam, MA 01001, 413-788-7843.

Great desire and ability. Looking for a young announcer with good personality and 3rd? Ready now, anywhere. Ron Kercher 303-484-9093 CO.

Versatile radio man with 3 years experience looking for good station to grow with. Bill Smith 516-731-6168.

Situations Wanted Announcers Continued

Personality. Top 40. Two years experience. Medium to large market desired. 30 Chase Street, Lakewood, CO 80226. Or call 303-237-2914.

Big ratings in Fresno! Versatile, voice, BA, experienced. Here 2½ years, will relocate. Dig copywriting, news. Fred Missman, 3342 E. Santa Ana, Fresno, CA 93726. 209-226-2228.

PBP Sportscaster available now. Extensive major market football/basketball experience. 215-297-5609, Box 14, Solebury, PA.

Announcer-writer, TV-Radio. Commercials, programs, news. Good worker, reliable. Refs. 1-216-755-2659.

Situations Wanted Technical

Broadcast Engineer for radio or television. Experienced in AM-FM automation, first phone, board work. Single. Would like to settle in New England. Box J-87, BROADCASTING.

Chief, Experienced, all phases. Automation included. Mature staff. DA-D or non-DA plus FM. Box J-105, BROADCASTING.

Good CE wants good climate! Presently CE of AM/FM stereo. Prefer Florida, S. Texas, California, etc. Very heavy theory. Nondrinker. Bondable. First phone since 1953. Second telegraph with ship radar endorsement since 1955. "Ham" since 1952. Age 38. \$13K salary. Box J-115, BROADCASTING.

Studio Engineer with first class FCC license, 7 years experience. Larry Scott, 408 East Altadena Dr., Altadena, CA 91001.

1st phone engineer. 21, single, with solid electronics and recording equipment training. Seeks first opportunity. Will relocate. Excellent references. Available immediately. Howard Stembel 517-652-6494.

1st phone; 2 yrs experience seeks opportunity radio/TV. Dependable, available immediately. Anywhere. Salary open. Louis Capolino 212-Ulster 7-5781.

Situations Wanted News

Available now! 1½ yr. experience 1st phone Anncr. seeks news position anywhere within reason from Maine. 207-882-7395. Box H-245, BROADCASTING.

Newswoman, 3 yrs. major-medium, good on the air, in the field, on the phone. Creative writer, gather and edit tape. Box J-41, BROADCASTING.

Versatile, dynamic, innovative, 4 years experience desires to move to medium/major market with heavy news emphasis. If you want lifeless air sound, look elsewhere. Box J-44, BROADCASTING.

All news, NBC-NIS, talk stations! Award winning news director looking for Western states station that wants a strong interviewer, heavy on actualities, writing, delivery, digging. Twelve thousand a year minimum. Excellent references. Box J-78, BROADCASTING.

Seeking ground floor opportunity in young vital organization. Can give you complete news/sports/public affairs package. Box J-93, BROADCASTING.

Broadcast journalist seeking position in professional news operation. Experienced, former ND, strong writing, reporting, interviewing. Box J-98, BROADCASTING.

Experienced radio-TV newsmen in upper midwest seeks radio news position. B.S., 3rd. Box J-100, BROADCASTING.

Major markets only. Eight years radio news, seeking position as news director. First phone, degrees, stable. Box J-121, BROADCASTING.

Major markets: Electronic journalist, ten years experience. Now medium-market ND, rated No. 1. No crusader. Seeking reporter/writer position. Box J-135, BROADCASTING.

Situations Wanted News Continued

Female, good air, one year news. BA, 3rd phone, 23, attractive, bright. Looking for move to medium-large market. Roxane Rix, 524 Allen, Owensboro, KY 42301. tel. 502-683-0441.

2 years experience writing/reporting, major market Radio-TV seeks permanent position in small market, West, Midwest or Rocky Mt. BSJ Northwestern. J. Redfield, 3130 W. Palmer, Chicago, 60647. 312-252-1920.

Experience; dedication; journalism BA; travel ability. 15½ West 15th Avenue, Hutchinson, KS 67501. 316-663-7997.

Situations Wanted Programing, Production, Others

Seeking management or programing. Guarantee to lower overhead and improve sound. Presently managing small daytimer in metro market. First, degree, married, ten years experience all phases. Box J-111, BROADCASTING.

Desire program manager position at Beautiful/Good Music station. Six yrs. production coordinator; extensive music bkgd. Also TV anchor. Box J-137, BROADCASTING.

Brilliant career ahead, help start it off. Degreed, 26, film, tape, NYC/UHF exp. Anywhere. Jim Kelley, 83 Kellogg Hill Road, Weston, CT 06880. 203-226-7662.

Need PD? I am creative with 3 yrs exp. I would like my first opportunity as a PD. More info call 312-646-2007.

Major market morning man, commercial manager/production director will produce any format, program or jock country. B.A. First. \$11,000. 6240 Washington No. 3, Hollywood, FL 33023.

First phone program director seeks position at contemporary station in Pennsylvania. Well experienced in the top fifty markets, reliable, and stable. Henry Kastell, Box 7, Highspire, PA 17034.

Help!! Major market Program Director/jock tucked away in Pennsylvania. I need to escape. 717-326-5470.

TELEVISION

Help Wanted Management

Television program manager for S.E. market. Duties include employing and supervising promotion and production staff; scheduling programs; preparing budget; knowledge of FCC rules and regulations and rating research. Salary open. Equal Opportunity Employer. Send resume to Box J-94, BROADCASTING.

Sales Manager. Small market TV and radio, responsible stations, pleasant community. Incentive and opportunity. Box J-113, BROADCASTING.

Business Manager. Group-owned station looking for strong, systems oriented person. Top 25 market, excellent salary and fringes. Call or write Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. 312-693-6171.

The Louisiana Educational Television Authority is currently accepting applications for the position of Executive Director. Forward all resumes to Harold M. Block, P.O. Box 108, Thibodaux, LA 70301. All applications must be postmarked or received no later than October 8, 1975.

Help Wanted Sales

Over 100 Florida progressive NBC affiliate television station has an opening for a creative, hard working, account executive. Must have previous experience calling on clients face to face; no agency only persons. Salary open. An Equal Opportunity Employer. Write Box J-64, BROADCASTING.

Help Wanted Technical

TV Engineer wanted to work daily operations, maintenance, and color remote unit. Position requires First Class License and some experience. Location in East. Equal Opportunity Employer. Box J-81, BROADCASTING.

Senior VTR Engineer in charge quality control all recordings. Requires extensive editing experience. Good salary in Southeast. Equal Opportunity Employer. Contact Robert Gay, Director of Engineering, WAAY TV, Huntsville, AL, phone 539-1783 (area code 205).

Chief Engineer. Tired of the rat race or ready to move up from Assistant Chief? Midwest group owned station needs Chief with strong administrative and technical skills. Excellent location and benefits, salary commensurate with ability. Call or write Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. 312-693-6171.

Assistant Chief, first phone, heavy production experience and maintenance. RCA VTR's and IVC cameras. College in Chicago. Call Ken Knecht, 312-962-3305.

Video technician: Assembly, maintenance of cable-local-origination video production equipment and facilities. First phone and two years video-equipment maintenance desirable. Send resume to CTV-Three, Continental Cablevision, 75 W. Main Street, Springfield, OH 45502.

Help Wanted News

Anchor person for news. Southern, on coast, reaching 77,000 homes at 6 PM. Experience and charisma a must. Box J-47, BROADCASTING.

Midwest Television station still looking for assignment editor. If you have at least three years experience in large or medium market TV, we'd like to hear from you. Send resume to Box J-97, BROADCASTING.

News Director/Anchor for rapidly growing market in the S.E. Send resume and availability. Equal Opportunity Employer. Box J-136, BROADCASTING.

Sports Director. WMBD-AM-TV Peoria. Radio play by play basketball and football experience required. Television experience helpful. Send resume, play by play tapes, or video tape or cassette to William L. Brown, Vice President and General Manager, WMBD-AM-FM-TV, 212 Southwest Jefferson Avenue. Peoria, IL 61602.

Help Wanted Programing, Production, Others

Traffic assistant. Independent commercial Top Ten. Must be experienced in all phases of sales service/traffic. Box J-72, BROADCASTING.

Top Ten market station, affirmative action employer, seeks producer-director. Degree, live, remote and film experience. Send letter, salary requirements, resume. Box J-114, BROADCASTING.

Experienced TV production director. All phases of TV production, heavy in News and Public Affairs and Commercials. Minimum of one (1) year experience. Write/Call Stuart S. Hazard, WILX-TV, P.O. Box 380, Jackson, MI 49204. An Equal Opportunity Employer.

TV Graphic Artist. All phases of TV graphic art production. 35mm, 16mm film, commercial and promotional design. Write or call Stuart S. Hazard, WILX-TV, P.O. Box 380, Jackson, MI 49204. 517-783-2621. An Equal Opportunity 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.

Situations Wanted Management

Professional Broadcaster 33 years television and radio. Manager, sales, programming, FCC. Excellent references. Resume on request. Box J-124, BROADCASTING.

Situations Wanted Technical

Chief Engineer in Top 40 market UHF station. Wants change. Experience all phases TV & radio. Box J-82, BROADCASTING.

Male, 1st phone, B.A./Broadcasting, seeks entrance opportunity in engineering and/or production. Some production experience. Very committed. Scot Wilson, 4906 Primrose Path, Sarasota, FL 33581, 813-349-2277.

Situations Wanted News

New England. Weather reporter, announcer. Top Ten experience. Relocate permanently. Top industry references. Salary open. Now employed. Will wear other hats. Consider part time. Resume. Box J-99, BROADCASTING.

Sportscaster, TV-Radio PBP experience. Masters and First Phone. Seeking PBP-Sports reporting position. Tapes, resume, picture available. Notre Dame grad. Box J-102, BROADCASTING.

Young woman with reporting, directing, producing experience desires employment in news. B.A., journalism. Box J-106, BROADCASTING.

Reporter, anchor, four years major market awards, ratings. On the way up. Box J-120, BROADCASTING.

TV Sportscaster bumped by major league jock wants to relocate. Strong with film and commentary. 401-944-1281.

Weekend anchor, reporter, mini doc producer, news-talk show host and more. Looking for challenge in solid news operation. 813-939-0291 Monday or evenings.

Read this ad: News editor for major suburban daily wants to bring 12 years experience to radio or TV in top 25 market. Age: 33, crisp with words, fast to learn, strong on government. 201-742-8374 after 1 p.m.

Situations Wanted Progaming, Production, Others

Creative producer/hostess with 5 years award winning experience on nationally syndicated talk shows seeks position in major market. Strong at public affairs and getting guest to talk openly and candidly. Resume and tape (as available) on request. Box J-42, BROADCASTING.

Dedicated TV production man, experienced all phases, desires move to Top 20 market as producer-director. Degree. Family, management experience. Box J-129, BROADCASTING.

Experienced Director in all phases of programming. Wants to move up. Can better your on-air look. Prefer Midwest. Box J-134, BROADCASTING.

Experienced talk show producer/host on NBC affiliate seeks further challenge. Varied background: federal prison work, teen center director, community organizer in black community, mental health counselor, print columnist, formerly successful clergyman in Chicago, suburban, and small-city settings. Uniquely stimulating warm media presence. Not just an interviewer. A proven communicator for your market. Resume, tapes available. Married, mid-thirties. Jon Pekel, 812-232-7628 or 234-2418.

Director TV film production. Professional with five years experience. Ratings proven. B.A. TV-Film production from W.S.U. 509-257-2433. Michael Wagner, Lamont, WA 99017.

Multi-facted, creative individual seeks challenging production, programming position. 5 years experience. Copywriting, lighting, camera, audio. Degree, married. Marc Goldberg, 1811 Edgehill Rd., Abington, PA 19001. 215-OL9-0359.

Situations Wanted Progaming, Production, Others Continued

10 years Broadcasting, Masters in science, some journalism. Seeking position in news-features dept. Doug Hullander, 11250 Tranquilla, Knoxville, TN 37919.

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.

Tape recorders two mono Ampex 350's needed. Must be in good condition. Tom Talbot, WJLL, Niagara Falls, NY.

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.

Wanted: Used teletext (DMI) Data-Disc 1000 or Ampex HS-100. E. Stewart, 388 Reed Road, Broomall, PA 19008. 215-543-7600.

Nems-Clarke or RCA Field Intensity Meter. Jim Rew, 804-787-2750.

We need used 250, 50, 1 KW, 10KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Ilurbide St, Laredo, TX 78040.

Paul Schafer wants to buy RCA BTA 10H transmitter, WRE Schafer International, 5801 Soledad Mtn. Rd, La Jolla, CA 92037 or phone 714-459-0222.

Monastery needs AM and FM equipment. Father Pierre, Box 1, Rte. 1, McAlpin, FL 32062. I.R.S. approved receipts.

Want to buy 600-800 ft TV tower and high band, high gain antenna. Call Chief Engineer, 701-282-0444.

FOR SALE EQUIPMENT

119 14-inch reels of FM stereo Good Music with 25 Hz switching tones, all in good shape; recently taken out of service. \$10.00 per reel buys them; Bud Pentz, KWBE, 402-223-5121, Beatrice, NE 68310.

340' guyed Dura (1969). Painted 6/75. Complete \$7,000.00. 10KW operating RCA BTF10D transmitter \$5,000.00. Package discount. WFMK 517-349-4000.

740 ft. G-5 stainless tower. Excellent condition, 6 inch RCA Universal Transmission line. 1 inch steel de-icer conduit. 1 1/2 inch aluminum lighting circuit conduit. Pylon-type UHF Channel 20 antenna. Hughy and Phillips lighting. All for \$71,500.00. Available immediately. J. Dick, WIVK, 615-588-6511, Knoxville, TN.

TV transmitter, GE type TT-6 tuned to Ch. 3 have coils and crystals for Ch. 5. Used as auxiliary with 33,000 hrs. 5,000 watts and in new condition. Call WSYR-TV, Syracuse, NY 315-474-3911. Al Eichelzer, Chief Engineer.

Schafer Automation, Model 800, 5 Ampex AG 440, network joiner, 3 carousels, (2 R.S.), logger, SMC Card reader for programming carousels, presently running hitparade format, \$14,500.00 803-279-2330. WZZW, P.O. Box 1584, Augusta, GA 30903.

Helix-stryoflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

For Sale. 1000 ft. Kline tower, standing with 6 Bay Batwing Antenna. Call Chief Engineer 701-282-0444.

Recording studio console, ORK turntables, 3 pot Amp RCA 77 DX Mike, Complete and reasonably priced. Call 315-797-2605.

Music Library, MOR and beautiful music albums, like new quality. Ideal for adult audience station. Call 315-797-2605.

Complete portable B/W video system including videocassette recorder, cameras, audio, intercom, lighting, console with monitors and over 300 feet of camera cable. 201-379-1966.

For Sale Equipment Continued

IVC 980 Color Video Recorder with complete rack including color monitor and audio system. 250 hours, excellent condition. Contact: Glen Palenik, 312-467-9200.

25% off. Demonstrator console and cart deck. Brand new full warranty. One each. Broadcast Services Co., Box 85, Selma, NC 27576. 919-284-2102.

(1) RCA film chain with TP-15 multiplexer, TP-6CC 16mm projector, TP-7 35mm slide projector w/pedestal. (1) Telemation TSG-3000 broadcast color sync. generator. Plus other studio and production equipment. For list write: Thomas Christine, 136 Harrison Ave., Boston, MA 02111. 617-423-4600 ext. 265.

Ampex tape virgin. Overstocked/lubed cartridge tape. 1.50 per 1800' reel. 12 minimum buy. 213-985-3300 to order.

RCA TT-2AH TV transmitter. Xint cond. Best offer takes it PO Box 4162, Pasadena, CA 91106.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Omin, 2786-B West Roberts, Fresno, CA 93705.

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.

John F. Kennedy sung by Buddy Pastrick. 45 rpm patriotic historical Bicentennial. \$1.00 plus 35c postage handling to Cowboy Junction, Lecanto, FL 32661.

Beatles "Magical Mystery Tour" now available for broadcast, cable, outright sale. CEG; 1145 Willora, Stockton, CA 209-478-3816.

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

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.

No FCC license? Tried every way but the right way? It's time for Gen 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-dj-1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St, 3rd floor, N.Y.C., Licensed and VA. benefits.

Instruction Continued

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.

We've got the answers for you! 1, 2, 3, class plus 9 element. Quick sight training, in home course. \$25.00 per class license or all three for \$50.00. We are on the air now with this proven course. Write Blair Productions, BX 213, Hollywood, CA 90028.

FCC First Phone. 4 tests, formula guide, aids, etc. Guaranteed! \$10. Engineer, DWR 570, Mars, PA 16046.

RADIO

Help Wanted Management

WANTED:

General manager for WBAX, Wilkes-Barre, Pennsylvania Merv Griffin group radio. An equal opportunity employer. Rush details to: Stephen B. Labunski, executive vice president, Merv Griffin group radio, 430 Park Avenue, New York 10022

Help Wanted Sales

TIGER

KBPI—Denver's No. 1 Rocker—needs an experienced retail-account salesperson. Applicants should now be employed in small to medium market; possess a burning desire to be successful in a major market. Position requires high professional ethics and an impeccable background. Call (303) 936-8216.

Sales Representatives

First class broadcasting equipment representative wanted to sell first class audio consoles tape and cartridge equipment. See us at NAFMB Atlanta September 17 through 20th booth 1 and 2.

*Harry Larkin
Ampro Corporation
850 Pennsylvania Blvd.
Feasterville, Pa. 19047*

Help Wanted Technical

CHIEF ENGINEER

Wanted for south central location must have 50 KW AM and directional experience. Multistation owner offers salary based on ability and experience. Requirements, resume and references to Box J-117, BROADCASTING.

An Equal Opportunity Employer

CHIEF ENGINEER

TOP RATED AM ROCKER, FM 50 KW. NEW YORK. MAJOR GROUP OWNED. MUST BE KNOWLEDGEABLE IN AUDIO, R.F. DIRECTIONALS, F.C.C. R&R. IF YOU'VE GOT YOUR STUFF TOGETHER, MAIL IT TO RON GRAIFF, LIN BROADCASTING, 1370 AVE. OF THE AMERICAS, N.Y.C. 10019.

Help Wanted News

ALL NEWS ANCHOR

We want a journalist with personality for this important shift in a major market. All News experience is a plus.

Box J-140, BROADCASTING.

Situations Wanted Management

MAJOR MARKET MANAGER

Young, aggressive, successful, experienced leader seeking new challenge with FM or FM/AM combo. Presently Ops. Mgr. & Asst. GM; ready to move up. Fifteen years experience in two Top Ten markets. Administration, Automation, Engineering, Design, Music, News, Operations, Production, Programing, Promotion, Public Affairs, Rule & Regs. Sales. Proven ability to mobilize projects and motivate people for higher profit, ratings and morale. All replies answered. Box J-46, BROADCASTING.

Situations Wanted Announcers

SPORTS/NEWS/TALK/MUSIC

Versatility describes me best. Top talent for a good opportunity in a good market. Play-By-Play, Talk Show, Programing. A real asset to any organization. For tape & resume, write

Box J-101, BROADCASTING.

Presently Top 50 Mkt.

Adult Contemp communicator available immediately. Strong track record. Under 30. My one-on-one approach will deliver excellent 18-34 numbers and make you No.1. Roy Moon 13 Bogardus Ave., Catskill NY 12414. (518) 943-2032.

TELEVISION

Help Wanted News

Executive News Producer wanted: Experienced, aggressive person to produce early and late evening newscasts for California VHF in Top 28 market. CBS affiliate. Group owner. Equal opportunity employer. Call Jim Drennan at (916) 441-4041. Written resume also required.

Help Wanted Programing, Production, Others

Television

Customer Service Representative—challenging opportunity with company offering nationwide computerized traffic/billing systems. Traffic/Operations Management experience necessary. Must be willing to travel.

Send resume to Kaman Sciences Corporation, P.O. Box 7463, Colorado Springs, Colorado 80933, or call George Beattie at (303) 599-1602. An equal opportunity employer male/female.

You belong in

Broadcasting

The newswEEKly of broadcasting and allied arts

Situations Wanted Programing, Production, Others

PRODUCTION MANAGER

Two years of directing and production experience. One and a half years in news. Salary and location open.

Box J-83, BROADCASTING.

Programing



more music enterprise inc.
515 Laurel Canyon Blvd., N. Hollywood, CA 91607
(213) 985-3300

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

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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
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- 403. **AM-FM BROADCAST STATION PLANNING GUIDE** by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11", illustrated. **\$12.95**
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Sale of Assets of Tuscaloosa
5,000 WATT AM FULLTIME RADIO STATION
WJRD. 1150 on dial. 5,000 WATT day, 1,000 watts night. CBS affiliate. C/W format. Judicial sale by order of U.S. district Court set for 1:00 pm, October 13, 1975 at East Door, Federal Court House, Tuscaloosa, Alabama. Public sale to highest bidder on terms and conditions as approved by the court.
Contact: William K Van Huss, 371-638-1331 (Indianapolis, Indiana) or George S. Wright, Attorney, 205-345-5440 (Tuscaloosa, Alabama)

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Payable in advance. Check or money order only.

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The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:
- Help Wanted. 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted. 40c per word—\$5.00 weekly minimum.
- All other classifications. 60c per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:
- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

The four-way street of ABC's McLaughlin

Ed McLaughlin thinks radio—particularly network radio—is in the midst of the greatest resurgence since its heyday in the forties.

And, of course, being president of the ABC Radio Network, he's convinced that a good deal of the credit for this resurgence should be pinned to ABC's lapel for its creation of four separate subnetworks seven years ago.

"We can't get out of the way of all the business we're doing—we've become a major vehicle for advertisers," says Mr. McLaughlin. The beauty of ABC's setup, he continues, is that by maintaining four different networks geared to four reasonably well-defined audiences, "we can tailor the demographics to fit the sponsor." For example, ABC Radio has 1,506 affiliates in the fold, 553 of which are hooked up to the American Information Network. This network was formed to accommodate community-oriented talk stations such as WMCA(AM) New York and KGO(AM) San Francisco, and advertisers seeking an adult audience of serious bent would gravitate toward this slice of ABC Radio.

Conversely, the 357 affiliates on ABC's American Contemporary Network are made up of teen-appeal stations such as ABC-owned WABC(AM) New York and WLS(AM) Chicago, with their top-40 rock formats. ABC structures the five-minute hourly newscasts it sends down the line to stations on the Contemporary Network so that they won't jar the top-40 formats.

Middle-of-the-road music and older-adult audiences are the stock-in-trade of the 409 stations on the American Entertainment Network, and progressive rock, with its audience of young males, is the dominant format of the 207 affiliates that make up the American FM Network.

These four subnetworks, in Mr. McLaughlin's view, represent a demographic supermarket that covers the needs of just about any advertiser seeking a national radio audience.

"When we set up this four-network system back in 1968, we were taking an incredible risk," says Mr. McLaughlin, who at that time was vice president and general manager of KGO(AM), the ABC-owned station in San Francisco. "The network ended up doubling its losses in the first year, and didn't really begin edging into the black until 1972."

In July 1972, Mr. McLaughlin took over as president of the ABC Radio Network. "My key goal," he says, "was to go aggressively after major stations in major markets and get them signed up as ABC affiliates." The ideal state of affairs, he



Edward Francis McLaughlin—president, ABC Radio Network, New York; b. Oct. 12, 1926 San Francisco, Army service, 1944-46 and 1951-53; BA, radio and television production, San Francisco State College, 1957; program packager, KTIM(AM) San Raphael, Calif., 1958-59; salesman, KEWB(AM) Oakland, 1959-60; account executive, Peters, Griffin, Woodward, San Francisco, 1960-62; general sales manager, KGBS(AM) Los Angeles, 1962-64; general sales manager, ABC-owned KGO(AM) San Francisco, 1964-67; general manager, KGO, 1967-68; vice-president and general manager, KGO, 1968-72; present post, July 1972; m. Caroline Christopherson, 1958; children—Edward, 14, and Kimberly, 13.

continues, would be to have under contract four solid stations in all the major markets, each of the four linked up with one of ABC's subnetworks.

As Mr. McLaughlin would be the first to admit, he's been wheeling and dealing in one way or another since, at the age of 17, "I became the youngest treasurer of a theater in San Francisco history" (at a legitimate house called the Orpheum). A stint in the Office of War Information (and later in the Army Air Force) at the tail end of World War II cut short his career as theater treasurer. But he was enamored of show business and everything connected with it, so on his discharge from the service in 1946 he took the \$2,000 he had saved and invested it in a nightclub called Dominic's in Vallejo, Calif.

When a San Francisco nightclub called Jack's went on the market, he sold his interest in Dominic's and bought into Jack's. "I wanted to change the name but I couldn't afford a new sign," he remembers. He could spring for one new letter, though, so, under the new ownership, the place became known as Fack's. Groups like the Four Freshmen and Hi-Lo's appeared regularly at Fack's.

Mr. McLaughlin's nightclub

entrepreneurship was interrupted when the government ordered him back into service in 1951. But that two-year tour of duty turned out pleasantly when the Army stationed him in London and gave him the job of handling the bookings of show-business people who were volunteering to appear at various military bases during the Korean War.

He had dabbled in college during his nightclub days, taking a course here and a course there, but after his discharge from the Army in 1953 he decided to attend San Francisco State in earnest. Emerging with a degree in radio and television production in 1957 but with no job in the offing, he began putting together programs for KTIM(AM) San Rafael, Calif., and then splitting the sponsor take with the station. "I was very pragmatic," he says. "I sold a golf show I concocted, called *On the Tee with Ed McLaughlin*, to a local driving range, and the show I put together on cooking hints was picked up by a local restaurant."

Despite all this hustling, though, Mr. McLaughlin found himself \$10,000 in the red after a year with KTIM. In 1959, he got a sales job with *Oakland Tribune*-owned KLX(AM) Oakland, Calif., which later became KEWB(AM). Within a year, "I was outselling the station's three other salesmen combined," he says. The secret? "I practically lived with the advertisers I sold time to," he says. "I made my clients feel that I wanted their products to be as successful as they did—it was as though I went into business with each and every one of them."

With local sales experience under his belt, he joined Peters, Griffin, Woodward; in 1960 as its San Francisco account executive "to get exposure to the national side of the business," as he puts it.

One of the stations he repped at PGW was Storer Broadcasting's KGBS(AM) Los Angeles, and when the general sales manager's job became available in 1962, Storer offered it to him and he accepted. In the new position, he also served, in effect, as program director, taking on a station "that had no format," as he puts it, and changing it to a "good-music" station, which ended up prospering under the slogan he created (and now winces at): "The Sound of Music over the City of the Angels."

But the chance came for him to move back to his native city in 1964 as general sales manager with KGO.

Mr. McLaughlin has made steady progress up the ABC corporate ladder ever since. Competence and enthusiasm have to be big parts of the reason. Still another is loyalty to his medium. As one who's known him for a long time says, "I've never seen anyone more dedicated to radio than Ed McLaughlin."

Editorials

Radio spoken here

An Associated Press dispatch from Madison, Wis., reports that 125 out of 200 applicants for entry to the University of Wisconsin's journalism school failed a basic examination in English usage. A professor explained that more and more students are "not convinced they need to know how to write." One of the student failures explained: "I want to go into radio news. Why should I have to know about commas and semicolons and hyphens?"

It is a question that is herewith called to the attention of members of the Radio Television News Directors Association, assembling for its annual meeting in Dallas this week. Certainly broadcast news cannot be held responsible for the inability of 60% of Wisconsin's journalism aspirants to pass a simple test; it would be interesting to know the high-school English teachers in those students' experience. But practicing broadcast journalists must be concerned when youngsters out there have come to believe that the spoken word is a different language from the written word.

It isn't necessary to hear the commas, semicolons and hyphens in a professional radio or television broadcast to know that they are there. A decent respect for the language is as necessary to the broadcast journalist as to the writing kind.

Wisconsin and other universities will continue to serve their purposes by insisting that students meet sensible standards, on paper as well as on the air.

A matter of terms

The National Association of FM Broadcasters' new campaign to divorce radio from television in license-renewal legislation will presumably be discussed, in more detail than has heretofore been made available, at this week's conference of the association in Atlanta. An evaluation of the legislation must await its drafting.

It is hard, however, to down the suspicion that the plan was originally conceived less for its substance than for promotional effect. The NAFMB's ambition to expand its constituency is evident in the name it has bestowed on its annual convention: "The National Radio Broadcasters Conference and Exposition." As has been noted in this space before, a campaign for radio-only renewal legislation will no doubt appeal to some AM broadcasters as well as FM.

When Abe Voron, the NAFMB executive director, announced the drive for separate legislation (BROADCASTING, Aug. 25), the only principle firmly in his mind was to disengage radio from "the TV dragon" in future deliberations on the Hill. The substance of the proposal was to be written later.

Mr. Voron may have a point in worrying about the political hazards that may face radio whenever that medium is jointly considered with television on the Hill. He is not correct, however, in implying that renewal legislation has come to its present state of inactivity because of television.

Renewal bills were adopted last year by both Senate and House. They were alike in a number of provisions, including an extension of the present three-year license term to five years. They differed enough, however, to require a Senate-House conference—which was never held. Harley Staggers (D-W.Va.), chairman of the House Commerce Committee, objected to the five-year license term and refused to appoint House conferees.

As the legislation died with the 93d Congress, it became evident that the five-year license, though adopted by both houses,

had become the fatally divisive issue when it came to consideration of a compromise bill. It is as likely to be divisive in future deliberations on the Hill. Mr. Voron has said that he thinks the term of licensing is less important "than knowing that the license is secure if you've done a good job." He may find that on that point radio broadcasters disagree with him.

It was primarily the radio members of the National Association of Broadcasters, the organization that has been at the front of the campaign for renewal relief, who insisted that the NAB lobby hard for the five-year term. As the failure of the legislation proved, the NAB played too many chips on that issue.

Broadcasters who argue for longer license terms see in them a decrease in legal expense and administrative work load. That view is probably illusory, as has been noted here before. Five-year license renewals would undoubtedly entail proportionately larger reports than those covering three years. Unless bureaucratic temptation were uncharacteristically resisted at the FCC, there would undoubtedly be interim reports required, with so long between renewal inspections. No recession in Washington law practice would be remotely threatened.

In the long run, broadcasters must campaign for termless licenses to run as long as operations meet the conditions of the license, though challengeable for due cause at any time. The fixed term, of whatever length, merely establishes the timetable for harassment.

Circumstances may not favor that approach now. Neither do they seem to favor a five-year license as the principal legislative aim.

Who's complaining?

Fiscal 1975, which ran from July 1, 1974, to last June 30, set an all-time record for "complaints, comments and inquiries," according to the FCC. The grand total was under 100,000—96,700 to be precise.

The surprise is that the figure is so small. With all the agitation fomented on Capitol Hill, at the FCC and by self-anointed public-interest groups alleging excesses in crime, violence, pornography and bad manners on the air, one would think that in a nation of 214 million more than five hundredths of one percent of the population would take pen in hand.

We do know from experience, however, that even an inadvertent break away from a network while a sports event is in progress generates more complaints in minutes than all of the abracadabra that flows from the mouths of politicians and from other publicity-bent agitators in any recorded fiscal year.



Drawn for BROADCASTING by Jack Schmidt

"Problems?"



**George C. Scott
and William Devane in
Fear On Trial**

Xerox is proud to present a major television special starring George C. Scott and William Devane. "Fear On Trial" is the gripping dramatization of the true story of John Henry Faulk, a CBS broadcaster who was unable to find work because a group of self-appointed arbiters questioned his beliefs and his patriotism.

In the 1950's and early 1960's, the hysteria of Communist witch-hunts, defamation and blacklisting drove teachers from their jobs, forced ministers from their churches and put performers and writers out of work.

"Fear On Trial" is the story of one man who chose to fight back.

An Alan Landsburg Production. Directed by Lamont Johnson. Written by David Rintels.

**Thurs., October 2, CBS-TV Network, 9:00 pm ET.
Check your local listing.**

XEROX

MAY 6, 1975



Channels of Help

On May 6, 1975, several tornadoes struck Omaha and northeast Nebraska with disastrous results: five deaths, 129 injuries and damage to hundreds of homes and apartments.

The Lincoln Fetzer TV station ran spot announcements for contributions to the Red Cross. By May 23rd, the total money raised by the publicity of the several media involved was \$301,334. These funds were used by the Red Cross to assist 894 families with food, clothing, housing, medical service and other urgent needs.

Helping the Red Cross help tornado victims is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

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Kalamazoo | KOLN-TV
Lincoln | KGIN-TV
Grand Island | |
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Grand Rapids | WKJF(FM)
Cadillac | WWAM
Cadillac | KMEG-TV
Sioux City |