

One-hour news: neither whether nor when, but what time
FCC settles on a 10-point plan for EEO

Broadcasting Jun 28

The newsworthy of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER

"My Three Sons"

Sixty-five stations are set for fun this Fall with one of television's greatest all-family sitcoms.

Call today for 160 hilarious color half hours that averaged a 22 rating and a 35% share in prime time.

Another great sitcom from

VIACOM

Source: NTA, Oct.-Apr. 1965-70 and Oct.-Dec. II (Wk. 1) 1970 (excludes 12 non-report wks.). Audience estimates subject to qualifications available on request.

361121300 85184888 DEC/76
A H I I T E A D V
H S A T E E N D
S I A T A I A G O S U C T I O N
M P T G O R K V A I 36112

MORE MUST BE DONE TO REMOVE THE FEAR OF WHAT IT COSTS TO BE SICK.

THERE IS A HEALTH CARE CRISIS IN AMERICA

Medical costs are rising every day. Americans spent \$547 per capita last year for health care, a rise of 13% in twelve months. In 1965, the average hospital stay cost \$347. This year, the cost has risen to \$1,100. In the next four years, expenditures in this country for health care could increase by a staggering 100 billion dollars. The private life and health insurance companies of America believe that something must be done now to relieve this awesome and increasing burden, to make sure that all Americans can receive the health care they need, when they need it, at a cost each can afford.

WHAT WE'VE DONE

The cost of health care for the American public is not a new issue. In our business, we have worked for years to remove the fear of the terrible cost of serious illness. Health coverage has improved enormously in recent years. 175,000,000 people in this country have some form of private health insurance. Over 149,000,000 are insured for catastrophic illness, in many cases with benefits as high as \$250,000 or more. The figures show that the private health insurance system in America works, and works hard.

The numbers are impressive and growing. But in the face of runaway medical costs, we don't think numbers are enough. A way must be found to control the cost of health care in an age when equipment and manpower are more expensive every day.

WHAT WE'RE DOING NOW

- We actively support programs designed to restrain medical costs and improve the quality of health care.
- We support the expansion of professional standards review boards, to monitor the necessity for treatment and quality of care, not only for Medicare and Medicaid patients, but for everybody.
- We support programs which would require hospitals to justify their rates and charges year by year, to keep costs as low as possible, without damaging the quality of care.
- We support strong health planning for every community, to provide care without unnecessary duplication of services.
- We support the development of innovative health care delivery systems including the expansion of out-patient care centers, to provide a less costly alternative to hospitalization, with a strong emphasis on preventive medicine.
- We support community health education, to help people learn how to lead healthy lives, and to encourage them to seek early diagnosis and to follow doctors' instructions.

WHAT MUST BE DONE IN THE FUTURE

The private insurance business, the hospital and medical professions, and government must begin together to do what no one sector could do alone — assure quality health care for everyone while at the same time doing everything possible to

combat rising costs.

All this can be done. It can be done without enormous cost to taxpayers, by dividing the burden between the government and the private sectors. The private sector would offer the widest range of health care and coverage at the lowest possible cost. Government would set guidelines for the whole health care system, and continue to assume responsibility for the health care costs of the poor and aged. Thus, we can create a system which will adequately care for each American, while preserving the freedom of choice and dignity of each human being.

THERE IS A LOT OF WORK TO DO

By working together, we can make certain that each American will have available the treatment the health care system in this country has made possible, and the individual, personal service we in the health insurance business have worked so long to provide. In the private sector we have learned one thing — health care is not numbers. Health care is people, and all of us must be cared for as people, as individuals, each with different needs.

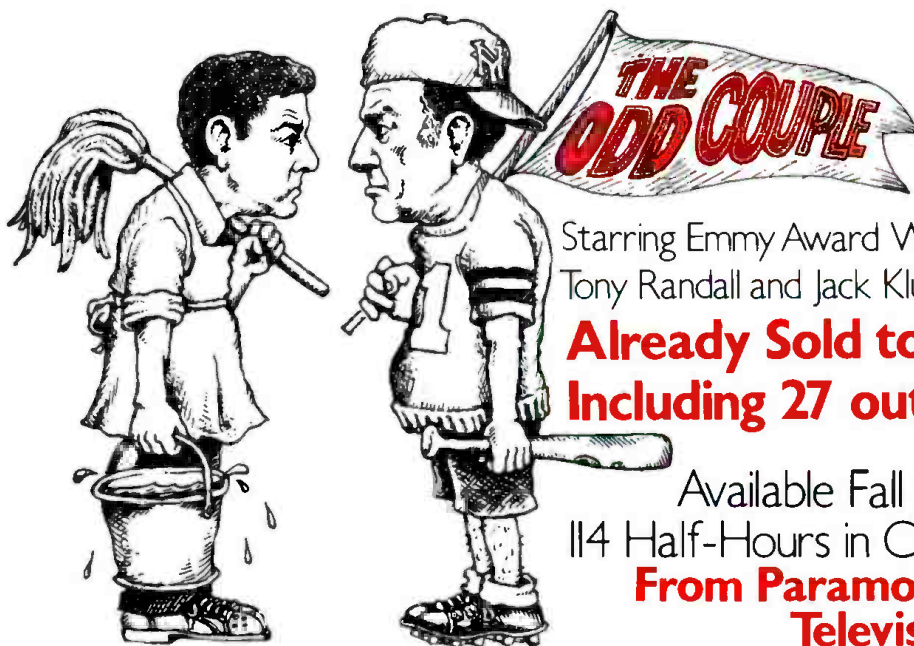
America is a rich and decent country. The 1,000,000 people in the private life and health insurance business believe that the time has come when every American can and must be saved from the fear of what it costs to be sick.

The Life and Health Insurance Companies in America

The impersonal future? That's not our way of doing business.

For more information, write to the Health Insurance Institute, 277 Park Avenue, New York, New York 10017.

Be the first in your market to have the last laugh.



Starring Emmy Award Winners
Tony Randall and Jack Klugman.

**Already Sold to 65 Markets ...
Including 27 out of the top 30.**

Available Fall 1976.
114 Half-Hours in Color
**From Paramount
Television**



PARAMOUNT TELEVISION SALES

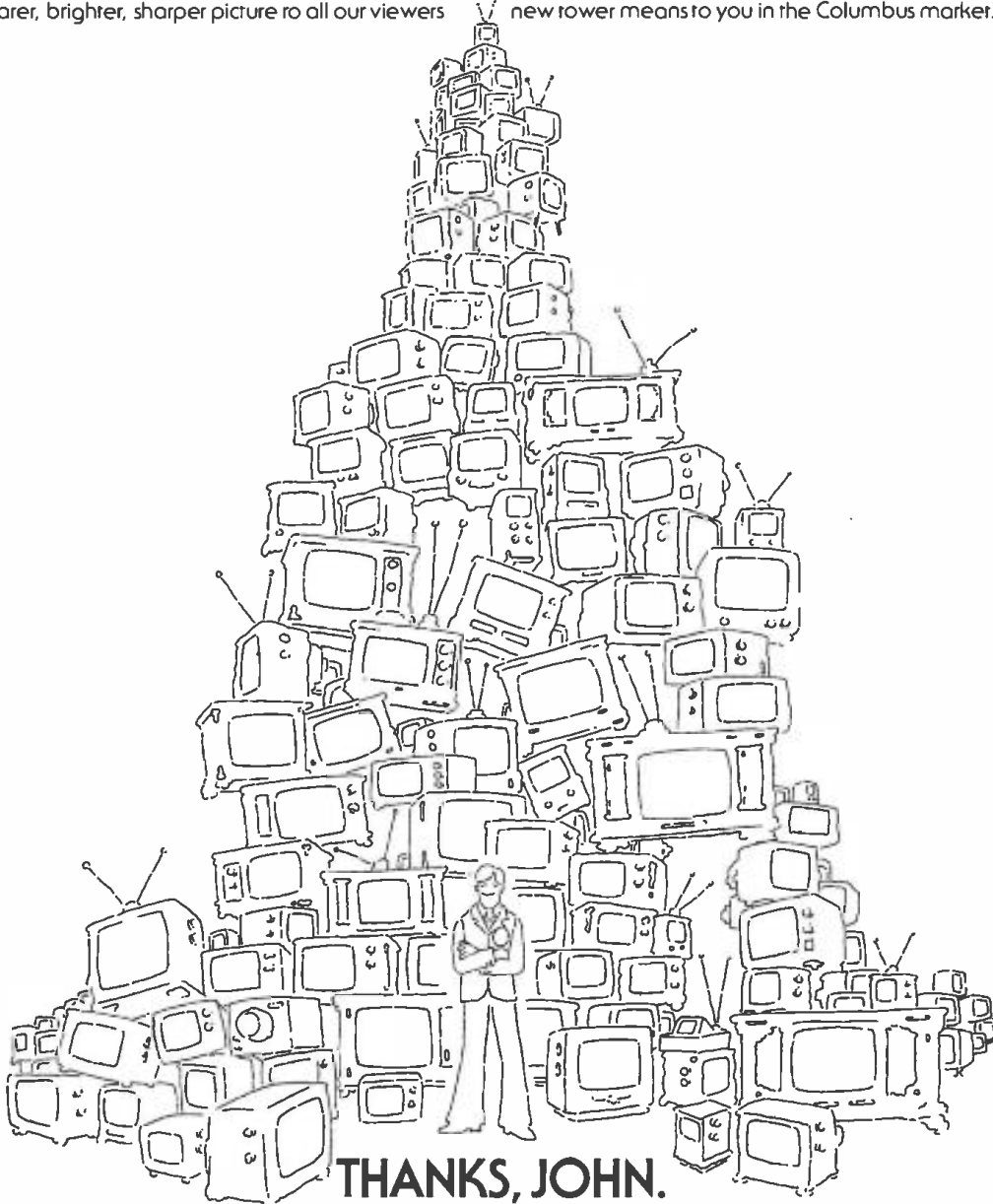
ON MONDAY, JUNE 21, 1976, JOHN R. OWEN IMPROVED 763,900* TV SETS IN COLUMBUS, OHIO.

That's the date when our chief engineer John Owen threw the switch on our new transmitter and tower.

This new tower means that WTVN-TV is now sending out a clearer, brighter, sharper picture to all our viewers

in Central Ohio.

This new, larger WTVN-TV audience can be yours. Call your HRP representative today for more details on what John's new tower means to you in the Columbus market.



THANKS, JOHN.

WTVN-TV



*Arbitron November, 1975 ADI Households. Plus Multiple Set Households. Two Sets Per Households.

WTVN-TV, 753 Harmon Avenue, Columbus, Ohio 43223. 614-228-5801. TWX 810-482-1616. A Taft Broadcasting Company station. An ABC affiliate. Represented nationally by HRP.

The Week in Brief

ALL BUT DONE □ A canvass of network affiliates finds that they're resigned to the inevitability of longer news, but that doesn't mean they like the idea. Most peg the start date at fall 1977. **PAGE 19.**

WE TOO □ NBC-TV formally introduces the subject at its affiliates convention: longer news. The network says it will have a proposal on paper in the next two months, but can't get it on the air for at least a year. **PAGE 20.**

BUFFERS □ NAB asks FCC to increase the amount of protection for syndicated programing in the smaller markets. **PAGE 23.**

THE FIRST FIFTY □ NBC affiliates convene and celebrate the semicentennial of the network. A package report on the activities in New York last week begins on **PAGE 24.**

AND THE NEXT 10 □ NBC researchers and planners take a look at the road ahead for broadcasting, see the growth rate for radio and television accelerating but throw up caution signs on pay cable and conventional CATV. **PAGE 24.**

TECHNICALLY SPEAKING □ RCA's Hillier says that on the engineering side, the biggest challenge facing broadcasting is the ever-growing demands on spectrum space. Ultimately, he says, this may bring on the wired nation. **PAGE 25.**

AS FOR THE PRESENT □ NBC-TV holds out promises for improved performance next season, based on upturn indicated in May sweeps and on its programing schedule for the fall. **PAGE 29.**

RADIO OUTLOOK GOOD □ Sales for 1976 are going strong, Thayer and Stephenson tell radio affiliates. They also advise on NBC programs designed to develop closer network-station ties. **PAGE 30.**

GO ON EEO □ The FCC puts out its equal-employment package for broadcasters. Now, stations with 10 or more employes will have to file an annual EEO report, and those with 50 or more workers will have to do a workforce analysis. There are those who think those numbers are too high. **PAGE 34.**

SOLD TO GAYLORD □ Oklahoma-based broadcasting-

newspaper owner buys first station from proceeds acquired in selling crossowned outlets. The new acquisition is WVUE(TV) New Orleans, purchased from Columbia Pictures for \$12.5 million. **PAGE 38.**

BEGIN AGAIN □ House Commerce Committee Chairman Staggers comes up with a brand-new license-renewal bill that provides for four-year license terms. **PAGE 38.**

TIGHTWADS □ TARPAC, the broadcasters' political-contributions operation, handed out only \$25,000 since the '74 elections. Are radio and television a "chintzy crew," as one Hill wag described them? **PAGE 38.**

CELEBRATION □ The networks are spending record amounts on special programing for the Fourth of July. **PAGE 50.**

MONEY MATTERS □ Grossman and Gunn of PBS urge new attitudes and approaches to paying for national programing. **PAGE 52.**

CAR PACERS □ Auto makers were out in front as spending in spot TV in first quarter jumps 18% over last year. **PAGE 53.**

COME ON OVER □ *Newsweek* and *Good Housekeeping* step up efforts to attract business from the squeeze at the networks. **PAGE 54.**

GETTING TOGETHER? □ No one's talking publicly, but it's known that HBO and Telemation are speaking to one another about some sort of merger. **PAGE 55.**

BRANCHING OUT □ Communications Properties has its eye set on Houston U channel for a subscription TV operation. **PAGE 55.**

A LOT LESS □ GE's Sampledot TV transmission system can get as much information in 1 mhz as conventional TV gets in 4 mhz, although primary applications are not for broadcast. **PAGE 57.**

THE FIRST □ KPLR-TV St. Louis gets OK on its application for an earth station. Service starts July 2. **PAGE 58.**

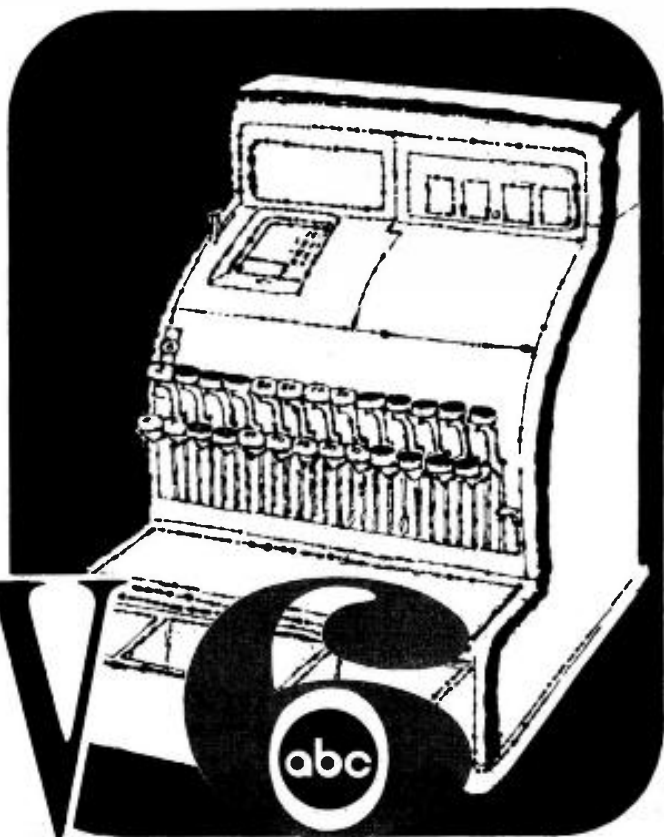
INTO THE WIND □ Ted Turner of Atlanta goes out of his way, from sailboats to satellites, in looking for a challenge. **PAGE 81.**

Broadcast Advertising	53	Closed Circuit	7	For the Record	65	Profile	81
Broadcast Journalism	56	Datebook	12	Media	34	Programing	50
Business Briefly	8	Editorials	82	Monday Memo	11	Stock Index	79
Cablecasting	55	Equip. & Engineering	57	Open Mike	15	Top of the Week	19
Changing Hands	37	Fates & Fortunes	60	Playlist	59	Where Things Stand	63

The great Providence ADI is a spending market Retail Sales \$3,996,309,000*

For more effective and productive advertising, you need the uniform coverage throughout the *entire* ADI area that WTEV delivers. Be sure to include this station in your marketing plans.

Representative
**THE
MEEKER
COMPANY, INC.**



WTEV

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

*Annual figures based on Sales Management
"Survey of Buying Power" — July, 1975

STEINMAN TELEVISION STATIONS

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

Next chairman?

As Jimmy Carter's political fortunes brighten so also does prospect that Benjamin L. Hooks, FCC's first black commissioner, would be next FCC chairman if former Georgia governor enters White House in January. Commissioner Hooks has long and close ties to blacks prominent among Mr. Carter's supporters, including Representative Andrew Young (D-Ga.).

Tripartite convention

National Association of Broadcasters staff, with difficult task of planning national convention in town with no central convention hall, has already laid out some tentative plans for next year's Washington gathering. It is talking, for instance, about establishing three different headquarters at different hotels for radio, TV, and engineering. There might be some separation between radio and TV exhibits, which also have to be spread among three hotels, although complete separation is not in cards, due to resistance from exhibitors themselves. Space available for exhibits, 80,000 square feet, is less than 95,000 square feet sold at Chicago gathering this year. There's no talk of raising exhibit rates, however, NAB will take loss.

One change that has been given formal approval by NAB board is to open convention at 4 p.m. Sunday, rather than usual Monday morning. That will make more time during week for delegates to meet with their congressmen, main reason for going to Washington after election year. But Sunday opening may become institution at future conventions, even away from Washington.

Dead of night

Universal Television is exploring late-night network deal for *The Rockford Files* with both ABC-TV and CBS-TV. Either network would slot reruns of *Rockford*, which sources say is questionable bet for syndication right now in family-hour climate. Late-night is becoming key source of revenue for off-network reruns of cop series, with ABC last week adding three series still in prime-time—Universal's *Baretta* and Columbia Pictures Television's *Police Story* and *Police Woman*—to its late-night schedule for use in 1977, 1978 and beyond and CBS beginning reruns of four Universal series (*Kojak*, *Columbo*, *McCloud* and *McMillan and Wife*) next fall.

ABC sources say they're pleased with late-night ratings of Paramount Television's *Mannix* and Spelling-Goldberg's *The Rookies* and are

anticipating equal success with upcoming *Streets of San Francisco* (Quinn Martin) and *S.W.A.T.* (Spelling-Goldberg.).

FTC prospect

David Clanton, 32-year-old member of staff of Senate Republican whip, Robert P. Griffin (R-Mich.), is White House's likely choice to fill one of two vacancies at Federal Trade Commission. Federal Bureau of Investigation background check, routine preliminary to presidential appointment, was being made on Mr. Clanton last week.

Although it was unclear whether Mr. Clanton was being considered for term ending September 1977 or for full seven-year term beginning next September, speculation was focusing on latter. That seat had been held by Stephen Nye, who resigned in March. Thomas Sowell, of University of California at Los Angeles, was nominated in April to fill remainder of Nye term, but withdrew two weeks ago, saying he wanted full term (BROADCASTING, June 14).

Pullback

Study of FCC's allocation of television frequencies, which House Communications Subcommittee had planned as companion to its staff report on cable television regulation, has been placed on hold indefinitely. In cable report, issued last January, staff charged that commission did bad job of allocating commercial TV frequencies. It announced then it would contract out study to see if giving "over one-half of the most valuable portion of the electromagnetic spectrum" to commercial TV is "an efficient use of a scarce public resource."

Subcommittee received research proposals from seven engineering consultants, but granted none. Nor will it grant any this year. It plans instead to use its \$60,000 research allowance for research on telephone rates.

Widening ranks

Some it's remain to be dotted, but Station Representatives Association looks to be on verge of increasing its 14-firm membership substantially—perhaps by 100% or more. Board of SRA, which historically has limited its membership to independently owned reps, has agreed informally to drop barriers against broadcaster-owned reps (except those owned by networks), and of approximately 10 such major firms in TV, most if not all are expected to join SRA in near future.

Move should take some heat off

Television Bureau of Advertising by giving group-owned reps access to SRA's Washington regulatory contact work in particular. They have been working that field through TVB—which led CBS-TV to drop TVB membership (BROADCASTING, May 10). TVB and its rep members presumably will now concentrate on selling, leaving Washington representation to SRA. In addition to picking up most group-owned reps in TV, SRA will be open to those in radio, of which eight to 10 are ranked in major category.

Mystery man

Keeping in background at NBC's 50th anniversary gala last Tuesday in New York was top-ranking officer of RCA Corp., of which world's first network is wholly owned subsidiary. Anthony L. Conrad, RCA's chairman and president, who assumed command last November, admits studied effort to operate at low visibility. While company has made notable strides in profitability and in value of its stock on New York Exchange during his short tenure, those close to him feel he intends to maintain low profile, at least until he has made record of solid accomplishment satisfactory to himself.

Looking

President Ford's television adviser, Bob Mead, who was producer for CBS News before joining White House staff in fall of 1974, intends to return to broadcasting after November election, whatever its outcome. And in recent weeks he has been approached by representatives of stations and major groups indicating interest in him as anchorman, news director or management type. In his two years at White House, Mr. Mead has been part of general effort to improve press relations after Nixon years.

Proof wanted

It may be smart media strategy for magazines to plug their own medium and knock TV in print advertisements (see page 54), but TV supporters are nettled by lack of research attribution in magazine claims. It hasn't been publicized, but last March, Television Bureau of Advertising filed claim against *Newsweek* for unsubstantiated statements with National Advertising Division of Council of Better Business Bureaus. NAD decided not to pursue complaint, saying ads were directed to advertising professionals who would not be misled and have access to and knowledge of appropriate research sources.

Business Briefly

Gillette □ Company's Good News disposable razor, handled by Benton & Bowles, New York, plans 13-week TV campaign to begin Sept. 27. Fringe 30's will aim for men, 18-49, and boys, 12-17.

Hartz Mountain □ Various pet products are featured in seven-week flight to begin Sept. 13 in approximately 32 TV markets. Fringe, news, access and weekend time periods will be used for 30's, being placed through Hope Martinez, New York, buying service.

Clorox HPD Foods □ Household products division of Clorox begins summer campaign for HVR salad dressing July 12 for four weeks, resuming Aug. 23 for three weeks. Fringe 30's are targeted to women, 25-54. Young & Rubicam West, Los Angeles, is agency.

Nestle □ Decaf coffee is putting together summer campaign on radio and TV to run for three weeks, starting in late July. Spot TV will be used in seven major markets and radio in 13 markets in effort planned and executed by Case & McGrath, New York, to reach women, 35 and over.

United Brands □ Chiquita bananas will be served up on spot radio in two-week flight to start Aug. 9 in 17 major markets. Included are Baltimore, Boston, Denver, San Francisco, Seattle and Washington. Young & Rubicam International, New York, is targeting one-minute commercials toward men and women, 18-49, via buys in morning and afternoon drive time.

Taylor □ Four-week campaign spread over November and December will use

three commercials to promote Taylor champagne and chablis and Lake Country wines in network TV and 31 spot-TV markets. Fringe and prime-time 30's are geared to men and women, 25-49, using theme: "Taylor—the way out of the wine jungle." BBDO, New York, is agency.

Selchow & Righter □ Pre-holiday campaign for adult games will run for four weeks beginning Nov. 22 in number of TV markets. Fringe, news, prime-time and access 30's are targeted to adults, 25-49. Warwick, Welsh & Miller, New York, is agency.

Anheuser-Busch □ Brewing company has selected Lou Rawls, rhythm-and-



blues singer, to talk about Budweiser beer. Radio 30's and 60's will air on top-40 and R&B stations; spots will emphasize etiquette of beer drinking. D'Arcy-MacManus & Masius, St. Louis, is agency.

Campana □ Aids reducing product is to be accented in spot-TV spread from August through end of year with market list expected to swell to more than 100.

Wilson, Haight & Welch Inc., Greenwich, Conn., is seeking time periods to reach total women.

Menley and James □ Company through Ogilvy & Mather, New York, will emphasize Contact and Sine-Off in its 30-second spots within *The Consumer's View*, new thrice-weekly NBC radio show with Bess Myerson as host. Each episode runs about three minutes and deals with consumer subjects. Menley & James takes 30 seconds in each episode; various participating advertisers pick up tab for remaining 60 seconds of commercials. NBC sources say that based on initial affiliate response of series should end up with about 85% clearance.

Hughes Airwest □ Airline is planning new TV campaign that notes distinctive yellow color of its jets. Featuring theme "Top banana in the West", advertising program will also inform viewers of major schedule changes. Foote, Cone & Belding, Los Angeles, broke campaign in Los Angeles June 21; starting dates for other cities are staggered.

Warner Lambert □ Company, on behalf of Dynamints, Trident sugarless gum, Certs breath mints, Dentyne gum, Clorets mints and gum, Hall's menthol eucalyptus cough drops, and Roloids, becomes first sponsor to sign for Viacom Enterprises' new series, *Opryland, USA*.

First 60-minute episode began taping last week in Nashville. Twenty-six hours will be taped for first season, which begins this September. National sponsors get four minutes each hour; stations, which get series free, are accorded six minutes. One hundred and nine stations have already agreed to take series, including WPX New York, KCOP Los Angeles, WGN-TV Chicago, KYW-TV Philadelphia, WSBK-TV Boston and WTTG Washington. J. Walter Thompson is Warner Lambert's agency.

Lever Brothers □ Breeze detergent, among other products (through BBDO), has signed on with Block Drug Co. as national sponsors of weekly half-hour syndicated barter series, *The Dolly Parton Show*. Block, also through BBDO, will promote, among other products, B.C. aspirin and Tegrin medicated shampoo. Show Biz Inc., Nashville, will produce and syndicate show, to line-up already with 71 stations, including WNEW-TV New York, KHOU-TV Houston, WTCN-TV Minneapolis, KPTV Portland, Ore., WKRC-TV Cincinnati and KCMO-TV Kansas City. Lever Bros. and

BAR reports television-network sales as of June 6

ABC \$381,021,300 (30.9%) □ CBS \$439,346,500 (35.7%) □ NBC \$412,070,700 (33.4%)

Day parts	Total minutes week ended June 6	Total dollars week ended June 6	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	137	\$ 686,900	3,008	\$ 15,984,900	\$ 14,338,900	+11.4
Monday-Friday 10 a.m.-6 p.m.	1,009	11,850,100	22,601	272,560,700	235,671,900	+15.6
Saturday-Sunday Sign-on-6 p.m.	265	4,244,700	7,130	142,065,300	110,664,300	+28.3
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,771,900	2,293	66,015,400	56,238,850	+17.3
Sunday 6 p.m.-7:30 p.m.	16	611,900	490	21,177,000	9,116,500	+132.2
Monday-Sunday 7:30 p.m.-11 p.m.	433	27,615,700	9,385	630,296,100	559,769,400	+12.5
Monday-Sunday 11 p.m.-Sign-off	205	3,859,000	4,522	84,339,100	70,367,000	+19.8
Total	2,165	\$51,640,200	49,438	\$1,232,438,580	\$1,056,166,800	+16.6

Source: Broadcast Advertisers Reports

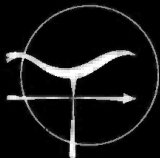
Rust Craft Television... A Six-Sided Picture

When you own and operate six television stations, the temptation is to package as much programming as possible. It certainly is the easy way. But, it did not take us long to discover that the "easy way" is not the "responsible way".

What attracts Chattanoogaans may fall short in Saginaw/Flint. Cities as near each other as Augusta and Jacksonville may have only that "nearness"

in common. Even when saluting the Bicentennial, Rust Craft is aware that Rochester and Steubenville played entirely different roles in our nation's history.

Rust Craft has six "home towns". We are intimately involved in six traditions . . . six viewpoints . . . six civic responsibilities. Is it any wonder that, in programming, Rust Craft Television is a six-sided picture?



RUST CRAFT BROADCASTING CO.

WRDW-TV *Augusta, Ga.*

WRCB-TV *Chattanooga, Tenn.*

WJKS-TV *Jacksonville, Fla.*

WROC-TV *Rochester, N.Y.*

WEYI-TV *Saginaw-Flint, Mich.*

WSTV-TV *Steubenville, Ohio*

Block Drugs take both national minutes; stations get three or four minutes to sell to local advertisers, depending on which time periods they play it. Eleven half-hours have already been taped in Nashville, with such guest stars as The Hughes Corporation, Tennessee Ernie Ford, Mac Davis, Burt Reynolds, Linda Ronstadt and Emmylou Harris. Industry sources say budget for each half-hour runs in neighborhood of \$100,000.

Electra Co. □ Company's Bearcat Scanner citizen's band radio receiver will be spotlighted with spot-TV promotion in about 50 markets for 13 weeks, starting in mid-September. Grey-North Advertising, New York, is attempting to reach men, 35 and over.

American Can □ On behalf of its tissues—Northern Bathroom and Two Ply & Brawny—company has prepared spot-TV flights to run about 10 of 13 weeks in third quarter in approximately 50 markets. Wm. Esty Co., New York, is concentrating on daytime and fringe periods to reach women, 18-49.

General Mills □ Company will emphasize three of its cereals (Cheerios, Total and Wheaties), its Hamburger Helper and various cake and cake-mix products in syndicated special called *The Great American Music Celebration*. General Mill's agency,

Dancer-Fitzgerald-Sample, New York, is now bartering special, with latest count 99 markets. General Mills gets four minutes of hour special's; stations, which get it free, are accorded four minutes. Stations taking special include WNEW-TV New York, KNBC Los Angeles, WTOP-TV Washington, WJBK-TV Detroit and KSD-TV St. Louis.

Automatic Data Processing □ Clifton, N.J.-based firm offering payroll and accounts receivable systems is launching spot-radio campaign for six weeks (in flights) in mid-September in cities including New York, Los Angeles, San Francisco, Detroit, Houston and Denver. Company is also considering spot-TV effort this fall but plans are not firm. Schaefer Advertising, Valley Forge, Pa., is directing campaign toward men, 35-64.

Garan □ Back-to-school flight for Garanimals, children's clothing division of Garan, begins Aug. 9 for five weeks in network TV and 27 spot TV markets. Daytime and some fringe and news 30's are targeted to women, 18-49. Spots include local store tags. Shaller Rubin Associates, New York, is agency.

General Electric □ Group of six two-minute spot announcements have been created for use on company's *GE Theater* in which Pat Hingle appears as Thomas Alva Edison. First presentation of

Rep appointments

- WERE(AM) Cleveland; WEMP(AM)-WNUW(FM) Milwaukee; WFI(FM) Philadelphia; WGCL(FM) Cleveland; WBNY(FM) Buffalo, N.Y.; WTOB(AM) Winston-Salem, N.C.; Torbet-Lasker Inc., New York.
- Wsmb(AM) New Orleans; Major Market Radio Inc., New York.
- WTHI-AM-FM Terre Haute, Ind.: Katz Radio; WTHI-TV Terre Haute: Katz TV Continental, New York.
- KUTV(AM) Palmdale, Calif.: Bill Dahlsten & Associates, Los Angeles.

commercials was on *GE Theater's* "The Bolshoi Ballet: Romeo and Juliet" on CBS-TV and second showing will be on Sept. 14. Other showings will be on two-hour programs to be carried during late 1976 and in 1977. Commercials trace history of General Electric through Mr. Edison's career. BBDO, New York, is aiming for adult audience.

Gekkeikan □ Plum wine and sake from Sidney Frank Importing Co., New York, will be promoted in New York TV markets for eight weeks beginning June 28. Adults, 25-49, are target audience; Keller Haver, New York, is agency.

Plumrose □ Company's canned hams will be showcased in two separate flights blueprinted for this summer. First is scheduled to run for three weeks, starting in mid-July, and second for five weeks, beginning in late August, with approximately 30 markets involved. Scali, McCabe & Sloves, New York, is taking aim at women, 18-49, via commercials in daytime, fringe and prime periods.

Martha White Foods □ Flour and cornmeal products receive coverage in heavy spot-TV drive in more than 50 markets, principally in South. Flights of several weeks will be carried from September to December and from January to April. Noble-Dury & Associates, Nashville, is seeking time periods and programs catering to women, 18-49.

U.S. Borax □ In its first use of Spanish-language TV, U.S. Borax is scheduling 13-week campaign to run through summer on eight stations of Spanish International Network (SIN)—KMEX-TV Los Angeles; KFTV Fresno, Calif.; KLOC-TV Modesto, Calif.; KDTV San Francisco; WLTv Miami; WXTV Paterson, N.J.; and KWEX-TV San Antonio, Tex. Campaign will promote 20 Mule Power Bathroom cleaner, Borateem Plus and Liquid Borateem. U.S. Borax will conduct evaluation of campaign to decide on subsequent use of spot TV. Agency is Art Doty & Associates, Los Angeles.

Doubleday
Media
Exclusive:

RARE CHANCE

The lack of Top 10 Fulltimers makes this opportunity unique. A power facility with excellent equipment, an established reputation and long-term MOR format.

This is a major market with a limited (under-saturated) number of AM facilities.

Price: \$2.5 million — terms.
A rare opportunity for broadcast property expansion.

Call: Bob Magruder 214/233-4334



Doubleday Media

Brokers of Radio, TV, CATV and Newspaper Properties
13601 Preston Rd., Suite 417 W, Dallas 75240

Monday Memo[®]

A broadcast advertising commentary from Sam Brownstein, president, Pro Times Sales/Pro Meeker Radio, New York

The radio reps: Where do they go from here?

I am optimistic about the future of radio representatives. And while that seems a minority opinion, I believe I have sound reasons for my view.

First, I'm optimistic because I know the value of personal selling. This quality will continue to be needed by radio stations nationally and regionally. Second, I'm optimistic about representatives because I'm optimistic about radio.

There's no question radio representation is and has been in crisis, but before one concludes this situation is deserved or will prove fatal, it is wise to review how it happened and see if there are services of value that representatives can continue to perform.

How did it happen? There are many contributing factors, primarily economics and management.

This is a young industry. Until recently it was headed largely by the same people who founded it. These were tough and resourceful pioneers. With no one to tell them how things were to be done, they had to invent ways that worked—for their own time, at least. Success and age caught up with them and the transition to second generation management began. This process has been so thorough that today, of those companies at least 15 years old, mine is one of few still headed by its founder. While founding management is not necessarily the best possible management, successor management, untested when selected, has often proved unequal to the task.

But it hasn't all been management failure.

Annual increases of national/regional billings are deceptive. In most recent years it has been 6% or less. That hasn't even kept up with inflation. Nor have increases really been even that great for individual reps. The addition of more stations able to compete, notably FM, each with a sharply defined individual format, fractionalized the available audience and national dollars. Yet a single representative most often sells only for one station in a given market. Regionalized buying has also dispersed the sources of placement of national advertising. More national advertising for Chicago stations now emanates from Chicago; Atlanta from Atlanta, etc., with local staffs, not representatives, doing the selling.

While regionalized buying has contributed to a slowed growth rate for national representatives, it also has helped raise their costs. Ten years ago, six offices could cover the country. Today 10 is more nearly the minimum needed. In addition to the direct costs of these additional



Sam Brownstein is president of Pro Time Sales Inc. and of Pro/Meeker Radio, sales-representative organizations based in New York. He founded Pro Time Sales in 1961 after working at radio stations and rep firms in various capacities. Earlier, he was a newsman for WWCA(AM) Gary, Ind.

offices, even more costs of servicing and supporting multiple offices have been necessary.

That's still not all. In the last 10 years, new services and depth of services have also burdened the representative's income. Where research was a tiny cost and computer costs unknown to most representatives, today more and more of our resources are directed to these areas.

The whole crisis was initiated when major station groups thought that forming their own national rep would do it cheaper or better. By now, many have learned otherwise and have gotten out. Still others remain, perhaps achieving their goals. The impact to independent reps, however, was revolutionary. Many key stations in major markets were no longer available to independent reps. This put severe and growing economic stress on the independents and forced all of them to become "long list representatives." In turn, trying to sell successfully for a larger number of stations introduced new problems and costs that had not been previously required.

With all these factors is it any wonder the 10% commission no longer exists in radio? Or that 20% is becoming increasingly common? The wonder is that so many radio reps had such good managements that they could survive at all.

Where does radio go from here?

Reps can't do any better than stations do. Radio itself, however, is moving into a new era. It will be good for many, tough for others. For many years radio has been on the verge of vastly expanded demand. Until now, that breakthrough has eluded

us, just out of grasp. One day or month or year, however, it will suddenly explode and radio will once again be a glamour medium.

Stations most able to exploit this opportunity will do best. Many others in large and small markets will do quite well, while others will be left out completely.

The giant agencies in the major centers will continue to concentrate their attention on major markets and their suburbs. In fact, for these agencies, technological advances and efficiency requirements will intervene in their relationship with media. It will become increasingly difficult for them to buy and administer a schedule on a station unless it or some intermediary is equipped to receive commercials instantaneously and has a terminal interfaced with the agency computer network. Even the major local and regional advertisers will increasingly be using professional agencies and buying services. These are now popping up all over the country. As they gain virtual dominance over buying decisions for local radio, higher professional standards on such buys will be imposed. Stations not meeting those standards will have to sell primarily to smaller prospects in their community, at low rates, and complain about how unfair life is. The "have" stations will operate highly professional radio stations and employ highly skilled sales people who will be kept quite busy covering agencies in their immediate and nearby territory.

Where do reps fit in?

Right now it would seem we have fewer national reps than are needed to serve the radio industry. With personal selling. With the ability to successfully introduce new concepts. With the overview to help guide station managements in shaping the future.

That will continue until the economic rewards available to representatives are sufficient to keep companies solvent and hopeful, and attract new ones into the field.

Out of this on-going crisis a new representative field will rise. Not all of the present companies will be part of it. Those locked into newer and more expensive ways of doing only what they have been doing all along, most particularly those locked into old ideas, are not going to survive. The future belongs to the alert and resourceful. The same pioneering spirit that built the field in the first place is required now by those who will fashion a new representative industry.

Good stations will need the services of good representatives, both for economy and their affirmative contributions to gross revenues. If Ed Petry hadn't invented the radio rep business when he did, somebody would have to come along and invent it now.

Datebook

■ indicates new or revised listing

This week

June 26-30—*Georgia Association of Broadcasters* annual convention. Speakers will include Robert Wussler, CBS-TV, and Bob Keeshan, CBS-TV's Captain Kangaroo. Lake Lanier Islands, Ga.

June 27-29—*Oregon Cable Communications Association* annual meeting. Inn of the Otter Crest. Otter Rock.

June 29—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Airport, Denver.

June 29—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Inn, Portland, Me.

June 29—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Jetport Inn, Orlando, Fla.

June 29—Annual Radio Workshop, sponsored by the *Association of National Advertisers* and the *Radio Advertising Bureau*. Waldorf-Astoria hotel, New York.

June 29—FCC's new deadline for comments on its inquiry into release of American TV programs to Canadian stations before broadcast in U.S. (Docket 20649). Replies are now due July 16. FCC, Washington.

June 29-30—*Ohio Association of Broadcasters*' "Salute to Congress" and annual congressional dinner. Washington.

June 30—Reception for Representative Lionel Van Deerlin (D-Calif.), chairman, House Subcommittee on Communications, 6:30-8:30 p.m., National Broadcasters Club, Washington.

June 30-July 1—*Wisconsin Broadcasters Association* summer meeting. Speakers will include Charles Kuralt, CBS News, and Morris Reid, chairman, J.I. Case Co. Scotland Resort, Oconomowoc.

July 1—FCC's deadline for comments on its proposed amendment of noncommercial FM broadcast rules (Docket 20735). Replies are due Aug. 16. FCC, Washington.

July 1—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Lincoln Inn, Worcester, Mass.

July 1—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Ramada Inn, Billings, Mont.

July 1—Exhibitors deadline for fall convention of *Society of Broadcast Engineers*. Holiday Inn, Hempstead, N.Y. Contact: Mark Schubin, SBE, PO, Box 607, Radio City Station, New York, 10019; (212) 765-5100, ext. 317.

July 1—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn of Six Flags, Dallas.

July 1—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Crabtree, Raleigh, N.C.

Also in July

July 7—*Texas Association of Broadcasters* annual convention. Americana Inn of Six Flags, Arlington

July 9—FCC's new deadline for comments on commission's review of rules regulating network radio broadcasting (Docket 20721). Replies are now due Aug. 6. FCC, Washington.

July 9—*House Communications Subcommittee* hearing on family viewing and children's TV. Main Post Office, Denver.

July 11-12—*South Carolina Broadcasters Association* summer convention. Mills-Hyatt House, Charleston.

July 11-13—*New England Cable Television Associ-*

ation summer meeting. Wentworth by the Sea, Portsmouth, N.H. Contact: Bill Kenny, NECTA, Box 321, Tilton, N.H. 03276; (603) 286-4473.

July 11-13—*New York State Broadcasters Association* 15th executive conference. Lake Placid Club, Lake Placid.

July 12—Opening of *Democratic National Convention*. New York.

■ **July 12-13**—*Michigan Cable Television Association* meeting. Pine Mountain Lodge, Iron Mountain.

July 13—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Rodeway Inn, Eugene, Ore.

July 13—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn I-44, Springfield, Mo.

July 13—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Wade Hampton hotel, Columbia, S.C.

July 14—*Maryland-Delaware Cable Television Association* summer meeting. Hilton Inn, Annapolis.

July 14-17—*Colorado Broadcasters Association* summer meeting. Douglas Edwards, CBS correspondent, will be keynote speaker Wildwood Inn, Snowmass.

July 15—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hilton Inn Macon, Macon, Ga.

July 15—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Fargo, N.D.

July 15—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Inn, Little Rock, Ark.

July 15-16—Oral arguments in suit by consortium of Hollywood writers, actors and producers against National Association of Broadcasters. FCC and three networks over family-viewing hour (BROADCASTING, May 24) U.S. District Court, Los Angeles.

July 16-18—*Oklahoma Broadcasters Association* summer meeting. Lake Texoma Lodge, Kingston, Okla.

July 17—*Atlanta chapter of the National Academy of Television Arts and Sciences* second annual Emmy awards dinner. Omni International hotel, Atlanta.

July 17-23—*National Association of Farm Broadcasters* summer convention. Activities planned on three islands of Oahu, Maui and Hawaii.

July 18-20—*California Broadcasters Association* summer convention. Del Monte Hyatt House, Monterey.

July 18-30—*National Association of Broadcasters* 10th management development seminar Harvard University Graduate School of Business Administration, Boston.

July 19-20—*Institute of Broadcasting Financial Management-Broadcast Credit Association* quarterly board of directors meeting. Washington Plaza, Seattle.

July 20—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Expressway, Kalamazoo, Mich.

July 20—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport, Seattle.

■ **July 20-22**—Hearings on cable television regulation before *House Communications Subcommittee*, Washington.

July 21—Public hearings begin in San Francisco on first phase of *Federal Trade Commission's* proposed trade regulation regarding information and claims in food advertising. FTC regional office, 450 Golden Gate Avenue.

July 21-23—Broadcast Computer Services users conference of *Kaman Sciences*. Antler's Plaza, Colorado Springs.

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

July 23-24—Annual seminar of *Motion Pictures Laboratories*. *Society of Motion Picture Television Engineers* and *Memphis State University*. Memphis State University, Memphis. Information: MPL seminar, Box 1758, Memphis 38101

■ **July 27-29**—Hearings on cable television regulation before *House Communications Subcommittee*. Washington.

August

Aug. 1—Deadline for technical papers for fall convention of the *Society of Broadcast Engineers*. Contact: Mark Schubin, SBE, PO, Box 607, Radio City Station, New York 10019; (212) 765-5100, ext. 317.

■ **Aug. 3-5**—Hearings on cable television regulation before *House Communications Subcommittee*. Washington.

■ **Aug. 9-11**—*Community Antenna Television Association* seminar. Western Hills Lodge, Wagoner, Okla.

Aug. 10-12—*Canadian Broadcasting League* conference on "Crisis in Canadian Broadcasting." Twenty papers will be presented and discussed on broadcast TV, cable, economics, programming and pay TV. St. Mary's University, Halifax, Nova Scotia.

Aug. 11—FCC's new deadline for comments on its proposed rule amendment to permit the use of automatic transmitters at AM, FM and TV stations (Docket 20403). Replies are now due Sept. 13. FCC, Washington.

Aug. 12-13—*Arkansas Broadcasters Association* summer convention. Speaker: Saidie Adwon of KTUL-TV Tulsa, Okla., president of American Women in Radio and Television. Degray State Park lodge and convention center, Arkadelphia.

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

Aug. 16—Opening of *Republican National Convention*. Kansas City, Mo.

Aug. 17—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Downtown, Anchorage.

Aug. 17-18—*House Communications Subcommittee* hearings on family viewing. Los Angeles.

Aug. 19-22—*West Virginia Broadcasters Association* fall meeting. The Greenbrier, White Sulphur Springs, W. Va.

Aug. 30-31—*National Religious Broadcasters* Eastern regional convention. Eastern College, St. David's, Pa.

September

Sept. 1—FCC's deadline for comments on its inquiry into the relevancy of its license requirements for broadcast stations operators (Docket 20817). Replies are due Sept. 15. FCC, Washington.

Sept. 8-11—*International Musexpo '76*, market place for international record and music industry. Fairmont hotel, New Orleans. Information: 1350 Avenue of the Americas, New York 10019; (212) 489-9245.

Sept. 10-12—Annual conference of *NBC Television and Radio Networks* and *NBC Radio's News and Information Service* news directors. Hotel Drake, Chicago.

Sept. 12-14—*Southern Cable Television Association* convention. Fairmont Colony Square hotel, Atlanta. Contact: Otto Miller, executive secretary, PO, Box 465.

**ARB AND
NIELSEN
AGREE!**

wsyr-tv

#

1

Sunday thru Saturday — Total
Homes Average Quarter Hour
Audience — Total Survey
Area. Syracuse Nielsen: May/
1976 — 7 a.m. to 1 a.m. Syra-
cuse ARB: May/1976 — Sign-
on to Sign-off.

wsyr-tv3
SYRACUSE

NBC

ALL MEASUREMENT DATA ARE ESTIMATES ONLY—SUBJECT TO DEFECTS AND LIMITATIONS OF SOURCE
MATERIALS AND METHODS./REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, INC.

Sept. 12-14—Annual convention of Western chapter of *The National Religious Broadcaster*. Sheraton hotel, Los Angeles airport.

Sept. 13—Public hearings begin in Chicago on first phase of *Federal Trade Commission's* proposed trade regulation regarding information and claims in food advertising. FTC regional office, 55 East Monroe Street.

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

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

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

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

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

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

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

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

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

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

Sept. 26-28—*Nebraska Broadcasters Association* convention. Vincent Wasilewski, National Association of Broadcasters president, will speak. Lincoln Hilton, Lincoln.

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

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

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

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

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

October

Oct. 1—Deadline for entries in media awards program of *American Cancer Society*. Categories include multiple classifications in local and network radio-

Major meetings

Sept. 12-16—*Institute of Broadcasting Financial Management* annual conference. Sheraton-Boston hotel, Boston. 1977 conference in mid-September in Regency-Chicago hotel, Chicago.

Sept. 19-22—*National Radio Broadcasters Association* 1976 Conference & Exposition. Hyatt Regency Embarcadero, San Francisco. Chicago will be 1977 site.

■ **Oct. 13-16**—Annual meeting, *Association of National Advertisers*. Broadmoor hotel, Colorado Springs. 1977 annual meeting will be Oct. 23-26 at the Homestead, Hot Springs, Va.

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

Nov. 9-11—*Television Bureau of Advertising* annual meeting. Shoreham Americana hotel, Washington.

Nov. 10-13—*Society of Professional Journalists*, *Sigma Delta Chi*, national convention. Marriott hotel, Los Angeles.

Dec. 11-16—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco; 1978 conference at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

Jan. 23-26, 1977—*National Religious Broadcasters* 34th annual convention. Washington Hilton hotel, Washington.

Feb. 12-16, 1977—*National Association of Television Program Executives* 14th annual conference. Fontainebleu hotel, Miami. 1978 conference is scheduled for Los Angeles; site and date to be announced.

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

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

April 27-May 1, 1977—*American Women in Radio and Television* 26th annual convention. Radisson Downtown hotel, Minneapolis.

■ **May 18-21, 1977**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

■ **June 12-16, 1977**—*Broadcast Promotion Association* 22d annual seminar. Beverly Hilton hotel, Los Angeles.

television. Information: ACS Mass Media Awards Committee, 801 Second Avenue, New York 10017; (212) 749-8038.

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

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

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

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

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

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

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

■ **Oct. 8-10**—*American Women in Radio and*

Television Southern area conference. Hilton hotel, Chattanooga.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Oct. 24-30—*First World Jewish Film and Television Festival*. Jerusalem. Contact: Melville Mark, 52 rue de Moillebeau, 1211 Geneva 28.

Oct. 25-26—*National Association of Broadcasters* regional conference. Thunderbird Motor Inn, Portland, Ore.

■ **Oct. 26-27**—*American Association of Advertising Agencies* Eastern annual convention. Hotel Roosevelt, New York.

■ **Oct. 26-29**—International Film & TV Festival, sponsored by *International F.T.F. Corp.*, New York. Americana hotel, New York.

Oct. 27-30—*Missouri Broadcasters Association* fall meeting. Crown Center hotel, Kansas City.

■ **Oct. 29-31**—*American Women in Radio and Television* Mideast area conference. Pittsburgh.

November

■ **Nov. 5-7**—Seventh annual *Loyola National College Radio Conference*. Host will be university's two radio stations. Lewis Towers campus, Loyola University, 820 North Michigan, Chicago.

Nov. 7-8—Annual convention of the *Society of Broadcast Engineers*. Holiday Inn, Hempstead, N.Y.

Nov. 9-11—*Television Bureau of Advertising* annual convention. Shoreham Americana, Washington.

Nov. 10-13—*Society of Professional Journalists*, *Sigma Delta Chi*, national convention. Marriott hotel, Los Angeles.

■ **Nov. 11-12**—*American Association of Advertising Agencies* Central region annual meeting. Ambassador West hotel, Chicago.

The fairness furor

EDITOR: As one of the members of the Committee on Communications of the American Bar Association's Section on Science and Technology, I take some umbrage with your June 21 editorial linking the committee's as yet unreleased report on the fairness doctrine with the recent WHAR(AM) decision of the FCC.

As it happens, I do not make my living representing broadcasters, but even those members of the committee who do are able to recognize their professional responsibility when serving as members of a bar association committee and objectively recommend what they have decided by consensus is in the public interest. As it also happens, I joined with former Commissioner Cox in separate views of the committee's report, in which he, among other things, supports the continuation of the policy of generally leaving the matter of selection of issues to the discretion of licensees.

To make matters even more complex, I am certain that it would not be my recommendation that the commission carry out its fairness policy of encouraging licensees to affirmatively cover controversial issues of public importance by requiring individual licensees to put on programming on an issue-by-issue basis. Such can only subvert the meaning of the doctrine and encourage unnecessary litigation in an already overcrowded field. The WHAR decision is simply wrong.

I am happy to see that we agree on the same ultimate conclusion in this area. I am hopeful that the war on the fairness doctrine itself will cease, perhaps encouraged by your outstanding magazine, and this may occur when we have commissioners who understand the fairness doctrine in full.—*Morton I. Hamburg, Sinsheimer, Sinsheimer, Dubin, New York.*

(Lest readers draw an erroneous conclusion, this publication believes that the war on the fairness doctrine can cease only with the doctrine's repeal.)

The deadly dial

EDITOR: Recently I drove almost 4,000 miles through Kansas, Missouri, Indiana, Kentucky, Georgia, Alabama, Louisiana, Arkansas, Texas and Colorado and listened to AM radio all the way. My conclusion is that small-town radio stinks.

It consists of a package of news, weather and sports, plus a pile of recordings. Somewhere along the line small-town owners and managers became indoctrinated with the philosophy that if a competitor programmed country or rock, the

only way to beat him was to copy him. The result today is that almost every small-town station sounds just like the one you tuned out.

I believe I have a legitimate background for making those statements, 30 years in commercial radio including management of four small-market stations. I recently retired after 12 years as chief, Radio Branch, Office of Information, Aerospace Defense Command, U.S. Air Force.—*John F. Hanssen, Colorado Springs.*

Announcement denouncement

EDITOR: I recently faced an increase in dues for the National Association of Broadcasters of from \$30 to \$90 per month. After giving it some thought, I decided to continue membership.

Then yesterday in the mail our station received a formal announcement of a new address for the NAB's New York Code Authority office. The paper used for the announcement is of higher quality than that used in some of the best wedding invitations I've ever seen.

If Vince Wasilewski [president of the NAB] or any of his staff can tell me why this new address could not have been communicated to member stations in our regular weekly *Highlights*, I'd like to know.—*Thomas Scanlan, president and general manager, WBKB-TV Alpena, Mich.*

(Stockton Helffrich, Code Authority director, explains that *Highlights* goes only to NAB members and that a card was used to notify not only them but also many other "prestigious organizations," including advertising agencies, government offices and foreign governments.)

The better half

EDITOR: In your "Profile" of NBC's Irwin Segelstein on June 21, you printed one observation from a long interview, a session with your reporter that I recall as a rambling, affectionate remembrance of Irwin—and deleted the key thought. If you will grant me the space, I would like to repeat the words you printed and add the ones that got lost in the computer.

"Sometimes I used to wish Irwin were less talmudic, less exact. You'd have already jumped to the conclusion you felt was right and he'd still be weighing the whys and wherefores." That was printed. What you neglected was something like: "But when we were all on the brink of making a decision that was quick—and wrong, Irwin would be ready to suggest the correct, tasteful, wise decision."—*Alan Wagner vice president, program planning and development, CBS-TV, New York.*

BROADCASTING PUBLICATIONS INC.

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

Broadcasting[®]

The newsweekly of broadcasting and allied arts

TELEVISION[®]

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

Sol Talshoff, editor.
Lawrence B. Talshoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald West, managing editor.
Rufus Crater (New York), chief correspondent.
Leonard Zeidenberg, senior correspondent.
J. Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Joseph A. Esser, Randall Moskop,
Jonathan Tourtelot, assistant editors.
Barbara Chase, Mark Miller,
Jay Rubin, staff writers.
Ian C. Bowen, Linda Gimourginas
(editor's office), Kira Greene, Rick Schwartz,
editorial assistants.

BUSINESS

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

ADVERTISING

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

CIRCULATION

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

PRODUCTION

Harry Stevens, production manager.

ADMINISTRATION

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

BUREAUS

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

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

Hollywood: 1680 North Vine
Street, 90028. Phone: 213-463-3148.
Bill Merrill, Western sales manager.
Sandra Klausner, editorial-advertising assistant.

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



* Reg. U.S. Patent Office.
Copyright 1976 by Broadcasting Publications Inc.

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

The Major Market Radio selects two more

Welcome

WSMB

New Orleans



The premier personalities on New Orleans' #1 adult station* are now using the **Commercial Impact Formula** developed by the station that scored highest in the Simmons Impact Study.

Let Major Market Radio maximize your sales

WBAL Baltimore / WBEN Buffalo / KCMO Kansas City / WHAS Louisville / KMPC Los Angeles / WSMB New Orleans

*ARB Oct./Nov. '75 Metro Area

Personality Group select stations.

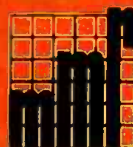
Welcome

WJAR

Providence



Rhode Island's fast-growing, full-service, Personality (MOR) Station. WJAR offers advertisers maximum results with the Commercial Impact Formula that scored highest in the Simmons Impact Study.



Major Market Radio, Inc.

efficiency with quality Personality (MOR) Stations.

KEX Portland / WJAR Providence / KOGO San Diego / KVI Seattle / KSFO San Francisco / WMAL Washington.

The rehearsals are mostly over. Casts of thousands are ready with their Bicentennial best—for the parades, the pageants, the pyrotechnics of a very big birthday.

To do justice to the decked-out village greens and metropolitan skies, the CBS Television Network will present its longest single "program" since the first landing on the moon. Through the morning of the Fourth on to midnight. With more than 30 CBS News correspondents, Walter Cronkite will serve as anchor-man all through another unforgettable day.

The country will join in old and new ways to let freedom ring: with a wagon train retracing its way to Valley Forge...the landing of Viking on Mars...a religious service near Independence Square...Operation Sail, with 20 square-riggers leading 200 sailing ships past the Statue of Liberty—while another flotilla passes through Golden Gate. . .tributes in England, France, and Denmark...the St. Louis Air Show...a sound and light festival at Mt. Vernon...the insights of historians, educators, and performing artists...fireworks super-spectacles in New York, Washington, Boston, and St. Louis.

CBS Radio will salute the Bicentennial throughout the holiday weekend. Listeners at home and on the road will review a three-day parade of Americans—and their beliefs about being Americans: The wide-ranging views of a tugboat captain, a woman coal miner, a paramedic, a Cherokee anthropologist and dozens more. With Dan Rather as host.

Celebration from sea to shining sea. The crowning events of 18 months of Bicentennial broadcasts, both festive and historical.

IN CELEBRATION OF US!



**CBS TELEVISION
AND RADIO NETWORKS**

Top of the Week

Longer news a bitter pill stations brace to swallow

Though opposition is still intense, stations see nightly hour coming, perhaps with the 1977-78 season

Affiliates of all three TV networks now tend to believe, by and large, that their network evening newscasts will be expanded to one hour and that the expansion will occur no later than the start of the 1977-78 season, although most still oppose the idea, some bitterly.

This conclusion emerged from a limited canvass conducted by BROADCASTING among ABC, CBS and NBC affiliates last week, coupled with ongoing contacts with other affiliates since the issue arose two months ago (BROADCASTING, April 26).

As a practical matter the only things left to be determined, in the opinion of many affiliates, are (1) the time period to be involved and (2) the compensation plan to be offered to stations—not necessarily in that order of importance. For the most part, station executives queried by BROADCASTING were unwilling to state a preference for the former and said the latter could not possibly be made good enough to offset losses they would incur.

The time periods most frequently mentioned in speculation are 6-7 p.m. NYT and 5:30-6:30 p.m. NYT. The 6-7 p.m. period is generally considered more likely, but station executives noted that either would avoid the need for the networks to seek a waiver of FCC's prime-time access rule as would be necessary for, say, a 7-8 p.m. scheduling. In an FCC proceeding, station opponents would have a forum in which to gather their forces—no doubt supported by program syndicators, whose market potential would be reduced by any news expansion involving additional station time—and stall the expansion if not block it.

A few other time periods have been proposed by broadcasters. Westinghouse Broadcasting Co. has urged the networks to program a half-hour of news at 9 p.m. NYT—in the heart of network time—but NBC, at least, has treated that proposal as

not "feasible" (BROADCASTING, June 21), and a number of individual broadcasters volunteered to BROADCASTING that it rang no loud bell with them. Joel Chaseman, president of the Post-Newsweek stations, has advocated 7:30-8:30 NYT, which presupposes abolition of the prime access rule and virtual elimination of the family-viewing hour and which has attracted little apparent support from either stations or networks. And there have been a few scattered suggestions that the networks schedule news later in their own time or, by an NBC affiliate, at 11:30, "Carson permitting."

Larry Israel, a long-time broadcaster who is now president of the Washington Post Co.—and thus is Joel Chaseman's boss—said he found Mr. Chaseman's 7:30-8:30 plan satisfactory but personally preferred 7-8 p.m. Either way, stations' access half-hour would be lost but Mr. Israel said the issue should be considered in terms of the service to be provided rather than the economics to be gained or lost. Or, as an alternative to a full-hour early-evening network newscast, he suggested a 10:30-11 p.m. NYT network supplement to the early-evening half hour.

The few other broadcasters in BROADCASTING's canvass willing to express a preference, even hypothetically, tended to say 6-7 p.m. NYT would be best. But most declined, either because they feared it would make them appear to have accepted the idea of an expansion into station time or because, as Larry Pollock, vice president and general manager of WPVI-TV Philadelphia, put it, "I don't want a 60-minute nightly newscast from the network [ABC] so I haven't thought about which would be the least disruptive time period for it."

Michael McCormick, president of WTMJ-TV Milwaukee, declined for another reason—he had just been elected to the NBC-TV affiliates board of delegates and he thought he shouldn't publicly state his own preference on an issue on which his constituents may differ among them-

selves. But he did say he feels that if the networks add another half-hour it should be contiguous with the current half-hour, not a free-standing half-hour later in the evening: "Otherwise they'd have to spend a big part of the second half-hour repeating the news that was in the first half-hour," he said. "Too, the networks are talking about new formats for news, and if they do that, the half-hours have to be contiguous."

Stanley Mouse, group vice president and general manager of Cox Broadcasting's broadcast division, disagrees: He wants the networks to schedule an extra half-hour of news at 10:30 p.m. NYT "to reach a brand-new audience, an audience whose lifestyle is different," whose habits keep them away from the set earlier in the evening.

"Cox is diametrically opposed to a 60-minute newscast in station time," Mr. Mouse said, "particularly if local news service is reduced. Our stations are licensed to their local communities." In his opinion stations such as Cox's WSB-TV Atlanta, WUC-TV Pittsburgh and WHIO-TV Dayton, Ohio, which have expanded to 60 minutes of local early-evening news, would end up cutting those local newscasts by a half-hour to accommodate the extra network half-hour—because, he said, a two-hour news package in early evening would be hurt in the ratings by independent stations programming entertainment.

Peter Kaiser, general manager of WWJ-TV Detroit, said his station, too, would have to cut its 60-minute early news to 30 minutes although, he said, audiences are less interested in world news than in "what's happening on 14th Street."

William Brazzil, vice president and general manager of WTVJ(TV) Miami, is in favor of a 45-minute network newscast—although the prospect of network expansion to 45, considered likely at first, seems to have been replaced by the 60-minute concept. Like a number of other broadcasters, Mr. Brazzil wants to expand his 30-minute local early news to 45 minutes

Not good friends. Frank Blair, who for 12 years read the news on NBC's *Today* show while Barbara Walters rose to stardom, talked of the old days last week in an interview on WJXT(TV) Jacksonville, Fla., and the memories were not all pleasant. "It was her attitude more than anything else that grieved me," he said. "This tremendous amount of aggressiveness she had which bordered on bad manners." Was she worth the \$5-million, five-year contract ABC had given her to win her way from NBC (and to start talk of longer network news)? Mr. Blair doubted it. He recalled her interviews as largely one-way affairs, with Miss Walters asking a question and then injecting her opinions as the interviewee attempted to provide an answer. But, then, they were never close, personally, said Mr. Blair, who is now retired and living at Hilton Head, S.C. "I never got to know her intimately because I never really wanted to."

and would like to tie it to a 45-minute network newscast to make a 90-minute package—in his case local at 6-6:45, *CBS Evening News* at 6:45-7:30—which he thinks is about as much as the public would accept. Mr. Brazzil is opposed to a network feed at 6-7 p.m., not only because it would disrupt WTVJ's own local news scheduling but also because local news at 6 o'clock is a tradition in many markets.

Stanley S. Hubbard, chairman of the Hubbard stations, is one of the few who said they don't regard 60-minute network newscasts as inevitable. For one thing, he said, networks realize a 60-minute report would "get killed" by entertainment on independents. Others suggested the ratings drop-off for a network news hour would be so severe that the networks would eventually have to reduce their rates—some said by as much as 30%-50%.

Mr. Hubbard's KSTP-TV Minneapolis-St. Paul runs *NBC Nightly News* at 5:30 local time and local news at 6. Mr. Hubbard said that he'd fight any encroachment on access time but that if *NBC Nightly News* were scheduled at 5-6 local time (6-7 NYT) so that he could keep his local news at 6 and access at 6:30, he might be willing to go along even though it would wipe out a lucrative *Hogan's Heroes* strip currently scheduled at 5 p.m. local time (6 NYT).

Some stations, though apparently dead set against expansion of network early news, indicated they might be receptive to a weekly news hour—preferably in prime time—as an alternative to a nightly hour. Larry Pollock of WPVI-TV, an ABC affiliate, said he'd "be glad to clear a Barbara Walters news and interview show on Mondays from 8 to 9 before football every week."

Network authorities have indicated they'll provide some sort of additional compensation to stations if they expand into station time, and most speculation expects it to be in additional spots for local sale, but most broadcasters questioned by BROADCASTING agreed with Cox's Stanley Mouse that "equitable" compensation would be out of the question.

Jay Lloyd, vice president and general manager of KSL-TV Salt Lake City, a CBS affiliate, said that "news is very important to us, but I don't think they can sweeten the pot enough to make it worth our while to carry longer network news in station time." K.E. Meyer, president of KMTV-TV Springfield, Mo., an ABC-affiliated U competing with two V's, carries network news at 5 p.m. local time (6 NYT) and is opposed to any network incursion into the 5:30-7 (6:30-8 NYT) period: "We make more money in that 90 minutes than in the three network hours that follow."

Most broadcasters tended to agree their profits would drop, regardless of the compensation plan finally adopted, though some, like WTVJ's William Brazzil, thought they could break even on a 90-minute package and if given enough lead time could "work it out" with a 60-minute network newscast, provided that the networks came up with "a compensation package of particular appeal."

One broadcaster, who asked not to be

identified, said his losses on a 60-minute network newscast would run into the millions at first but that "we'd recover it before long. TV is a very resilient medium: You tend to make up losses very quickly."

Other broadcasters said they hoped so.

NBC comes out of the closet on longer news

Idea is formally broached at affiliates meeting with promise for plan in two months; McGannon speaks at length against any moves into station time

A likely starting date for longer network TV evening newscasts began to take shape last week when NBC officials indicated to their affiliates that they'd have a plan to propose in about two months.

NBC News officials said separately that approximately a year's lead time would be needed. That, coupled with network officials' repeated assurances that they recognized affiliates' problems, including their need for a reasonable amount of time to play off existing syndication commitments, suggested September 1977—the start of a new season—as a plausible target date.

NBC officials stressed time and again in a closed meeting with the affiliates that they have no specific plan for lengthening the early news, that they have "homework" to do before they can come up with any plan and that they're undertaking research to help them decide whether it's feasible to expand *NBC Nightly News* or whether, instead, they should increase their news programming at some different time. At least one NBC official was said to have told the affiliates not to take it for granted that these studies would inevitably lead to expanded newscasts.

But despite these protestations many, if not most, affiliates seemed convinced that the network intends at least to try to lengthen the present 30-minute evening news to an hour. A network executive reported after the closed meeting that affiliates' questions indicated a widespread reluctance to believe that NBC doesn't have a specific plan now, much less that it won't develop one. And NBC officials did nothing—as they have done nothing in the past—to deny their interest in providing more news.

NBC Chairman Julian Goodman, himself a longtime newsman, was said to have told the affiliates that longer newscasts represent an idea whose time is here and asked them, in the words of the late President Lyndon Johnson, to "come, let us reason together."

Ancil Payne, president of King Broadcasting, Seattle, and chairman of the affiliates board of delegates, and M.S. (Bud) Rukeyser Jr., NBC vice president, public information, briefed newsmen on events

in the closed meeting. They agreed affiliates didn't take to the idea of giving up station time—and the money it represents—to permit a network expansion, and that NBC officials repeatedly promised to act only in consultation with the stations.

The time periods most frequently mentioned for longer newscasts, Mr. Payne said, were 5:30-6:30 p.m. and 6-7 NYT. One affiliate proposed as an alternative a half-hour at 11:30 p.m., "Carson permitting," and several were said to have emphasized that they weren't opposed to more network news so long as the expansion did not infringe on station time, but Mr. Payne indicated none of these suggestions elicited much sympathy.

Network officials acknowledged they would have to make "equitable arrangements" with the stations to persuade them to go along. But Mr. Payne said there was "no way" stations could make as much money from such arrangements as they now make from programming and selling the time themselves.

He suggested that some sacrifice would be needed from both stations and the network—in the latter case through the granting of spots for stations to sell.

Asked by newsmen how he stood on the issue, speaking for KING-TV rather than as chairman of the affiliates, Mr. Payne replied that "I can't take it now" but indicated he might eventually do it if the plan can be made economically feasible.

In his opinion, he said, any expanded network newscast should be 60 minutes rather than 45: "45 won't fly."

Mr. Rukeyser said Charles Batson of Cosmos Broadcasting protested that two hours of news—an hour of network plus an hour of local—would work only in the largest markets and that he was sorry NBC seemed to think 60 minutes was the only answer for the network part. Richard C. Wald, NBC News president, was said to have replied that he wasn't saying 60 minutes was the only answer; that he'd like to have 24 hours of news a day and was looking for a compromise.

Stanley Mouse of Cox Broadcasting was said to have spoken out flatly against expansion of the network evening newscast.

Some affiliates were said to have asked what NBC's response would be if another network expanded its evening news. Mr. Rukeyser said Herbert S. Schlosser, NBC president, replied that "we'd still do our homework—we're not going to move unless we think it's the right thing to do." And he promised again, Mr. Rukeyser said, to work through the affiliates board.

Mr. Payne said the board of delegates had not yet polled all affiliates on their stand on the issue, but probably would do so. He would not venture how NBC affiliates' views might be affected, if at all, if another network moved to longer newscasts before NBC acted.

Mr. Payne and Mr. Rukeyser agreed that the longer newscast issue dominated the affiliates' session with NBC executives. They indicated only two other substantive questions came up and said those were disposed of quickly.

In one, affiliates asked whether NBC



**Topeka is "a good place."
WIBW-TV makes it better.**

Now represented by Katz TV Continental.

The Kansas Indians called it Topeka because it was "a good place... where wild potatoes grow." Today, Topeka, the capital of Kansas, is a great place to live—at the very Heart of America.

WIBW-TV is working to make Topeka—and all 48 counties it serves in northeast Kansas—even better.

For instance, WIBW-TV is Topeka's primary source of TV news. It serves the community so well that it is the only TV station to ever receive the coveted Headliner Award for "Outstanding Achievement in Journalism"



two years in a row. No wonder more people in Topeka watch WIBW-TV's early and late news programs than all other stations combined.

When management of Stauffer Broadcasting looked for a good place to locate WIBW-TV's national representation, they picked Katz TV Continental.

They chose a professional sales team. The kind they enjoy with Katz selling for Stauffer radio stations in Amarillo, Des Moines and Topeka.

Come to Katz. Join the Stauffer stations. Be with the best.

WIBW-TV. Katz. The best.

would again this year provide some minutes for affiliates to sell to political advertisers. Network officials said NBC would, and that details would be forthcoming in a couple of weeks.

In the other, NBC officials said—again in response to questions—that they are not thinking about accepting “split 30’s”: two 15-second commercials back to back.

The newscast issue was, if anything, even more dominant at a closed meeting of the affiliates alone on the preceding day.

In that one, Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co., spoke out at length not only against any expansion of network news into station time but also against the failure of all networks, in his opinion, to compensate affiliates equitably even though network profits have gone “from \$50 million to \$225 million in four years and now the networks and O&O stations account for about half of all earnings in television.”

Mr. McGannon has stressed these points in several forums recently, and before the NBC affiliates he also reiterated his earlier contention that the networks should schedule another newscast in network time at, say, 9-9:30 p.m. NYT (BROADCASTING, May 24, et seq.).

In addition to his arguments that “no one gains but the networks” from expansion of network evening newscasts, Mr. McGannon contended that by scheduling a newscast in the middle of the evening—in network time—the networks could improve TV’s image and their own.

“... We have not adequately demonstrated that the free, over-the-air system [of broadcasting] is superior to a cable, and inevitably a pay, system. We have been depicted as being excessively mass-audience oriented and the only solution will be a competitive cable system that will dilute—yes—destroy our present system. The networks must assume the *giant* share of this responsibility as they do the giant share of the power and the profits. A prime-time news-in-depth strip would go a long way toward that end.”

He exhorted his fellow NBC affiliates: Longer network evening newscasts “will be a reality unless we, as the other equal half of the American television system, participate in and influence the result.”

His speech drew support from a number of other affiliates to the extent that it opposed an expansion of early-evening network news, according to participants, but apparently it did not stir up much active advocacy of the idea that networks should introduce a mid-evening newscast.

The first public mention of longer newscasts at the week’s meetings, by NBC News President Richard Wald at the Tuesday morning open session, was as mild as Mr. McGannon’s was rousing.

In a half-dozen sentences in a speech that ranged over a number of subjects, Mr. Wald said, “We expect that an expansion of the nightly news programs on the networks is going to occur, somehow, some time”; that there is “growing recognition all around us” of the need for more effective “reporting, analysis and

In Brief

- Representative Robert Kastenmeier’s (D-Wis.) Judiciary subcommittee that is marking up copyright legislation voted last week to make Senate bill’s **Copyright Royalty Tribunal** into permanent, three-member commission, with same powers to make and change copyright rates. Mr. Kastenmeier said members would meet informally with Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) to discuss latter’s objections to amendment by Representative Thomas Railsback (R-Ill.) to require royalty commission, when considering changes in cable fees caused by liberalization of FCC rules on distant signals, to consider impact on broadcasting. Mr. Van Deerlin says that smacks of regulation (his field), not copyright. Also last week Kastenmeier subcommittee voted to permit librarian of Congress to collect copies of broadcast programs for archives, but without forcing broadcasters to provide copies at their expense.
- National News Council officials said Friday that **Central Intelligence Agency** officials had given assurances that no persons associated with American news organizations would be hired for any purpose by CIA. But CIA Director George Bush, at meeting council requested, refused to name any journalist now or formerly employed. “There are still some gray areas,” said Ned Schnurman, associate director of News Council. “We went as far as we could go.”
- Possibility of creating **industry-sponsored radio audience measurement service** to provide competition in field now confined to Arbitron and Pulse, with latter, said to be struggling, is expected to be discussed by Radio Advertising Bureau’s special task force on rating services at next meeting, perhaps to be held this week. Task force, headed by Harold Krelstein of Plough Broadcasting, is charged with exploring “all possibilities.”
- Special **test of Nielsen’s new metered TV rating service in Chicago** found some differences but “not widespread” between meters’ results and those produced by telephone coincidental survey, normally reliable source said Friday. Magnitude of differences could not be learned. NBC and Nielsen co-sponsored test after NBC-owned WMAQ-TV Chicago suffered in switchover from diaries to meters (BROADCASTING, Jan. 26). NBC and Nielsen are still analyzing test.
- Justice Department filed **antitrust suit** in U.S. District Court in Washington against American Bar Association, alleging it illegally restrained members from advertising, resulting in restraints on price competition and depriving consumers of needed information. Lawrence Welsh, ABA president, called filing “bizarre.”
- **Appropriation bills for Corporation for Public Broadcasting** advanced in both houses of Congress last week, but are headed for eventual clash in conference. Version that passed full Senate Appropriations Committee and is scheduled for floor vote this week has more money in it than bill that passed full House last Thursday. Both would appropriate funds for next three years. House’s offering \$96.75 million to CPB in 1977, \$107.15 million in 1978 and \$120.2 million in 1979. Senate’s would appropriate \$103 million in 1977, \$121 in 1978 and \$140 million in 1979. Controversial provision in House bill on minority hiring was modified so it wouldn’t look as if CPB has to police hiring practices of all public stations. House Communications Subcommittee will hold hearings on minority hiring in public broadcasting Aug. 9 and 10.
- Feasibility of **VHF drop-ins**, with Knoxville, Tenn., and Evansville, Ind., as test areas, will be studied by Institute for Telecommunications Sciences, division of U.S. Commerce Department’s Office of Telecommunications, under \$32,000 contract approved by FCC. Two sites were chosen, FCC said, for contrasting terrain, but Knoxville is also site of drop-in that Senator Howard Baker (R-Tenn.) has been demanding, and Evansville is home of Senator Vance Hartke (D-Ind.) who will be chairman of Communications Subcommittee if re-elected next November.
- FCC Commissioner Robert H. Lee offered, in speech last Friday to Maryland-D.C.-Delaware Broadcasters Association in Ocean City, Md., to propose FCC **waive duopoly rules** for licensees of operating television stations to apply for unused UHF’s in their markets. It’s to promote UHF development.
- **Local television advertising** in first quarter of 1976 was \$272 million, 21% gain over same period last year, according to Television Bureau of Advertising. Biggest category: restaurants and drive-ins, up 20% to \$37,258,200, followed by food stores and supermarkets, up 43% to \$28,417,200; banks, savings and loans, up 4% to \$25,882,500; department stores, up 32% to \$24,993,500; auto dealers, up 56% to \$18,558,700.

- FCC's **modification of cable system rebuild rules**—which commission billed as relaxation—is being challenged in court by Midwest Video Corp. of Little Rock, Ark. Midwest operates number of systems that are outside top-100 markets but have more than 3,500 subscribers. New rules changed definition of systems subject to 20-channel capacity and access-channel requirements from those in top-100 markets to those with 3,500 subscribers or more. Rules give systems 10 years in which to comply (BROADCASTING, April 5).
- House Committee on Standards of Official Conduct will begin hearings July 19 in its **search for leak** of House Intelligence Committee's CIA report to CBS correspondent Daniel Schorr, who passed it to *Village Voice* of New York. Chairman John Flynt (D-Ga.) wouldn't say whether committee will call Mr. Schorr or other reporters to testify.
- FCC's **new license renewal forms** for radio and television have hit snag in General Accounting Office, which must clear government questionnaires. On complaints by broadcasters, GAO is questioning Question 7 in radio form and 4 in TV which ask whether any party to renewal application has been engaged in illegal conduct. Broadcasters, who have asked FCC to reconsider question (see page 44), say it would mean querying every stockholder in public company. There'll be FCC-GAO talks this week.
- ABC News commentator **Howard K. Smith** broke musty exclusive last Thursday on *Evening News*: that late President Johnson once confided that Cuba's Fidel Castro was linked to President Kennedy's assassination. "I'll tell you something that will rock you," Mr. Smith recalled Mr. Johnson saying to him. "Kennedy was trying to get to Castro, but Castro got to him first." Mr. Smith said President refused to add details. He went public with confidence now, he said, because of renewed concern about Kennedy killing.
- FCC has ruled New York state law imposing **2% fee on cable systems' gross revenues**, including those from pay operations, is consistent with its rules. Ruling came on request from New York state, which is being sued by systems that do not want to include pay revenues in base against which 2% fee is levied.
- FCC Administrative Law Judge Ernest Nash issued initial decision **favoring Sound Radio Inc.** over five other applicants for frequency of WNJR(AM) Newark, N.J., which had license lifted in 1969 for misrepresentation and fraud. Sound Radio scored on black and female representation in its principal stockholders who include Geraldine E. Warrick, director of national community affairs for NBC; Benjamin H. Wright Sr., member of board of editors of *Black Economics and Business*, and singer Dionne Warwick. WNJR is on 1430 khz with 5 kw full time.
- CTW Communications Inc., New York, has bought KACY(AM) Port Hueneme, Calif., from Dellar Broadcasting, Santa Barbara, Calif. (Lincoln Deller, president) for \$866,000, subject to FCC approval. CTW, tax-paying subsidiary of **Children's Television Workshop**, New York, invests in cable TV and radio properties to build on endowment base for partial self-support of parent Workshop. KACY is on 1520 khz, with 50 kw day, 1 kw night.
- WAAM(AM) Ann Arbor, Mich., has been **sold by WAAM Inc. to Lima Broadcasting Corp.** for \$825,000. Principal in seller is John Sinclair Jr., owner of WCVL(AM)-WLFG(FM) Crawfordsville, Ind., and WANT(AM) Richmond, Va. Lima's principal is Lee C. Rau, executive vice president and general manager of WIMA-AM-FM. Lima, Ohio. WAAM is on 1600 khz, with 5 kw fulltime. R.C. Crisler was broker.
- In unprecedented step, committee of National Association of Broadcasters will present appeal to FCC without backing of full association. Bill Rollins of WSVM(AM) Valdese, N.C., chairman of NAB's small market radio committee, will deliver to FCC Chairman Richard Wiley on Wednesday (June 30) committee's resolution **opposing creation of superpower radio stations** on existing clear channels. NAB radio board, meeting in Washington two weeks ago, couldn't find unanimous approval for resolution, decided instead to send committee out to fight by itself.
- FCC has **revoked licensee** of WSIB(AM) Beaufort, S.C., owned by Charles E. Bell Sr., on grounds of deliberate misrepresentation, misleading and deceptive statements, attempts to conceal fraudulent billings.
- *Time* Magazine last week quoted President Ford as saying that if he wins nomination, he **will not debate** Democratic opponent. All through primaries, Ford aides have been negative in answering questions about debates.

features."

"We recognize just as fully that any such expansion raises a lot of complications," he continued. "Affiliate concerns and interests are directly involved. There may be differences of views on the subject among affiliates. Equitable arrangements with stations—that's money—would have to be made.

"We will make our final decision only after full consultation with the affiliates."

NAB seeks more protection for syndicated shows

FCC is asked to grant greater exclusivity for markets after 50, give even more for those after 100

For the National Association of Broadcasters, the time has come to reverse what it sees as an erosion of the FCC's cable television rules. And the place to start, the association feels, is the commission's syndicated program exclusivity protection rules. The NAB last week petitioned the commission to afford stations in markets below the top 50, the same protection for their syndicated programming it does top-50 markets stations—and then some, in the case of stations in markets below the top 100.

The NAB, in its petition for rulemaking, says the present syndication rules—which provide extensive syndicated exclusivity protection in the largest 50, limited protection in the second 50 and no protection in the remainder—are irrational. Since the likelihood of deleterious impact increases as the size of the market decreases, NAB contends, the impact rationale dictates that the small-market stations receive at least as much protection as those in the largest markets.

Accordingly, NAB says stations in all markets should be afforded the protection now available to those in the top-50 markets. Those stations are protected against importation of any syndicated program from a distant station for a period of one year from when the program is first licensed or sold to a station, and while they have exclusive broadcast television rights against stations and cable systems in their market.

Nor would NAB stop there for stations in markets below the top 100. Present rules apply to cable systems within 35 miles of protected stations, but NAB would increase the zone to 55 miles in the case of markets below the top 100.

"If the commission fails to shore up this weak spot [the syndication rules], especially in the wake of other erosions of the commission's rules"—the NAB cited the repeal of the antileapfrogging rules and the exemption of specialty stations from cable systems' carriage quotes—"the chances of improved broadcast service . . . will only be diminished."

They went to New York 1,000 strong, the affiliates of all the National Broadcasting Company's networks, to celebrate that organization's golden anniversary past and to deal with the issues of its, and their, futures. Yesterday was fondly remembered, but tomorrow got most of the play.

Microprocessors, videodisks, the wired nation, pay cable, longer news and prime-time competition all had their place in the spotlight. These reports tell how.

NBC forecast: 10 good years but then . . .

TV revenues will nearly triple by 1985 and radio's will double; but by then pay cable will have the money to buy big movies and sports and conventional CATV will be damaging small markets

A 10-year forecast for broadcasting, generally favorable but occasionally clouded by ominous overtones, was offered by NBC research and corporate planning executives at the NBC television and radio affiliates convention last week.

The projections envisioned both TV and radio revenue growth rates exceeding the 8.1% average annual increase anticipated for advertising revenues generally. TV's projected growth rate was put at a media-leading average of 10.6% a year to bring 1985 revenues to \$13 billion, 2.7 times the 1975 total. Radio's was put at 8.3% a year, on average, to reach \$4.3 billion—more than double the 1975 figure—in 1985.

On the more ominous side for broadcasters, the forecast was for a pay-cable penetration of 6.6% in 1985, or 5.6 million of the 84.3 million TV homes projected for that year. That many pay-TV homes would give 1985's pay cable operators "\$140 million to spend for software," the film presentation asserted. It added:

"This is enough to purchase the football packages of all three networks, plus some 50 features including blockbusters of the caliber of 'Jaws' and 'All the President's Men,' plus the Super Bowl, plus the Rose Bowl, plus four hour-long series—and still have money left over. Such is the leverage box-office television can exert with even a small percentage of viewers."

For cable, a 30% penetration of all TV homes was the projection for 1985.

As for the conflict between cable and broadcasting, the presentation saw it as being less and less between cable and the networks, and more and more between cable and "the small-market television station, whose audience will be fragmented by imported television signals, and which may become less attractive to national ad-

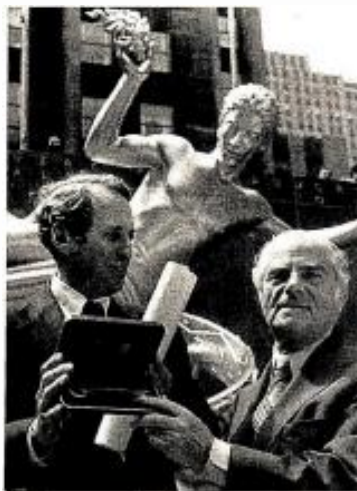
vertisers because of cable's importation of spot commercials.

"Cable penetration and importation of distant signals have differential effects. We forecast that by 1985, they will reduce network audiences only marginally, while the impact on individual small-market stations will be more pronounced, and these effects will vary from market to market."

"Fractionalization is already severe in some markets," the presentation continued, citing four markets—either all UHF or intermixed—in which it said early-fringe-time audience loss in cable households ranges from 55% to 71%: In Bakersfield, Calif., this loss was put at 63%; in Rockford, Ill., 56%; in Lubbock, Tex., 55% and in Palm Springs, Calif., 71%.

"This time period represents 25% of the local stations' business. Network service is at a minimum, and stations typically schedule local news," the presentation said. These programs are not only valuable services not matched by distant independents imported by cable—they also help generate the sale of other, less desirable time periods."

The future of the cable-pay cable issue is itself cloudy, the presentation continued,



Making it official. New York's Mayor Abraham D. Beame (r) presented the key to the city to NBC's President Herbert S. Schlosser at a "block party" opening last week's 50th anniversary celebration. June 20-26 was proclaimed "NBC Week" in New York City.

because "it depends on a combination of political and economic factors that cannot be precisely forecast." But, it added, the current trend "seems to be toward more de-regulation of cable."

The over-all presentation was by William Rubens, NBC vice president, research and corporate planning, and Alfred Ordovery, vice president, corporate planning. They used a variety of slides and films to dramatize their forecasts but emphasized that, as Mr. Rubens put it, "in preparing these projections we have been scrupulous in accepting the strongest data available, thereby increasing our reliability factor as much as is humanly possible."

The projections covered a wide range. Among them:

- Over-all economic outlook is "very favorable" for the full 10-year period, with the first half of that span "particularly strong." Gross national product is expected to grow at an average of 4.6% annually for the next five years, at 3.8% for the second five.

- Radio revenues will advance at a 9.7% annual rate for the rest of the 1970's, then slow to 7% in the 1980's. This growth "will come primarily from FM as distinctions between AM and FM continue to diminish. These two services will achieve parity by the mid-eighties." A "major upswing of FM radios in automobiles" can be expected, but car radio can also expect competition from citizen's band radio.

- The second half of the 1970's should be "particularly strong" for TV revenue growth, probably averaging 12.8% a year to reach \$8.7 billion by 1980, then cooling somewhat but still reaching \$13 billion by 1985. Networks will still have the largest total but local's share will increase fastest, pulling even with spot by 1980 and then passing it.

- Families with annual incomes exceeding \$20,000—particularly good targets for advertisers—will increase by 103% between 1975 and 1985. Population under age 25 will decline by 1% and over-25's—the heaviest-viewing group—will grow by 18% to become more than 60% of the total population.

- "More households will consist of single people. Smaller households typically watch less television than larger ones. So the decline in household size will mean a small reduction in homes using television. This will be more than offset by the rapid gain in number of households. As a result, total viewing will increase slightly."

- There will be a continuing relative rise in the population of the sunbelt states, declines in the Northeast and Midwest. "This is likely to have subtle effects on programing. It can also lead to an eventual change in the ranking of markets and bring with it the establishment of additional news centers to cover these new focal points in the nation."

- The proportion of working women will continue to rise, reaching 50% by the mid-1980's. "While many of them will not be available to television on weekdays, they will be at home on weekends by the millions—particularly Saturday mornings. With the relative decline in the number of

children in the population; this may offer new directions in Saturday and Sunday-morning programming."

■ "Radio stations that offer middle-of-the-road music or talk formats will also benefit from [the projected increases in population over age 25], since "such programming is of particular appeal to the more mature segments of the population."

■ Consumer advocacy will continue to increase, stepping up the regulatory pressure on broadcasting, "a central, personal and highly visible institution of American life." Pressures already felt on weekend programming for children may be expected to extend to "other time segments with large numbers of young viewers, such as early fringe, access and family-hour periods."

■ The concept of TV program "seasons" will "gradually fade away." Instead, "shows will premiere at varying times, scattered throughout the year."

■ "By 1985, we expect that half of the [TV] entertainment schedule will consist of long-form programs—specials, major sports, fewer movies but of blockbuster proportions and more made-for-TV films, mini-series and special events . . . Television will be able to compete with theatrical motion pictures for literary rights by expanding the play hours of mini-series beyond the standard two hours."

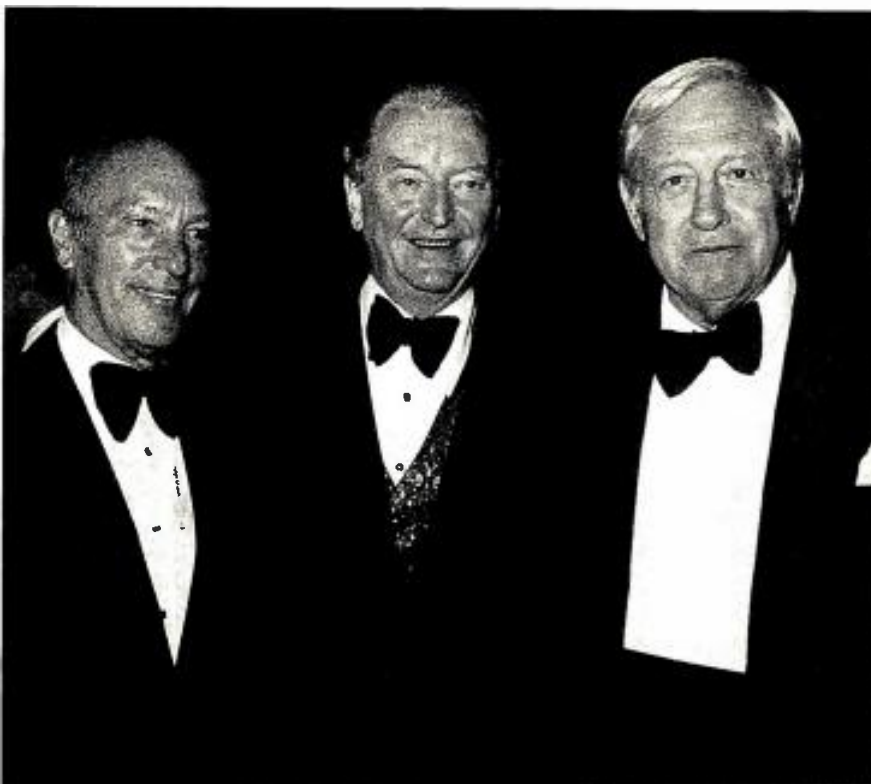
■ With development of shorter series and other new forms, longer local measurement periods—advocated in recent years by networks but opposed by most stations—"will be necessary, otherwise some of the most important programs will go unmeasured."

■ "News on stations and networks will continue to expand"—a projection offered without mention of the current controversy over the networks' desire to lengthen their evening newscasts.

■ "News programming will also be a major beneficiary of the new technology over the next 10 years. The transition from film to video-tape reporting has already begun. Even smaller and higher quality minicams and video-tape recorders are in development—future recorders will probably be housed in the cameras themselves. There will be new editing techniques involving digital coding and, when standardized, one-inch helical scan tape and three-quarter-inch cassettes will be capable of replacing today's two-inch quad VTR's. NBC News is considering a system which will lead to a computerized film library with film or tape digitally coded and retrievable."

■ Tape will be increasingly integrated with film in entertainment program production, resulting in "new efficiencies in production, lower cost of equipment, processing, storage and transportation and tremendous time savings in a number of technical areas."

■ Tape equipment will also "enable stations to provide overnight flexibility in the production of television commercials on an hour-to-hour basis, overcoming one of the last remaining blocks to retail advertising that has traditionally gone to newspa-



The chairmen. Leonard Goldenson, chairman of ABC (l), and William S. Paley, chairman of CBS (r), were among head-table guests at NBC's 50th anniversary banquet last Tuesday night. Here they joined Julian Goodman, NBC chairman, at a prebanquet reception. In the introductions of the 70 or so guests at the four-tiered head table, Mr. Paley got the biggest burst of sustained applause accorded those outside the ranks of performing talent.

pers"—and that will increasingly move into TV in the years ahead.

■ TV program costs will continue to increase and TV will have to increase its rates. But its cost-per-thousand, figured in constant dollars, actually declined 25% between 1965 and 1975, and even with increases ahead, "it will continue to be the most cost-effective marketing medium available to advertisers."

Wired nation seen evolving as spectrum gets jammed

But it will come with fiber optics, microprocessors, digital techniques, RCA's Hillier tells NBC affiliates

Growing demands on the frequency spectrum, coupled with currently emerging optical-fibers technology, may create a trend away from over-the-air TV transmission in the future.

That possibility was offered to NBC affiliates at their convention last week by Dr. James Hillier, RCA executive vice president.

Appearing on a panel examining "Broadcasting: The Next 10 Years," Dr. Hillier said:

"Possibly the greatest challenge to

broadcasters is the matter of frequencies. The frequency spectrum is becoming crowded to the point where only those communications which can be transmitted in no other way except over the air may be allowed to increase.

"The growing use of point-to-point mobile telephone communications is already bursting the spectrum seams in such areas as New York, Chicago, Los Angeles. The extraordinary surge of citizen's band radio, while probably fadish, also points up the existing latent demand. As optical fiber communications over long distances becomes more feasible, there may well be a regulatory trend toward wired input to the TV set rather than over-the-air signals."

Dr. Hillier also told the broadcasters that through other technological developments, "inevitably we are moving to the point where the only manpower requirements in a station will be creative and maintenance. Everything else will be electronically controlled. Even much of the maintenance could be the result of automatic trouble-shooting by the microprocessor. The capabilities are already available for achieving this in a few years and for making it cost-effective."

He said "technology is moving very fast in what I consider are three vital elements to broadcast progress—automatic control, packing density for information storage and low-cost broadband communications."

He held up a microprocessor, so small as to be hardly visible to many in the audience:

"It contains roughly 5,500 transistors



**"IF A NATION EXPECTS TO BE IGNORANT AND FREE,
IN A STATE OF CIVILIZATION, IT EXPECTS
WHAT NEVER WAS AND NEVER WILL BE."**

Thomas Jefferson/1743-1826

Jefferson believed deeply in a government of the people and that, for government to be truly responsive to the will of the people, the public must be well informed on the issues.

Since Jefferson's day our country has grown, as has the complexity of the problems with which it must deal. As the most effective means of reaching all of the people, television has both the opportunity and the obligation to inform the people on the issues of public policy and alternative solutions.

The Corinthian stations, as do most stations, know their communities and present in-depth programs on pressing problems of a local and regional nature. But there are even more critical problems of a national and international nature which touch all Americans wherever they live. Treating with these is primarily a network responsibility which the networks have long accepted.

Corinthian encourages more network programs in prime time that treat in depth the critical economic and social issues that demand solution. Only by a better informed public will government respond in the way that Jefferson envisaged.



The Rotunda at the University of Virginia designed by Thomas Jefferson. The marble for its stately Corinthian capitals was imported from Italy.

The Rotunda was Jefferson's architectural masterpiece—the most beautiful, distinguished, and functional academic building of the 19th century. It was designed to capture the spirit of the Pantheon in Rome, the structure Jefferson believed came closest to perfection in spherical architecture.

A sketch for Jefferson's own tombstone was found at his death, along with notes which read: "On the faces of the Obelisk the following inscription, & not a word more—'Here was buried/Thomas Jefferson/ author of the Declaration of Independence/of the Statute of Virginia for religious freedom/& Father of the University of Virginia,' because by these, as testimonials that I have lived, I wish most to be remembered . . ."



Corinthian is a Member of the Dun & Bradstreet Group.

**THE
CORINTHIAN
STATIONS**

RESPONSIBILITY
IN BROADCASTING

- KHOU-TV
Houston
- KOTV
Tulsa
- KXTV
Sacramento
- WANE-TV
Fort Wayne
- WISH-TV
Indianapolis

CBS Affiliates

on a semiconductor chip measured in fractions of an inch. It can perform multiple calculations in millionths of a second, and is comparable to what, just 20 years ago, was a multimillion-dollar computer that occupied the space of a football field. With solid-state memories and other peripherals, you can already get it for less than \$100. It has myriads of applications. It will allow you to control, adjust and monitor your system—camera, studio and receiver—in ways we haven't even imagined yet."

Dr. Hillier also displayed an optical video disk, first demonstrated at the National Association of Broadcasters convention last March (BROADCASTING, March 29), which "contains as many as 10,000

TV pictures in a one-inch band on the disk, available for random-access recall and display in fractions of a second," and showed a bundle of optic glass fibers, each the breadth of a hair and on each of which a light wave "can transmit up to 20 to 30 TV programs at a time."

Dr. Hillier said that in conjunction with the microprocessor the new CCD (charge-coupled device) camera being developed by RCA "can practically automate camera work" and "ultimately makes possible every type of TV production in the field—news, entertainment, commercials."

"The information packing density of the optical video disk for studio use is only one of its advantages over magnetic tape. Another ... is instant retrieval through a

mini-computer or microprocessor of any information stored in it. We haven't begun to explore the potential of this development but the direction clearly points to the possibility of TV studio automation.

"Digital TV equipment, where you reduce the image to coded bits of information about each picture dot, opens up another world of production flexibility. Working through microprocessors, it will be possible to change the size of taped pictures, zoom in on them, rotate them, do things still unthought of. Digital technology also makes it possible to recreate pictures on the receiver screen with precisely the same quality as the studio origination."

"Changes are also coming in the concept and the uses of the TV receiver. Technically, the video disk is practically here, and we can see it as a multi-purpose service for entertainment, information, education and self-instruction. In concept, it's the closest thing to publishing—economical for very small national audiences as well as for very large ones.

"Electronic games have barely begun to scratch the surface ...

"If you take the standard communications lines, link them to the TV display and use the microprocessor to establish command and control, you have all the elements of the home information center we heard so much about ... The technology is here. Whether the economics are here as well is a point at which I begin to mumble. The thing to note, however, is that the system will not emerge full-blown overnight. It will develop in an evolutionary, incremental way and so, in all likelihood, will the other advances I have been describing."

The RCA executive did say there are some things that probably won't happen in the next 10 years, not because the technologies are unknown but for economic reasons.

"We are going to make constant progress toward better pictures on larger screens," he said, "but I don't see the cost breakthrough coming on wall TV in time for your 1986 meeting. Nor do I think we can overcome the economics for some time for television in 3D, although the technology is known.

"You can also put away any concerns you may have—if you have any—about direct satellite broadcasting to the home. It will work in countries that have no well-developed broadcasting structure—in most of Asia and Africa, for example. But who is going to spend a couple of hundred dollars in the U.S. for a roof-top antenna and signal converter to get a limited selection of the same signals that are already on the air?"

Appearing with Dr. Hillier on the panel were Herman Kahn, founder-director of the Hudson Institute, who offered economic, industrial and other projections well into the future; Daniel Yankelovich, president of Yankelovich, Skelly and White, who projected sociological changes, and Dr. Otto Eckstein, president of Data Resources Inc., who offered favorable economic forecasts.

Donahue's #1 in May! Market after market...

No. 1 in Baltimore! In 30-minute format.

	R	S	H	W	W(18-49)
WBAL-DONAHUE	5	35	36	28	9
WMAR-Romper Room	3	25	28	9	4
WJZ-Larry Angelo	2	17	17	14	5

No. 1 in Buffalo! In 60-minute format.

	R	S	H	W	W(18-49)
WKBW-DONAHUE	8	37	49	43	24
WBEN-New Price is Right	7	33	44	30	15
WGR-Dinah/High Rollers	4	17	23	17	8

No. 1 in Columbus! In 60-minute format.

	R	S	H	W	W(18-49)
WCMH-DONAHUE	9	47	51	46	22
WBNS-Mike Douglas	4	23	28	33	14
WTVN-Big Valley/Life to Live	4	22	27	24	17

No. 1 in Detroit! In 60-minute format.

	R	S	H	W	W(18-49)
WJBK-DONAHUE	7	45	120	101	59
WWJ-Concentration/Take Advice	4	23	65	55	24
WXYZ-A.M. Prize Movie	4	24	69	52	40

No. 1 in Hartford/New Haven! In 60-minute format.

	R	S	H	W	W(18-49)
WTNH-DONAHUE	4	33	40	35	22
WFSB-New England Journal	2	20	22	18	9
WHNB-Women Only/ Mary Hartman	2	13	12	11	7

Optimism at NBC: Eyes are up, hearts lightened

Gladdening report on ratings gains in May sweep reported to affiliates; sessions also briefed on line-up for next fall, strategy behind it

NBC-TV programming executives presented a cautiously bullish report to the network's affiliates in New York last week.

Among the key points of the presentation:

- The Nielsen Station Index for the May sweep period (April 29 through May 26) showed a big improvement for NBC over its disastrous performance in the February-March sweeps. For instance, in 98 markets reporting (out of the top 100), counting one tie between ABC and NBC, NBC finished first in 39 markets, ABC had 38 firsts and CBS 22.

- "Event television" will be NBC's watchword for prime-time 1977-78, with a two-part telecast of "Gone With the Wind," a four-hour special honoring "The First Fifty Years" of NBC as a broadcasting entity, and a three-hour "Life Goes to the Movies" journey in nostalgia, patterned on MGM's "That's Entertainment."

- NBC is counting on an expanded schedule of made-for-TV movies, mini-series and novels for television to tap the same kind of huge mass audience that surfaced last winter for ABC's multipart TV-adaptation of *Rich Man, Poor Man*.

In reprising NBC's 1976-77 prime-time schedule for the affiliates assembled in the spacious Ziegfeld Theater in Manhattan, Robert Howard, the president of NBC-TV, said, "We're keenly aware that several of our 8 o'clock programs did not perform up to our expectations this past season." To remedy this, Mr. Howard continued, NBC has scheduled three new 60-minute shows—*The Gemini Man* (Monday), *Baa Baa Black Sheep* (Tuesday) and *Van Dyke and Company* (Thursday)—that it hopes will improve the network's early-evening Nielsen numbers.

Irwin Segelstein, the executive vice president for programs, put his emphasis on NBC's "continuing program and schedule innovation," and Paul Klein, the vice president for programs, focused in his remarks to the affiliates on "event television," which he said will not be limited to specials but will "feature short series of significance such as dramatizations of novels and other literature."

Some of this event television was enumerated by Mr. Howard and by William Storke, the vice president for special programs. Among the projects announced for the first time: a special starring the singer/composer Neil Diamond; a documentary derived from NBC's exclusive coverage of the MIT-*New York Times*-sponsored search for the Loch Ness Monster; and a second variety special with

the magician, Doug Henning.

Other events that received more than passing mention included an adaptation of Tennessee William's "Cat on a Hot Tin Roof," starring Laurence Olivier, Natalie Wood and Robert Wagner; George C. Scott in "Beauty and the Beast"; a new "Peter Pan" starring Mia Farrow and with Danny Kaye as Captain Hook; a made-for-TV movie based on Flora Rheta Schreiber's best seller about a woman with 16 different personalities, "Sybil," featuring Joanne Woodward and Sally Field; Johnny Carson's 14th anniversary as host of the *Tonight* show, to be celebrated on Oct. 10 in prime-time; and multihour adaptations

of five best-selling novels: "The Moneychangers," by Arthur Hailey; "The Captains and the Kings," by Taylor Caldwell; "Once an Eagle," by Anton Myrer; "Evening in Byzantium," by Irwin Shaw; and "The Rhinemann Exchange," by Robert Ludlum.

Carl Lindemann Jr., vice president, sports, started off by boasting about four record-setting (in terms of the Nielsen ratings) events of the 1975-76 season: the Boston-Cincinnati World Series games, the Muhammad Ali-Richard Dunn world championship fight, the UCLA-Ohio State Rose Bowl game and the 1976 Orange Bowl game. Also, he said, NBC's

...Donahue's a tough # 1 in 30 and 60-minute formats!

No. 1 in Milwaukee! In 60-minute format.

	R	S	H	W	W(18-49)
WITI-DONAHUE	7	42	48	39	23
WTMH-Mike Douglas	4	25	29	26	9
WISN-New Price is Right	5	29	34	19	11

No. 1 in Philadelphia! In 60-minute format.

	R	S	H	W	W(18-49)
WPVI-DONAHUE	5	34	129	109	57
KYW-Somerset/Today Del Val	4	20	79	71	32
WCAU-Joel Spivak	1	6	24	19	9

No. 1 in Rockford! In 30-minute format.

	R	S	H	W	W(18-49)
WCEE-DONAHUE	8	34	14	14	7
WTVO-That Girl	4	19	9	6	5
WREX-News	5	22	10	10	2

No. 1 in San Diego! In 60-minute format.

	R	S	H	W	W(18-49)
KCST-DONAHUE	4	24	22	19	14
KFMB-New Price is Right	3	20	17	16	7
KGTV-Celebrity Sweepstakes/ High Rollers	4	25	20	16	5

Isn't it time you take a close look at what Donahue can do for you? Available in both 60 and 30-minute formats. First run shows daily. No expensive shelf inventory. Plus great ratings, anytime of day, against all programming! Call Don Dahلمان, Lee Jackoway or Roger Adams at (513) 352-5955.

MULTIMEDIA PROGRAM SALES
140 West Ninth Street
Cincinnati, Ohio 45202.



MULTIMEDIA

*Source: ARB, May 1976; NSI, May 1976.
Audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications are available on request.

college-basketball coverage this year doubled the shares of the previous year's National Hockey League games, which were dumped as a result of rock-bottom ratings. College-basketball games, to be aired on both Saturdays and Sundays, Mr. Lindemann concluded, will be "the focal point of NBC Sports' first four months of 1977."

On the soap-opera front, Madeline David, vice president, day-time programs, said that NBC is developing a "comedy serial," a "gothic serial" and a "finite" serial that will be based on a novel which will run for as long as it takes to tell the story, i.e., ranging anywhere from eight weeks to 20 weeks. She also pointedly urged more affiliates to clear the network programs at noon and at 12:30 p.m. for *The Fun Factory* and *The Gong Show*, NBC's new entries in those time periods.

William Hogan, director, children's programs, emphasized NBC's signing up of prime-time producers like Bill D'Angelo (*Batman*) and Sherwood Schwartz (*The Brady Bunch*), both of whom will have comedy series on NBC's 1976-77 Saturday-morning children's schedule.

Sales reported up at NBC Radio

Affiliates are also briefed on tie-ins with network accounts, regional meetings to aid sales, new promotions and programs

NBC Radio affiliates heard "good news" from network executives last week on advertising sales and improvements in programming and research services.

Several hundred radio affiliates and their wives assembled last Tuesday (June 22) for a presentation given jointly by Jack Thayer, president of the NBC Radio Division, and Marion Stephenson, vice president and general manager of the NBC Radio Network. Their comments ranged over sales, regional meetings, research, programming, community service projects and promotion.

One highlight of the presentation was a specially arranged broadcast to affiliates in New York from NBC News correspondents throughout the world, who supplied background on emerging news stories and answered questions from the audience.

Mr. Thayer announced that five 55-minute programs are being produced out of news and entertainment programs carried on NBC during the past 50 years. The co-hosts will be Bob Hope and George Burns. The first special program will be broadcast on Sept. 26.

Miss Stephenson and Mr. Thayer discussed two other new programs, *Feeling Fit* with Hugh Downs, and *The Consumer's View*, with Bess Myerson, each of which will run to five minutes.

The sales outlook for NBC Radio during 1976 was described by Mr. Thayer as "strong." He said the company is projecting a 15% gain over 1975, fueled by a

number of new advertisers. In this category he mentioned Amana, J. C. Penney, Airborne Freight and Pfizer.

Miss Stephenson reported that, at the request of some of the affiliates, the network soon will be sending early information to stations on the planned flights of advertisers using NBC Radio. She noted that this service will enable affiliates to coordinate local selling efforts with the advertisers' national campaigns.

"When they're available, we will provide schedules of buys on the competition as well," Miss Stephenson said. "We know that this kind of information will allow you to get out on the streets of your town with any sales tie-in first with the most."

Mr. Thayer advised the affiliates' group that NBC Radio intends to continue its program of regional meetings. He announced there will be meetings in 10 cities between October and May.

Miss Stephenson explained that the morning sessions of the meetings are devoted to talks by NBC executives to help stations sell more effectively. In the afternoon, she continued, there will be "shirt-sleeve" working panels where NBC officials will discuss management information systems, news, programming or research.

Mr. Thayer talked about a Bicentennial contest, "What Is an American?" He said that more than 200 affiliates had sent in 12,000 entries, from which 465 semi-finalists have been selected and from which five \$5,000 winners will be chosen.

"Projects like this one will continue on a regular basis," Mr. Thayer reported. "We're seeking your advice. Please let us know as soon and as loudly as possible your ideas for these future joint ventures."

Mr. Thayer said NBC Radio will "continue to barter time and space with the

most important print media in the country." He said the network will try to use call letters of the stations in the print advertisements, whenever possible. He reported that the next ad will be in *Time* and *Newsweek* of July 12 and will promote NBC Radio's coverage of the political conventions.

"And taking up the suggestion from you," Miss Stephenson told affiliates, "the wheels are in motion for a possible barter agreement between us and the NBC Television Network."

During a closed meeting between affiliates and network officials on Monday, the most noteworthy development, according to some observers, was unhappiness voiced by some stations at the presence in their markets of the competitive NBC News and Information Service.

Though network officials who provided a briefing said there was only scattered criticism, they acknowledged that some affiliates felt that the NIS stations in their markets sometimes used the NBC call letters when they weren't entitled to them. Network executives replied that only Washington and overseas correspondents now are using them in pooled reports available to both NBC affiliates and NIS licensees. They stressed these identifications were cut back from 35 an hour to six.

Some affiliates grumbled that NIS subscribers are using the NBC logo in their advertising (which only affiliates are entitled to use). They were advised to notify the network as soon as they found evidence of NIS advertising infringement.

The radio affiliates presented to Julian Goodman, NBC board chairman, a three-by-five foot flag in observance of the company's 50th anniversary celebration. The flag said: "NBC is America's Number One Network."



Newly constituted. Ancil H. Payne, president of King Broadcasting Co., Seattle, was re-elected chairman and two new members were named to the NBC-TV affiliates board of delegates at a meeting of the affiliates during their convention last week in New York. New members elected were Michael McCormick of WTMJ-TV Milwaukee and Robert E. Krueger of KTVB Boise, Idaho. They succeed Wilson Wearn of WABC-TV Greenville, S.C., and Fred Paxton, WPSD-TV Paducah, Ky., who retired from the board. The new board, but with Mr. McCormick absent, is shown above (l-r): back row, Irving Waugh Jr., WSM-TV Nashville; Glenn Flint, KCMR Alexandria, Minn.; Allan Land, TR Inc., Zanesville, Ohio; Mr. Krueger; William Faber, WFLA-TV Tampa, Fla., and Jack Beauchamp, WBAL-TV Baltimore; front row, Willard Schroeder, WOTV Grand Rapids, Mich., who was re-elected a vice chairman; Jack Gelder, WTVU Terre Haute, Ind., elected a vice chairman; Chairman Payne; Ralph Jackson, WAVE-TV Louisville, Ky., re-elected secretary-treasurer, and Robert Ferguson, WTRF-TV Wheeling, W.Va., ex-officio member.

Networks should set a time aside for primary candidates, says NBC's Schlosser

Allocating five-minute and half-hour periods could solve present election coverage problems

Herbert S. Schlosser, president of NBC, proposed last week that the three TV networks set aside a reserve of five-minute and half-hour periods in prime time in advance of the 1980 presidential primaries.

He said this approach could lead to alleviating the "confusing and unsatisfactory" conditions which make the present system "a patchwork of uncertainties and emergencies that satisfy nobody." He said a properly coordinated effort by the three networks was needed, but emphasized his suggestion is open to change.

"What is important," he said, "is that a way be found for the three TV networks to develop an effective, coordinated mechanism for meeting the needs of presidential candidates."

Mr. Schlosser told the meeting of the network's radio and television affiliates that the three-network pool might consist of a total of 45 five-minute segments and 12 half-hours, with each network supplying one-third of these totals over the four-month period. He added that lists of these periods could be supplied to the national committees of the major parties and to similar organizations of smaller parties.

"With this approach," he reminded his audience, "each network would continue to handle political orders for conventional 30- and 60-second commercial positions and non-prime-time periods on an individual basis, since these are manageable without coordinated pre-arrangement."

He suggested that a similar plan could be established for the post-convention phase.

Mr. Schlosser also reiterated NBC's long-standing offer of free TV time to presidential and vice presidential candidates of the major parties provided that the equal time rule is suspended or repealed.

Mr. Schlosser announced to the meeting the setting up of the NBC Forum, which will focus on a broad agenda of questions about our system for electing a President and how it can be improved. The two-day forum, scheduled to be held in New York next February or March, will include panel discussions by participants in the 1976 campaigns as well as journalists and students of American politics.

"NBC News will tape the proceedings," he reported. "We will schedule a television report on the subject a week or so after the Forum concludes its work, and will adapt the forum material for radio broadcast . . . We expect to learn from this initial project, and if it is as successful as we believe it will be, we will consider subsequent forums dealing with other major subjects of national concern."

#1 IN DETROIT AFTERNOON DRIVE!*

Drake-Chenault's CLASSIC GOLD

Using our automated "nostalgia radio" program service HONEY Radio (WHND/WHNE) captured top position in Detroit's highly competitive afternoon drive period, delivering 75,100 average quarter hour total persons 12 and older. Our Classic Gold format beat every one of Detroit's giant stations—like CKLW, WJR, WXYZ, WDRQ and WRIF. We'd welcome an opportunity to help you dominate your market, too.

We have six exciting automated formats now, and we're developing two more. We can put one of them to work for you in your market. To find out how, please call us collect at (213) 883-7400, or mail us the coupon below.

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

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

I'm particularly interested in your _____ format.

NAME: _____ PHONE: _____

TITLE: _____ STATION: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

*Audience estimates for WHND/WHNE average quarter hour, total persons 12+, Jan.-Feb. 1976 Pulse, Mon.-Fri., 3-7 p.m., metro survey area, and subject to qualifications issued by rating service.

“THE LORENZO & HEN

A NEW CONCEPT IN MUSICAL/VARIETY ENTERTAINMENT

**A Lively Mixture of • Comedy • Sketches • Music
• Visits With America's Foremost Personalities**

LORENZO MUSIC – Multi-Faceted Talent

**• Emmy Award Winning Writer • Musician • Producer
• Co-Creator of “Rhoda” • Nightclub Entertainer
• Voice of Carlton The Doorman on “Rhoda”**

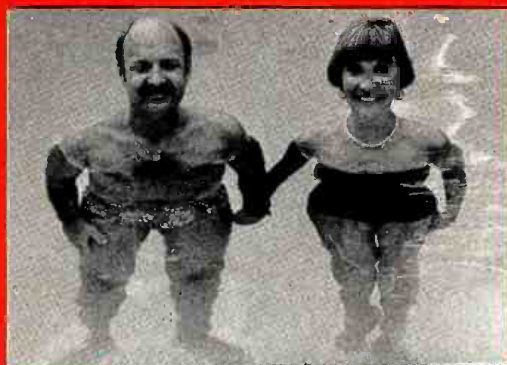


Syndication Supervisor for
MTM Enterprises, Inc
Bud Rifkin

RIETTA MUSIC SHOW 99



1 Hour — Five Days A Week
Available For Fall 1976 Start
Daytime — Primetime — Anytime



Already Sold to:

WNEW-TV New York City
WTTG Washington, D.C.
KTTV Los Angeles
WTCN-TV Minneapolis/St. Paul
KMBC-TV Kansas City, Mo.
WXIX-TV Cincinnati, Ohio
WGN Chicago
WHEN Syracuse
KPHO Phoenix
WDTN Dayton
WSB Atlanta
KTVU San Francisco
KSD St. Louis
WLCY Tampa/St. Petersburg
KDAL Duluth
WCKT Miami
KJEO Fresno
KWGN Denver
WTMJ Milwaukee
WTHR Indianapolis
KITV Honolulu
WUAB Cleveland
KTXL Sacramento
WTEV Providence, R.I.
KMST Salinas/Monterey

And More Being Added Daily

DISTRIBUTED EXCLUSIVELY BY:

MP METROMEDIA
PRODUCERS
CORPORATION

485 LEXINGTON AVENUE
NEW YORK, NEW YORK 10017
TEL (212) 682-9100
CABLE METPROEAST



FCC ties up loose ends in its EEO package

But one phase that could cause fireworks is exemption from filing written programs for stations with fewer than 10 employees

The FCC, whose members often point it out as the only federal independent agency requiring those it regulates to abide by equal-employment opportunity rules—it prohibits discrimination in employment and requires affirmative action in hiring minorities and women—moved last week to strengthen and clarify the program as it affects broadcasters. But the clarification included a careful delimiting of commission authority in the EEO area. And the new procedures, adopted 11 months after the commission issued a notice of proposed rulemaking and inquiry (BROADCASTING, July 21, 1975), will probably be regarded by some citizen groups as falling short of the ideal.

Commissioner Benjamin L. Hooks, who often reflects the feelings of minorities and women's groups in EEO matters, dissented in part to the commission's action—to provisions limiting the number of stations affected by some of the requirements. But he concurred in the remainder. And his six colleagues—with Commissioner James H. Quello concurring—were unanimous in voting for the report and order which represents another step in the evolution of a policy that dates back to July 3, 1968, when the commission said it would consider discrimination in employment by broadcasters to be incompatible with the public interest.

The commission, which began the present proceeding because of a conviction it had failed to describe adequately the kind of EEO program broadcasters should undertake to promote equal-employment opportunities, laid out a model 10-point program for broadcasters to follow to insure "more positive and result-oriented" EEO programs at the nation's stations.

The order also provides for monitoring and enforcement measures in the case of broadcasters who appear to be administering EEO programs ineffectively. For instance, the order calls for on-site investigations where a thorough analysis of a station's employment practices is felt to be needed, and for a hearing to resolve disputed facts. It also said the FCC will continue to use reporting requirements and to condition license renewals where a licensee's EEO program appears to be "passive."

But the commission rejected as unreasonable the urging of citizen groups—and Commissioner Hooks—that

it require all licensees to adopt goals and timetables in the hiring of minorities (blacks, Spanish surnamed, American Indians and Orientals) and women. Instead, it will require goals and timetables only of broadcasters "with significantly deficient EEO programs, as indicated by the results of those programs." The program is, as one official described it, "remedial."

The most controversial aspect of the order involves the standards used to determine those stations that will be required to file written EEO programs and those that will be required to file a workforce analysis designed to aid the licensee and the commission in evaluating the stations' EEO efforts.

At present, stations with five or more employees are required to file an annual statistical profile report containing data on employment by race, as well as an EEO program. The rule regarding the statistical profile remains unchanged, but the commission will exempt from filing EEO programs, all stations with fewer than 10 employees. And it will require only stations with 50 or more employees to file the workforce analysis, which involves a listing of all job titles within each category on which broadcasters now report, with job incumbents identified by sex and race ("Closed Circuit," June 21). Stations with less than 50 employees will be required only to update their most recent annual employment report when they file their renewal application. The reports in both cases, the commission said, will provide data for a "meaningful analysis" of the availability of minorities and women and their relationship to their employment at a station.

The commission had asked for comments on whether the requirement to file

written EEO programs should be imposed on stations with 10 or more or 15 or more employees. And it was considering imposing the workforce analysis requirement on stations only with 25 or more employees.

Citizen groups wanted the standards set to affect the largest number of stations. They opposed raising the standard for filing EEO programs to 10 employees, let alone 15, and said the workforce analysis should be required of all stations with 25 or more employees. Commissioner Hooks' dissent reflected the same views.

The commission, in exempting stations with fewer than 10 employees from filing EEO reports, said that "formal and sophisticated techniques of affirmative action programs may not be applicable" to operations of small stations. As the size of a station's staff decreases, it said, "statistical inference is a less and less useful tool for identifying discriminatory practices." It also said it would "ill-serve the public interest" to require small operations to assume administrative burdens "essentially inherent in the management of larger businesses."

And although proponents of the five-employee standard say it is the smaller station, where job turnover is greatest, that should concern the commission, the agency contended that its rule would still reach stations with some 92,000 employees—85% of the industry's total full-time workforce.

But measured another way, they represent only about one third of the nation's stations.

As for the workforce analysis, the commission said it would be useful only in connection with stations "with a significant number of employees." Its usefulness in assessing minority and female participation in occupations and levels of respon-

First reviews. The FCC's new package of equal employment opportunity rules was unveiled to something less than unanimous praise. But even among the critics, there was a feeling that, given the proper will, the commission could accomplish a great deal in improving employment opportunities for minorities and women in broadcasting.

An early reaction came from Senator John O. Pastore, chairman of the Senate Communications Subcommittee. "The commission labored and labored and labored just as the mountain did and produced a mouse," he said. "It looks like they just made a complimentary gesture, a token gesture." On Monday, the day before the commission voted the EEO rules, Senator Pastore urged the agency to retain the requirement for written EEO programs for stations with five or more employees. The commission upped the standard to stations with at least 10 employees. But the senator later said he was "not going to get excited" about the matter. That ruling does not relieve stations of the requirement to abide by the law, he said. "We're just talking about the filing of reports."

Commissioner Benjamin L. Hooks had also made an issue over retaining the five-employees standard for requiring written EEO reports. He was also disappointed, he said, by the commission's new requirement that only stations with 50 or more employees file workforce analyses. He had urged that the requirement be made of stations with 25 or more employees. The commission's refusal to modify the annual employment reporting form so that it would provide more information than it now does was another setback for Mr. Hooks. But, he said, "Basically, what counts is enforcement. Where there is a will, we can produce good results. If there is no will, we can't achieve anything." Asked whether he thought the commission had the necessary will, he replied, "The commission changes from time to time."

Pluria Marshall, chairman of the National Black Media Coalition, also stressed the need for enforcement. "The old rules were applicable," he said. "All that was needed was enforcement." And he made it clear he felt that the commission, under Chairman Richard E. Wiley, was less than vigorous in enforcing EEO rules. "He [Chairman Wiley] isn't doing anything like [former Chairman Dean] Burch in getting the ball rolling," he said. "He's fumbled badly." Like Commissioner Hooks and Senator Pastore, Mr. Marshall opposed shifting the burden of filing written EEO programs of stations with as few as five employees. Small stations are where blacks get started in broadcasting, Mr. Marshall said. "But if you lock us out of them, we're between the rock and the hard place."



As American as WWVA

For 50 years, WWVA has been sweetening the American pie.
And the American ear.

With 50,000 watts of power, a modern country music format, coverage in 18 Northeastern states and 6 Canadian provinces—WWVA has made an impact on the broadcasting business like no other radio station.

In addition to its extraordinary 50-year history of growth and popularity, WWVA has developed thousands of hours of notable programming and has gathered a magnificent collection of prized awards for these efforts, among which are:

News and Public Affairs

Winners, during the past four years, of 29 awards including the George Foster Peabody, four Gabriels, Ohio Associated Press, two Golden Mikes and, for two unprecedented years in a row (1975-1976), the Robert F. Kennedy Journalism Award.

Jamboree U.S.A.

Now in its 43rd consecutive year of presenting live, Saturday night broadcasts of the best of the country's country music.

Buddy Ray's "Country Roads"

The Number One all-night radio show, geared to the needs of hundreds of thousands of long-haul truckers.

The WWVA Farm Program

An important, early-morning information and entertainment show for rural listeners.



50,000 W-1170 KC Wheeling, West Virginia
Represented nationally by Robert E. Eastman

sibility is "questionable where the number of employes in each job title is so small that statistical analysis is invalid," the commission said.

The commission's effort to make clear that its role in EEO matters is limited is no less forceful than the one to spell out broadcasters' responsibilities to promote EEO. It said it does not have "a sweeping mandate" to advance the national policy against discrimination, and is not seeking to "duplicate the detailed regulatory efforts" of agencies like the Equal Employment Opportunity Commission that are specifically charged with the mission of combating discrimination in employment.

"Instead," the commission said, "we have sought to limit our role to that of assuring on an over-all basis that stations are engaging in employment practices which are compatible with their responsibilities in the field of public service programming." It noted that the Supreme Court last month held that a regulatory agency may consider discriminatory activity on the part of those it regulates only if the conduct is related to the agency's statutory responsibilities (BROADCASTING, May 31).

And the commission stresses the difference in approach between it and EEOC in dealing with allegations of discrimination. While the EEOC may conclude on the basis of statistical evidence that there is "reasonable cause to believe" an employer is discriminating, the com-

mission requires something more. Although it, too, is concerned about underrepresentation and underutilization of minorities and women, the commission said, "We do not believe that a licensee is guilty of discrimination under the public interest standard of the Communications Act where adequate affirmative efforts are being undertaken to correct . . . deficiencies and there is no evidence of intentional wrongdoing." (For the commission, the distinction is more than academic. It made the point in renewing the license of WRC-TV Washington despite an EEOC finding of "reasonable cause of discrimination" against women.)

The same concept underlies the commission's rejection of statistics as the sole determinant of whether the ratio of minority and female employment at a station to the numbers of minorities and women in the local workforce is within what the U.S. Court of Appeals in Washington dubbed a "zone of reasonableness." The commission said that it and the courts have held that the concept of such a "zone" is not a "static" one and that the "zone must be evaluated not only in terms of the statistical relationship between minority and female employes and their percentages of the workforce but also the licensee's EEO program and "other relevant information"—the factors the commission now considers in applying the "zone of reasonableness standard."

The standard—or some version of it—

will also be used by the staff in processing noncontested renewal applications. At present, the staff removes for special attention renewal applications showing either a decline in the employment of minorities and women or zero employment in either of those categories—a standard commission officials have long acknowledged to be arbitrary and primitive. The new processing standard is expected to be drafted by the staff and submitted to the commission in two or three weeks.

The EEO program the commission expects broadcasters to follow is an ongoing one:

It calls for a policy of nondiscrimination; requires the appointment of an individual to implement the EEO program and directs stations to report on means they use to inform employes and prospective employes they are an equal-employment opportunity employer. In connection with the last, the commission also expects broadcasters to seek nondiscrimination clauses in union contracts.

The program also requires broadcasters to report on efforts to recruit minorities and women as employes (the organizations contacted for such employe candidates are to be listed, as are employment agencies specializing in serving them) and on training programs they operate, if any, to upgrade employes' skills.

Nor is that all. The program also requires an availability survey—a report on the percentage of women, blacks, Orientals, American Indians and Spanish surnamed in the workforce or, if those figures are not available, the population in a station's recruitment area; the workforce analysis; a breakdown by sex and race of the persons hired in the preceding 12-month period, an analysis of whether the recruiting techniques have been successful in increasing the number of minorities and women on the payroll and, if not, the steps being taken to expand recruiting efforts; a report on the results of a policy to provide promotions on a non-discriminatory basis, and, finally, a narrative discussion of the effectiveness of the station's efforts to assure equal employment—a section the commission said can be used to explain any apparent deficiencies in its EEO program.

The new program left unchanged the manner in which the commission will handle complaints of discrimination against broadcasters. The commission will continue to refer them to local, state or other federal agencies, if complaints fall within their respective jurisdictions. However, the commission will accept complaints if no other agency has jurisdiction or if they indicate the need for a "comprehensive review" of a station's EEO performance.

With the EEO rules for broadcasters now clarified, the commission will turn its attention to those for cable television. Commission officials have made clear their concern over what they regard as poor performance on the part of cable operators in implementing EEO programs. However, the question of the commission's authority to adopt any EEO rules for



New England AM — FM \$210,000

Full-time AM with companion FM in isolated single station market. Profitable under absentee ownership but excellent opportunity for aggressive new owner. Combined operation with buildings and real estate included. Terms available for a qualified buyer.

BLACKBURN & COMPANY, INC.

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

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 331-9270

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30361
400 Colony Square
Suite 510
(404) 892-4655

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

6-28

cable is causing more debate at the commission than does the question of the authority to adopt such rules for broadcasters. The issue is expected to be addressed in the cable E&O rulemaking and inquiry to be issued, probably next month.

Changing Hands

Announced

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

■ **WVUE(TV)** New Orleans: Sold by Columbia Pictures Industries Inc. to Gaylord Broadcasting Co. for \$12.5 million (see story page 38).

■ **KBMT(TV)** Beaumont, Tex.: Sold by subsidiary of Liberty National Corp. of Oklahoma City to Texas Telecasting Inc. for \$2.4 million. Seller, publicly traded holding company which owns Liberty National Bank & Trust Co. of Oklahoma City, received waiver of FCC's "three-year" rule to sell station which it received as payment for debts owed by previous owner, Harbour Television Systems Inc. (BROADCASTING, Feb. 23). Principals in buyer are Michael G. and Clinton McKinnon who also own KIII(TV) Corpus Christi, Tex., and KSON(AM) San Diego. KBMT is ABC affiliate on channel 12 with 316 kw visual, 31.6 kw aural and antenna 1,000 feet above average terrain. Broker: R.C. Crisler Co.

■ **WMMM(FM)** Arlington Heights, Ill.: Sold by Community Broadcasters Inc. to Northwest Community Broadcasting Inc. for \$500,000. Seller is owned by James G. Flannery who has no other broadcast interests. Buyer is owned by Bennett P. Trapani and Jack P. Whisler, both of whom have banking, commercial leasing, real estate and other business interests in Arlington Heights and other Illinois communities. WMMM is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Hamilton-Landis & Associates.

■ **WSAI-AM-FM Cincinnati**: Sold by Combined Communications Corp. to Affiliated Publications Inc. for \$6.3 million. Buyer, owner of the *Boston Globe*, is buying stations after CCC's attempted sale to Broad Street Communications Corp. for \$6.5 million (BROADCASTING, March 8) fell through for lack of financing. CCC, which bought *Cincinnati Enquirer* last year, is selling stations to comply with FCC crossownership rules which forbid common acquisitions of newspaper and broadcast properties in the same market. CCC, based in Phoenix, also owns two AM's, two FM's, seven TV's and outdoor advertising firms and has purchased, subject to FCC approval, KSDO(AM) San Diego (BROADCASTING, March 1). Buyer also owns WFAS(AM)-WWYD(FM) White Plains, N.Y., acquired from Courtland Broadcasting Corp. for \$2.4 million (BROADCASTING, April 12). WSAI(AM) is on 1360 khz full time with 5 kw. WSAI-FM is on 94.1 mhz with 32 kw and antenna 600 feet

above average terrain. Broker: R.C. Crisler Co.

■ **WKEM(AM)** Immokales and **WLEQ(FM)** Bonita Springs, both Florida: Sold by Jerome Broadcasting Corp. to Gold Coast Broadcasting Corp. for \$395,000. Seller, owned by Conrad J. Jones, Charles Weissinger and Sapp and Boardman families profit sharing trust, has no other broadcast interests. Buyer is owned by Richard J. Friedman, Jan Kantor and Ralph Winquist. Mr. Friedman also owns WMDD-AM-FM Fajardo, P.R. Mr. Kantor is account executive with WQAM(AM) Miami. Mr. Winquist is consulting engineer in Bridgeport, Conn. WKEM is on 1490 khz with 1 kw day, 250 w night. WLEQ(FM) is on 95.9 mhz with 3 kw and antenna 310 feet above average terrain. Broker: Reggie Martin.

■ **WELW(AM)** Willoughby, Ohio: Sold by Radio 1330 Inc. to WELW Radio Inc. for \$225,000. Seller is principally owned by Laurence Goldstein who has no other broadcast interests. Principals in buyer are Leo P. D'Arcy and 10 other local business and professional men. Mr. D'Arcy is general manager and news director of WELW, a 500 w daytimer on 1330 khz.

■ **WJOR(AM)** South Haven, Mich.: Sold by Van Buren County Broadcasting Co. to Iroquois County Broadcasting Co. for \$200,000. Principals in seller are Dee O. Coe, son Kenneth, brother Mark, Mark's wife, Jeane, and Victor Voss. Dee Coe has interests in WWCA(AM) Gary, Ind., and

WLOI(AM)-WCOE(FM) LaPorte, Ind. Mr. Voss is chief engineer and vice president of WWCA. Kenneth Coe is general manager of WLOI and WJOR. Mark and Jeane Coe have no other broadcast interests. Principals in buyer are S.L. Martin, his son Richard, Bob Bivans and Don A. Ruth. S.L. Martin is president of buying company and president of First Trust and Savings Bank, Watseka, Ill. Mr. Bivans is vice president and general manager of WGFA-AM-FM Watseka. Mr. Ruth is treasurer and office manager of WGFA. Richard A. Martin is secretary of Iroquois County Broadcasting Co. Buyer also owns WTKM-AM-FM Hartford, Wis. WJOR is 1 kw daytimer on 940 khz. Broker: Richard A. Shaheen Inc.

■ Other sales reported at the FCC last week include: WAZA(AM) Bainbridge, Ga. (see page 66).

Approved

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

■ **WFCB-TV** Miami: Sold by Florida Christian Broadcasting Inc. to Lester Sumrall Evangelistic Association Inc. for \$900,000. FCC granted waiver of its "three-year rule" because licensee went bankrupt. Thomas I. Monroe is president-director of seller, nonprofit, nonstock organization. Buyer, also licensee of WHME(FM) South Bend, Ind., is religious corporation with operating control in three trustees, Lester and Louise Sumrall and Leona Sumrall Murphy, who are also of-

WE HAVE BUYERS FOR PROPERTIES IN

Illinois
Iowa
Indiana
Southern Minnesota
Missouri

Call or write

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

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

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

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

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

Brokers of Newspaper, Radio, CATV & TV Properties

ficers of nonprofit WHMB-TV Indianapolis. WFCB-TV is on channel 45 with 447 kw visual, 89.1 kw aural and antenna 1,020 feet above average terrain.

■ **KAMC(FM)** Arlington, Tex.: Sold by Radio Arlington Inc. to Jimmy Swaggart Evangelistic Association for \$750,000. Seller is owned by J.D. Osburn who also has 50% interest in KYKX(FM) Longview, Tex. Jimmy Lee Swaggart is president of buyer, nonprofit, nonstock corporation that owns WLUX(AM) Baton Rouge; KGOY-FM and 20% of KGOY(AM) Bethany, Okla.; holds construction permit for new FM in Amarillo, Tex., and has bought, subject to FCC approval, wvix(AM) Pensacola, Fla. (BROADCASTING, April 19). KAMC is on 94.9 mhz with 100 kw and antenna 670 feet above average terrain.

■ **WTAL(AM)** Tallahassee, Fla.: Sold by Capitol Broadcasting Inc. to WTAL Inc. for \$659,000. Seller is owned by Wally Hoy who has no other broadcast interests. Buyer is owned by Gene Camp (70%), Frederick, Md., oral surgeon, and Frank Veihmeyer (30%), sales manager of WFMD(AM)-WFRE(FM) Frederick, Md. Dr. Camp and another associate, Gene Smith, sold WFRG(AM) Reidsville, N.C., for \$350,000 (BROADCASTING, Feb. 12). WTAL is on 1450 khz with 1 kw day, 250 w night.

■ **WMBG(AM)-WBCI(FM)** Williamsburg, Va.: Sold by Williamsburg Broadcasting Co. to Colonial Broadcasters for \$500,000. Seller is owned by William E. Allaun Jr. family, and Mr. Allaun will retain 10% interest in buyer. Principal in buyer is Donald M. Bentley (50%) who is general manager of stations. Remaining interest is equally divided among four local business and professional men. WMBG is 500 w daytimer on 740 khz. WBCI is on 96.5 mhz with 50 kw and antenna 430 feet above average terrain.

■ Other sales approved by the FCC last week include: WTUB(FM) Troy, Ala.; wvix(AM) Pensacola, Fla.; KCIJ(AM) Shreveport, La.; WBUK(AM) Portage, Mich.; KBET(AM) Reno, Nev.; KCMX(AM) Ashland, Ore. (see page 67).

Gaylord to acquire WVUE New Orleans from Columbia

Some proceeds from Oklahoma sale go to finance buy of ABC affiliate

Columbia Pictures Industries Inc., parent company of Screen Gems, announced last week it is selling its WVUE(TV) New Orleans to Gaylord Broadcasting Co., a subsidiary of Oklahoma Publishing Co., for \$12.5 million cash ("Closed Circuit," June 21).

Howard E. Stark, New York-based broker for the sale, said CPI is selling the station, subject to FCC approval, to reduce its banking and other long-term debts. CPI's sale of WAPA-TV San Juan, P.R., was granted to Puerto Rican Broadcasting for

\$11 million in cash and notes (BROADCASTING, June 7).

Last year Gaylord sold WKY-TV Oklahoma City, co-located with its *Oklahoma City Oklahoman* and *Times*, to the Evening News Association, which owns the *Detroit News* and a station group including wvj-AM-FM-TV Detroit, for \$22.5 million (BROADCASTING, Nov. 10, 1975). Gaylord had said earlier that it was complying with the spirit of FCC crossownership rules, which discourage common ownership of co-located newspapers and television stations and prohibit future formations of co-located crossownerships. Gaylord said that it planned to use proceeds from the sale to purchase stations elsewhere (BROADCASTING, July 21, 1975).

Gaylord also owns WTVT(TV) Tampa, Fla., where it is headquartered; KTVT(TV) Fort Worth; KHTV(TV) Houston; KSTW(TV) Tacoma, Wash.; wvTV(TV) Milwaukee; KRKE(AM) Albuquerque, N.M., and WKY(AM) Oklahoma City.

CPI still owns WNJU-TV Linden, N.J.; WOLE-TV Aguadilla, P.R.; WYDE(AM) Birmingham, Ala.; KCPX-AM-FM Salt Lake City, and wvva-AM-FM Wheeling, W.Va.

WVUE, an ABC-TV affiliate, was previously to be sold to Starr Broadcasting, a publicly traded station group, but that deal fell through for lack of financing (BROADCASTING, Feb. 2). The station is on channel 8 with 316 kw visual, 31.6 kw aural and antenna 990 feet above average terrain.

Staggers restarts from scratch on license renewal

Four-year term is still a prime target in bill by Commerce Committee head

House Commerce Committee Chairman Harley Staggers (D-W.Va.) has introduced a license renewal bill that is mostly favorable to the interests of broadcasters.

It was Mr. Staggers, using his influence as committee chairman, who killed the license renewal bill two years ago. He did so because he thought the broadcasters had reneged on a commitment to him to accept a provision lengthening the broadcast license term to four years. The broadcasters were able to have the provision amended to make the term five years.

Mr. Staggers is still holding firm for four years. His new bill has provision for a four-year term. It would require the FCC to renew a broadcast license if the applicant met three criteria: (1) it has met the FCC's legal, financial and technical requirements; (2) it has followed the FCC's procedures for ascertainment of community needs, and (3) it has not been involved in any activity that would warrant denial.

The new bill would also prohibit the FCC from considering media cross ownership at renewal time, and integration of

station ownership and management, unless the FCC first lays down rules governing those practices.

In addition, the bill would set time limits for the filing of petitions to deny, would ensure that stations do not have to resubmit any papers already submitted to the FCC and would permit court appeal of FCC license decisions in the station's own district.

The Staggers bill (H.R. 14382) will be examined along with the pending legislation by Representative Louis Frey (R-Fla.), ranking Republican on the Communications Subcommittee, when the subcommittee holds hearings on license renewal in late summer. Subcommittee Chairman Lionel Van Deerlin (D-Calif.) announced two weeks ago that the hearings will be Sept. 14-16.

Broadcasters: the reluctant contributors

TARPAC hands out only \$25,000 since 1974 elections; Watergate and new financing laws cited as reasons; cable does even worse

Contributing money toward the reelection of representatives and senators is part of the lobbying game in Washington, but not one at which broadcasters excel. As one Washington insider put it last week, on Capitol Hill "this industry is known as kind of a chintzy crew."

The broadcasters' political gift-giving efforts are mostly channeled through the National Association of Broadcasters' affiliated Television and Radio Political Action Committee (TARPAC). NAB Vice President Bill Carlisle, who is executive trustee and national treasurer for TARPAC, said last week that "for a \$5 billion industry, we should be sitting on a six-figure campaign fund."

But TARPAC is not sitting on a six-figure campaign fund. Its latest spending report, filed this month at the Federal Elections Commission in Washington, showed the committee with \$8,170.69 cash on hand. Since the 1974 congressional elections, TARPAC has raised about \$42,000 in contributions and paid out about \$25,000 to candidate campaign committees. In the 1974 elections, TARPAC raised and spent close to \$60,000, neither a staggering nor even an impressive figure. TARPAC contributed to the campaigns of 81 representatives and senators in the 1974 congressional races. This year it wants to "participate" in the campaigns of 100 candidates.

A lot of reasons are offered for the shortage of funds in the broadcasters' political till. Spencer Denison, TARPAC's executive director, said there are mainly three. One is the adverse publicity cast on money in politics by the Watergate scandal, and the frequent accounts in the press of illegal campaign money dealings. Another is that

**#1 IN ITS
TIME PERIOD
WITH 33%
OF THE
VIEWING
AUDIENCE
ON WTTG,
WASHINGTON, D.C.***

*Source: Arbitron Telephone Recall Survey

"...actress Susan Hawkens
shines..."

"...strong performances all
around."

Variety

"...captures exactly the
atmosphere of the
San Francisco trial."

"...a work of sustained suspense,
building tension and dramatic clash."

The Washington Star

**ALREADY SOLD IN:
New York, Chicago, Philadelphia,
Boston, San Francisco, Detroit,
Washington, D.C., St. Louis,
Minneapolis, Kansas City
and Cincinnati.**



**PATTY
HEARST:
ON THE
WITNESS
STAND
A COMPELLING
TELEVISION
DRAMA**

CALL NOW OR WRITE:
NEWSGROUP, INC.
5151 Wisconsin Avenue, N.W.
Washington, D.C. 20016
(202) 244-0878

broadcasters are not accustomed to spending money out of their own pockets for business-related activities; they are used to using corporate funds and writing them down on their expense accounts. Under the campaign law, corporations are forbidden from contributing to political campaigns. The contributions must come from individuals' private funds. A third reason, Mr. Denison said, is that many broadcast licensees think they have enough clout with their representatives that they do not need to offer money to campaigns.

Mr. Denison and others defend the practice of giving money to candidates. Many licensees away from Washington do not understand, he said, that a contribution during an election campaign can prompt busy congressmen to return phone calls more readily later.

Contributions the size of TARPAC's, generally in the range of \$100 or \$200, will not buy votes or favors, Mr. Carlisle said. What contributions such as those do, he said, is "let the candidate know that the broadcasters are interested in seeing him elected."

Political money is tight at TARPAC, but things are much worse these days at the National Cable Television Association, whose Political Action Committee is currently at a standstill. NCTA's political expenditures were about one-fifth of TARPAC's in the 1974 elections. Its reports at the FEC show it has spent about \$8,000 toward the 1976 elections so far.

NCTV/PAC has not collected anything

since early May, and is not likely to soon, according to NCTA executive vice president, Tom Wheeler. He blames the slowdown not on stingy cable operators, however, but on Congress and the President who passed and signed into law in May new amendments to the elections law that directly affect trade associations.

The effect of the new law, Mr. Wheeler said, is to "multiply significantly" NCTA's difficulties raising money. "It was never easy," he said. But now "everything has to be stopped and we have to go back through all this administrative rigamarole." Under the new law, he said, NCTA now has to get a designation from every company whose employees it wants to solicit for funds. The law says that an association political action committee can only solicit from its members, and must be designated by a company to be the only political action committee soliciting funds at that company during the year. What that means, Mr. Wheeler said, is that "I couldn't say casually to the chairman of our board, 'hey, would you like to contribute to the political action committee?' without first getting a designation from the chairman's company."

Mr. Wheeler said NCTA is currently trying to work out procedures for getting designations from members. It has none yet.

NAB is faced with the same problem—sort of. Mr. Denison said TARPAC is sensitive about maintaining distance from NAB. His own salary comes from TAR-

PAC money, not NAB's. So it is not clear whether TARPAC is affected by the new rules affecting trade associations, he said.

Nevertheless TARPAC will take no chances. If challenged, he said, it might be found too closely linked to the national association. For instance, its rent at NAB headquarters is free and four of its trustees are NAB staff members or board members. TARPAC will continue to seek funds from previous contributors and will not approach companies for designations.

Following are lists of contributions entering and leaving TARPAC and NCTV/PAC since last reported in February (BROADCASTING, Feb. 16). The committees need only list the contributors and expenditures more than \$100. Most contributions come in much smaller bundles that are never itemized. The information on both political action committees came from their periodic finance reports on file at the FEC.

TARPAC contributions to members of House and Senate Communications Subcommittees: Representative Lou Frey (R-Fla.), \$500; Representative Timothy Wirth (D-Colo.), \$175 (\$475 counting a contribution last year); Rep. Goodloe Byron (D-Md.), \$300 (\$500 aggregate); Rep. Charles Carney (D-Ohio), \$300 (\$500 aggregate); Rep. Sam Devine (R-Ohio), \$500; Senator Vance Hartke (D-Ind.), \$1,200 (\$1,500 aggregate).

TARPAC contributions to members of House and Senate Commerce Committees: Rep. John Dingell (D-Mich.), \$300; Rep. Fred Rooney (D-Pa.), \$300; Rep. Bob Eckhardt (D-Tex.), \$200; Rep. Jim Santini (D-Nev.), \$100 (\$600 aggregate, this year and last); Rep. John Murphy (D-N.Y.), \$500; Rep. Joe Skubitz (R-Kan.), \$200; Rep. James Scheuer (D-N.Y.), \$100 (\$150 aggregate); Rep. Clarence Brown (R-Ohio), \$500; Rep. James Broyhill (R-N.C.), \$500; Sen. John Tunney (D-Calif.), \$300; Sen. James Buckley (R-N.Y.), \$300 (\$500 aggregate, this year and last).

TARPAC contributions to other members of Congress: Rep. Robert N. Giaimo (D-Conn.), \$200; Rep. Guy Vander Jagt (R-Mich.), \$200; Rep. John Brademas (D-Ind.), \$200; Rep. Bob Wilson (R-Calif.), \$200 (\$400 aggregate); Rep. Henry Hyde (R-Ill.), \$300; Rep. Joe Cederberg (R-Mich.), \$300; Rep. Joe Moakley (D-Mass.), \$100; Rep. James Mann (D-S.C.), \$100; Rep. Ray Madden (D-Ind.), \$500; Rep. James Quillen (R-Tenn.), \$250; Rep. John Ashbrook (R-Ohio), \$100; Rep. Thomas Kindness (R-Ohio), \$100; Rep. Teno Roncalio (D-Wyo.), \$200; Sen. Harrison Williams (D-N.J.), \$300; Sen. Hubert Humphrey (D-Minn.), \$850 (\$1,000 aggregate this year and last); Sen. Quentin Burdick (D-N.D.), \$1,000; Sen. Gale McGee (D-Wyo.), \$1,000 (\$1,200 aggregate).

TARPAC contributions to others: Democratic Congressional Dinner Committee, Washington, \$1,000; Business-Industry Political Action Committee, \$100; Republican Senate-House Dinner—1976, Washington, \$1,000.

Contributors to TARPAC: Robert Rice,

THE NEW:



KXXK FM Stereo

DENVER

Represented Nationally by:



RADIO ADVERTISING REPRESENTATIVES, INC.

New York: 692-3227 Chicago: 454-6990 Detroit: 968-2030 Los Angeles: 469-2923 San Francisco: 434-2866 Atlanta: 885-5880

MSR is the breakthrough among the syndicators available now for national and world-wide distribution. For the first time, a contemporary radio show that offers a new approach toward better quality programming. To hear it is to believe it.

MSR is designed to offer the best of the century's musical past and present—the original top chart sellers of the pre-rock and rock eras are now united in one giant star-studded musical assembly. And that's not all! Included will be actual theme songs of popular T.V. programs, memorable motion picture sound tracks, enchanting Broadway

show tunes, immortal classical masterpieces, and the never-to-be forgotten children's classics. Yes, a celebrated reunion in sound spanning the decades.

MSR is more than just music. Your host, Francis Chick Powers is your musical historian providing authoritative insight into the stars of yesterday and their influence on the song stylists of today.

MSR is carefully programmed to fit virtually any station format.

MSR is a weekly two hour feature program (also available in one hour) that originates and is taped in New York City.

MSR is produced in full AM/FM compatible stereo under the highest technical standards of quality in the industry with delivery scheduled sufficiently in advance of air schedules to guarantee week-in, week-out dependability.

Fill in this coupon and receive a free demonstration record of the two hour show (with the music telescoped), together with complete descriptive literature. Write: The Musical Sound Review, Ltd. P.O. Box 777, Gravesend Station, Brooklyn, N.Y. 11223, or call (212) 375-1245.

coupon

Please print

Name _____

Title _____

Station _____

Street Address _____

City _____

State _____ Zip _____

Area Code _____

Telephone _____



The Musical Sound Review, Ltd. P.O. Box 777, Gravesend Station, Brooklyn, N.Y. 11223
(212) 375-1245

There's some about August a

* Broadcasting's special reports on

⚡ Aug23

Broadcast journalism hasn't learned where to stop. It just keeps growing, and with it BROADCASTING's annual survey of outstanding local television news commitment.

And news performance. Documentaries. Investigative reporting. Exclusives. Live, filmed and taped coverage of breaking news. Editorial campaigns. Interviews.

And competition. Where the news leaders are. What the new formats are. Who's setting the pace in news innovation.

The prologue for this summer's special was published last winter. "The next trend in local TV news will be news," reported BROADCASTING in its Jan. 5 issue (*The First Amendment and the Fifth Estate*), quoting Pat Polillo, executive news producer of the Westinghouse TV station group. Events since then have borne him out, as BROADCASTING will report—in detail and in earnest—on Aug 23.

You belong in Broadcasting ⚡ Aug23

Something special* and September

1) local TV journalism and (2) radio

⚡ Sep 27

We're out to take it from the top again. To review the bidding, as it were, on the other half of broadcasting.

From wherever you stand, and wherever you look, the tide is running in radio's favor. Business is hitting levels far beyond expectations. AM is strong. FM is growing. Demand for facilities is outpacing the government's ability to assign them. Rock and roll is everywhere, country's gone to the city, talk is wall to wall and news is all the time.

We're going to report it all. The upside and the flipside. The mainstream and the alternatives. The inside and the out.

Among everything else, we're going to try—again—to define a medium that changes before your ears. And what we can't define we'll at least get a fix on.

Radio. Where it's at. Sep 27.

You belong in Broadcasting ⚡ Sep 27

president, WRAU-TV Peoria, Ill., \$125 (\$375 aggregate since the 1974 elections); Tom Chauncey, president, KOOL-AM-FM Phoenix, \$500; Homer Lane, executive vice president, KOOL-AM-FM-TV, \$300; Vincent Wasilewski, president, National Association of Broadcasters, \$500 (\$700 aggregate); William F. Turner, president, KCAU-TV Sioux City, Iowa, \$250 (\$500 aggregate); James Ferguson Jr. executive vice president, Springfield TV Broadcasting Corp., Springfield, Mass., \$300; Jack Rosenthal, executive vice president, HarriScope Broadcasting Corp., Casper, Wyo., \$250 (\$750 aggregate); Mike Shapiro, president, WFAA-TV Dallas, \$200; James Dick, president, WIVK-AM-FM Knoxville, Tenn., \$200; William Leonard, vice president, CBS, Washington, \$300; Clair McCollough, retired head of Steinman Stations, Lancaster, Pa., \$500; Donald Jones, president, PSB Radio Group, Fond du Lac, Wis., \$200; Theodore Walworth Jr., president, TV Stations Division, NBC, New York, \$200.

NCTV/PAC contributions to congressmen: Rep. William Hughes (D-J.J.), \$100; Rep. George Danielson (D-Calif.), \$200; Rep. Bill Alexander (D-Ark.), \$200; Rep. Bob Krueger (D-Tex.), \$100; Rep. John Slack (D-W.Va.), \$100; Rep. Ralph Metcalfe (D-Ill.), \$100; Rep. Thomas Foley (D-Wash.), \$100; Sen. John Glenn (D-Ohio), \$150.

Since the first of the year, NCTV/PAC

has had one contributor of more than \$100, John W. Arnsts of Clar-O-View Community TV, Bangor, Pa., who gave \$250.

Question seven is a bit much for many broadcasters

They petition FCC to trim down area covered by that item on new short-form radio renewal

Broadcasters have petitioned the FCC to reconsider the new two-page radio license-renewal form (BROADCASTING, May 10) the commission had hoped would "reduce the complex renewal scheme which has developed over the years."

Most petitioners seemed pleased the commission made the effort, praising, as did the National Association of Broadcasters, the reduction in reporting unnecessary information and the easing of the administrative burden of each licensee at renewal time.

The complaints were all focused on question seven of the form, which asks the licensee whether any party to the renewal has been involved in illegal conduct. The old renewal form required only information on legal proceedings against officers, directors or major stockholders

having significant influence on the applicant, and involving crimes such as the attempt to monopolize radio communication and using unfair methods of competition. The commission has expanded the question, the broadcasters contended, creating, as CBS put it, "an unreasonable burden" for broadcasters.

Most petitioners complained that the new question would involve potential listing of a wide range of crimes involving any stockholder with a vote in the applicant corporation. CBS, which has 40,000 stockholders, said that it was "inconceivable that the commission has an interest in (let alone the time to read) information about litigation involving each of these stockholders." They suggested, as did most other broadcasters, that the FCC rephrase the question so that only those stockholders having a 10% or greater interest in the corporation, be subject to the reporting requirements.

ABC and most of the other petitioners also objected that the new question would require the applicant to report illegal conduct on the part of a corporation which has a director who serves both the broadcaster and a nonbroadcast related corporation. As the question now stands, said ABC, broadcast renewal applicants must report crimes committed in a corporation whose only connection with broadcasting is a common director.

The new renewal question also holds

WESTBROOK HOSPITAL

SENSELESS VIOLENCE

The raw edge of life is increasingly more evident today. Terrorism. Racial and religious hatred. Soaring urban crime rates. Battered children. What's happening to our fractured society?



Westbrook Hospital, in 26 half-hour dramas, illustrates to 120 markets the positive themes which transform lives and bring hope and healing. For audition cassettes or more information call collect (805) 498-6661. Ask for Jim Evans.

Westbrook Hospital is a production of Faith for Today, Inc.

broadcasters accountable for crimes "involving moral turpitude," which could cover, broadcasters complained, a wide range of ambiguous criminal activity easily misinterpreted, confused and misreported. The commission did not define "moral turpitude," according to the NAB, but "Black's Law Dictionary," used by the NAB and other petitioners in their complaints, defines it as "anything done contrary to justice, honesty, modesty or good morals." Most petitioners asked the FCC to drop the phrase and hold broadcasters responsible for reporting only legal proceedings pertaining clearly to broadcasting.

Among those filing for reconsideration of the renewal form were CBS, ABC, NBC, the NAB, Storer Broadcasting Co., RKO General Inc., General Electric Broadcasting Co., McGraw Hill Broadcasting Co., Swanco Broadcasting Inc. and a group of broadcast licensees.

DBA seeks thaw on radio applications, cutback on increased nonduplication rules

The Daytime Broadcasters Association has asked the FCC to reconsider two rulings it says adversely affect its members. One declares a six-month "closed season" on

new or major change AM and FM applications (BROADCASTING, May 3). The other reduces the amount of program duplication allowed by commonly owned AM and FM stations (BROADCASTING, May 10).

DBA said that many daytimers resent the "freeze" the commission imposed on new AM and FM applications as a means of enabling it to deal with a flood of incoming applications already filed. Daytimers have expended large amounts of time and effort compiling applications to change to full-time operations, which now must be shelved for at least six months, DBA said. It added that daytimers were responding in "good faith" to a commission statement last August "establishing a priority" of two full-time stations for every community.

DBA criticized as unreasonable the commission's decision to reduce the amount of program duplication allowed on commonly owned AM and FM stations in communities of over 100,000 population from 50% to 25%, and a new ruling requiring 50% unduplicated programming for stations in communities with populations between 25,000 and 50,000. DBA said that stations would abandon duplication without FCC "compulsion" if they were economically able to do so. Many stations have found that it is in their own best interests to broadcast unduplicated material, but many daytimers do not have the resources, DBA said.

DBA complained that the commission

ruling would force many daytimers to resort either to "inferior programming" or to "meaningless" programming changes, such as broadcasting similar formats on both stations at different times.

DBA asked the commission to exempt companion AM daytime and FM stations from the increased nonduplication requirements and to permit all existing daytimers to continue to file their applications for full-time operating authority.

Translator bill clears Congress

It will allow them to originate some programming, mainly weather bulletins and funds appeals; FCC will set limits on how much

A bill to permit broadcast translator stations to originate some of their own programming passed the House last Monday 349 to 2 and was forwarded to the President for his signature.

Drafted by the FCC, the bill specifies no limit on the amount of programming a translator can originate. It would be up to the FCC to establish those boundaries by rule. But the commission assured Congress in hearings on the measure that it would not permit translators to turn themselves into broadcasters.

House Communications Subcommittee

Our abundant Horn-Of-Plenty society influences us to ignore our health.

A SERIES OF PUBLIC SERVICE RADIO AND TELEVISION SPOTS TO ADVISE YOUR AUDIENCE ON HEALTH AND SAFETY!



FREE
60 SECOND
AND 30 SECOND
SPOTS FOR
TELEVISION AND RADIO

Sociologists tell us that one of the disadvantages of an abundant and highly technical society is that people lose sight of basic needs. Likewise, health specialists tell us that as our way of life has become more complex, people have tended to sacrifice their physical integrity. What can you do to help? Use your broadcast facility to make the public more aware with well-produced and highly motivating public service spots.

TO: American Chiropractic Association 76-2
2200 Grand Avenue / Des Moines, Iowa 50312

Please send me copies of "The Horn of Plenty" public service spots for:

- Television (1-60 sec. and 1-20 sec. Filmed Spots)
 Radio (6-60 sec. and 8-30 sec. Transcribed Spots)

I understand the spots will be sent without cost or obligation.

Program Director _____

Station _____

Street Address _____

City _____

State _____

Zip _____

Chairman Lionel Van Deerlin (D-Calif.) reminded his colleagues of that promise in remarks on the House floor Monday. "The chairman of the FCC, Richard E. Wiley," he said, "has assured the subcommittee that translators will retain their primary characteristics as rebroadcast stations, and will do very limited amounts of programming and fund solicitation appeals."

Representative Lou Frey (R-Fla.), ranking Republican on the same subcommittee, recalled in a similar floor speech last Monday another commission promise not to permit translators to substitute their own commercials for broadcast ads. He noted, too, that the Communications Act currently requires translators to have approval from the stations whose signals they carry, and that that approval can be withdrawn if the translators are found substituting commercials.

Mr. Van Deerlin pointed out that translators, stations set up to amplify and retransmit VHF, UHF and FM broadcast signals primarily to rural areas that would have difficulty receiving signals otherwise, usually depend on the public for financial support. A key reason for the legislation is to make it legitimate for translators to use the airwaves to solicit contributions. Another reason, Mr. Van Deerlin said, is that "the prohibition on program origination in many instances deprives those people dependent on translator service of their only potential source of local pro-

gramming such as emergency weather alerts and other major news events."

The bill also would permit FM translators to run unattended, something TV translators are already permitted to do.

The same bill passed the Senate in May (BROADCASTING, May 31).

Jackson trio tries again, determined to use that ounce of prevention

Conferences held with UCC and local group to iron out any objections to plan for joint ownership of WLBT

Parties to the drawn-out comparative hearing involving channel 3 in Jackson, Miss., are making another effort to settle it. The terms are similar to those proposed once before—in July 1975. But this time, the parties are taking steps to avoid some of the problems that were encountered then.

Under the agreement, which is subject to FCC approval, three of the five applicants would become owners of equal shares of a new corporation which would become the licensee of what is now WLBT(TV). And the new company would be capitalized at \$1.5 million, which would be

used to begin paying Lamar Life Broadcasting, the original licensee which was denied renewal, for its equipment, and to reimburse all five applicants for expenses they incurred in prosecuting their applications.

The three applicants that would be included in the new corporation are—as they would have been in the original proposal—Dixie National Broadcasting Corp., Jackson Television Inc. and Channel 3 Inc. Black ownership of the company would constitute about 25%, according to the agreement.

Lamar Life, which is competing for the license it lost in 1969, would receive a total of at least \$3 million over a period of years. The amount would represent the cost of the existing facilities and Lamar's out-of-pocket expenses.

The fifth applicant is Civic Communications Corp. The expenses that would be repaid in connection with the prosecution of its application are those incurred by Walter G. Hall, one of its principals, and the payment—a maximum of \$190,000—would be made directly to him.

The first effort at settlement fell apart in October when Channel 3 withdrew, in part at least because of what an official predicted would be the efforts of the United Church of Christ to oppose a settlement (BROADCASTING, Oct. 27, 1975). Several weeks earlier, the church had petitioned the FCC to enlarge the issues to investigate charges against an official of Dixie National.

The UCC's participation in the case goes back to the beginning, in the early 1960's. Along with local black residents of the Jackson area, the church petitioned the FCC to deny renewal of WLBT's license on the ground it ignored the needs and interests of the sizable black community. After two court decisions overruling its decisions—once to grant a one-year renewal, once a full renewal—the commission stripped WLBT of its license. The station is now being operated on a nonprofit basis by Communications Improvement Inc.

Since the last effort to settle, the church and a Jackson group, the Community Coalition for Better Broadcasting, have entered the case as intervenors. And the parties' attorneys have conferred with lawyers for one church and one coalition in an effort to win their support of the proposed settlement.

"We want to hear more about it," said Earle K. Moore, counsel for the church. "They're trying to satisfy us the agreement is in the public interest, and we're listening. We'd be delighted to see the hearing end in a way we could be proud of."

FCC's fall road show

The FCC will resume its schedule of regional meetings in October, with sessions with broadcasters and members of the public in Houston on Oct. 19 and in Kansas City, Mo., on Oct. 28. The Houston meetings—for broadcasters and

SAN DIEGO ARB

April-May, 1976

KYXY-FM • Target Demos • Adults 25-49 • 6 pm-12 midnight

KYXY-FM #2

KYXY-FM • Women 25-49 • 6 p.-12 Midnight

KYXY-FM	#1	Bright and Beautiful *
KCBQ-AM	#2	Contemporary
KFMB-AM	#3	MOR
ETRA	#4	TM
KOGO-AM	#5	MOR
KSON-AM	#6	C&W
KFSD-FM	#7	Classical
KEZL-FM	#8	Bonneville

KYXY-FM • Men 25-49

KYXY-FM #1 10 am-3 pm plus a lot of other firsts 18-49

*Trademark: "Bright and Beautiful"

Wally Nelskog & Associates; 1200 Stewart Street; Seattle, Washington 98101
206-623-5934

Distributed nationally by BPL, Bellvue, Washington

KYXY-FM
San Diego

1414 8th Avenue

(714) 235-6595

MICROWAVE ASSOCIATES

COMMUNICATIONS EQUIPMENT DIVISION

NORTHWEST & ALASKA

Carl Guastaferra
Sunnyvale, CA.
Phone: (408) 733-0222
TWX: (910) 339-9248

MID-WESTERN REGION

Mert Knold
Kansas City, MO.
Phone: (816) 763-5395

NORTH CENTRAL (INCL. W.VA., MD., DEL., & D.C.) REGION

Clyde McCauley
Wayland, MA.
Phone: (617) 358-5054

NEW ENGLAND (INCL. N.Y., L.I. & N.J.) REGION

Dan McCarthy
Burlington, MA.
Phone: (617) 272-3100/3000
TWX: (710) 332-1716

SOUTHWEST REGION & HAWAII

John Morrissey
Sunnyvale, CA.
Phone: (408) 733-0222
TWX: (910) 339-9248

SOUTH CENTRAL REGION

Les Fisher
Dallas, TX.
Phone: (214) 239-2893

SOUTHEAST REGION

Phil Cass
Atlanta, GA.
Phone: (404) 455-3815

WEST COAST SERVICE CENTER

Jerry Elmer
Phone: (408) 733-0222
(Limited Emergency Service)

MID-WEST SERVICE CENTER

Dick Shannon
Phone: (816) 763-5395

FACTORY SERVICE CENTER

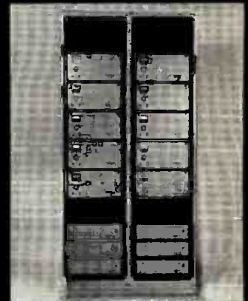
Frank Miani or Don Sicard
Phone: (617) 272-3100 or 272-3000
After Hours: (617) 272-1547

coast to coast sales and service

The whole pie! – That's what we offer our customers when it comes to service. Whether it's sales, technical service, or just the right product for your needs, Microwave Associates puts it all together from coast to coast.

We also offer the full range of services for turnkey operation. If it has anything to do with microwave equipment, from miniature battery operated transmitters . . . to STL and intercity point to point systems, we not only make it, we perform site surveys, install it, and train your people to use it as well. And we've got service centers nationwide, so we're never very far away.

At Microwave, we're working to help you bring the nation closer together.



Microwave Associates, Inc. Burlington, Massachusetts 01803 Telephone: (617)-272-3100

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

Company	Period/Ended	Revenues	Change	Current and change		Per Share	Revenues	Year earlier	
				Net Income	Change			Net Income	Per Share
Avco.....	3 mo. 2/29	312,386,000	+ 6.4%	24,118,000	+450.1%	7.08	293,374,000	4,384,000	.03
Concert Network.....	Year 12/28/75	1,279,793	- 3.3%	124,615	-67.1%	0.05	1,340,939	377,901	.16
Farinon Electric.....	Year 3/31	39,234,000	+ 7.3%	1,959,000	-23.9%	.50	36,556,000	2,573,000	.66
Gulf & Western.....	9 mo. 4/30	2,529,459,000	+31.4%	150,159,000	+47.9%	2.86	1,924,628,000	101,503,000	2.47
Teletronics.....	9 mo. 3/31	6,733,000	+ 3.9%	381,000	-14.6%	.42	6,475,000	446,000	.53
Westinghouse.....	3 mo. 3/31	1,443,096,000	+ 9%	47,229,000	+42.9%	.54	1,323,180,000	33,043,000	.38
Wrather.....	3 mo. 3/31	5,158,000	+35.3%	24,000	*	.01	3,811,000	(414,000)	(.18)

*Change too great to be meaningful.

the public from Texas, Oklahoma, Arkansas, Louisiana and Mississippi—will be held in the Hyatt Regency hotel. The broadcasters' meeting will run from 1:30 to 5:30 p.m., the meeting with the public, from 6:30 to 10:30 p.m. The Kansas City meeting will draw broadcasters and members of the public from Missouri, Kansas, Nebraska, Iowa, North Dakota, South Dakota and Minnesota. The meeting with broadcasters will be in the Crown Center hotel, from 1:30 to 5:30 p.m. and the meeting with the public in the municipal auditorium from 6:30 to 10:30 p.m. In both cities, Chairman Richard E. Wiley will head an FCC contingent that is expected to include Wallace Johnson, chief of the Broadcast Bureau; C. Phyll Horne, chief of the Field Operations Bureau; Martin Levy, chief of the broadcast facilities division; William B. Ray, chief of the complaints and compliance division; Richard J. Shiben, chief of the renewal and transfer division; and Lionel Monagas, chief of the industry equal employment opportunity unit.

Horne drumming up business for inquiry on operator tickets

FCC Field Office Bureau chief is anxious for wide spectrum of comments as commission attempts a hard look at its licensing requirements

FCC officials do not often make a pitch for comments in a rulemaking proceeding or inquiry. Generally, a notice is simply issued and it generates comments or it doesn't. But last week, C. Phyll Horne, chief of the commission's Field Operations Bureau, which administers all tests for commercial operators licenses went out of his way to drum up interest in the inquiry the commission adopted three weeks ago into the relevancy of its commercial operator licensing requirements (BROADCASTING, June 7).

The inquiry poses a number of questions, from whether the commission should eliminate license requirements for operators to whether the requirements should be tightened. There are also questions as to whether current license examinations are up to date and insure com-

petent operators and whether a "beginner" class of license should be issued for an appropriate period.

And the hope, Mr. Horne said last week, is that comments are received from the widest possible spectrum of parties—not only broadcasters but land-mobile operators, common carriers, public safety and maritime radio users and others. "We want to hear from the representatives of every service where an operator's license is required for the operation and/or maintenance of a transmitter," Mr. Horne said.

Indeed, the notice was put out in the form of an inquiry as a means of spreading as widely as possible the net for comments. Some officials had argued for a rulemaking, but others felt that a rulemaking, containing a proposed rule, would focus too narrowly the views of those filing comments. "There are many opinions within the commission" Mr. Horne said, "but no preconceived ideas."

If the interested parties—"management, licensees, everybody study the issues and file comments, we'll be able to make a more judicious decision," he said.

Meanwhile, although comments are not due until Sept. 15, one has already been received. It was from Dennis A. Hubbs, an instructor at Northeast Radio Communications Tutoring Services, in East Hartford, Conn., who is concerned about the possible elimination of operator license requirements. Such an action, he said, "would create chaos in the operation and maintenance of station" and would cause more rule violations "than already occurs."

Mr. Hubbs said other engineers would share his view, and added, "Perhaps the comments of more can be solicited." Mr. Horne obviously hopes the views of a great many interested parties can be solicited.

Meanwhile, a procedure designed to speed the movement of prospective candidates into the pool of available operators became effective last Tuesday. As soon as individuals pass their operator exams, they are given interim authorization permitting them to work as operators.

Hold on sale asked

Feminists for Media Rights in Pennsylvania has petitioned FCC to deny or defer the sale of WGAL-AM-FM Lancaster, Pa., to

Hall Communications Inc. (BROADCASTING, March 29). The group charges WGAL Inc. should not be allowed to sell the stations until the commission rules on a petition FMR filed last year to deny the license renewal of WGAL-TV there on grounds it violated anti-trust monopoly rules (BROADCASTING, July 7, 1975). WGAL Inc. owns Lancaster morning, afternoon and Sunday newspapers, the only Lancaster VHF TV station, two of the city's five radio stations and the only cable franchise. The group said WGAL Inc. would still monopolize the area's media access after the radio station sales, and that neither WGAL Inc. nor Hall have adequate programing and employment practices for women and minorities.

FCC grants waiver for same-day nonduplication for N.M. station

Commission grants protection to KVIA-TV, cites outlet's current financial situation

When the FCC last year decided to accord Rocky Mountain television stations no more network nonduplication protection on cable systems than it did other stations in the country—simultaneous instead of the same-day protection they had been receiving—it said it would give special relief to stations that could demonstrate the need for it. KVIA-TV Farmington, N.M., did.

The commission last week said it would continue the same-day nonduplication protection the station had been receiving on cable systems in Farmington and Aztec, N.M. Failure to grant the relief, the commission said, might cause it to suffer a serious setback in an effort to reach a financial break-even point.

The commission said it had taken into consideration not only the small size of the Farmington market but the fact that KVIA-TV has been a loss operation since going on the air in 1972 and the potential effect of the loss of audience and revenues that might result from the switch from simultaneous to same-day nonduplication protection.

KVIA-TV, an NBC "bonus" affiliate, said

that under the simultaneous nonduplication rule, it would lose more than 20% of its prime-time audience and one third of its late-night audience—and about \$40,000.

That is a reference to the network compensation of about \$3,500 a month it would receive if it could reach a prime time audience of between 6,000 and 8,000 homes; its highest audience level was 5,000 homes last February-March. The station now generates about \$400 a month in network revenues.

KIVA-TV said it would not lose those revenues, but simultaneous nonduplication protection, it added, would deny it access to the additional revenues it needs to stay on the air. And if the advertising loss was proportionate to the anticipated loss in audience, KIVA-TV said, it would be placed in an untenable financial situation.

The Farmington cable system, with 7,000 subscribers, carries the NBC programming of KOB-TV Albuquerque and of KREZ(TV) Durango, Colo., which also broadcasts ABC and CBS programming. The Aztec system, which has 1,500 subscribers, carries KOB-TV programming and plans to carry KREZ as well.

The commission said that there was no assurance that KIVA-TV would be able to obtain a network hourly rate from NBC in the near future. Nevertheless, it said, the station is at a critical juncture in its development and a reduction in the size of its audience could have serious consequences.

The commission attached to the special relief it granted a condition that the station submit a new petition for relief in 18 months to enable the commission to determine whether the same-day nonduplication protection should be continued in the future.

The commission vote was 6 to 1, with Commissioner Benjamin L. Hooks concurring in the result and Commissioner Glen O. Robinson dissenting.

FCC won't budge on 35-mile protection

Tampa licensee within that perimeter is unsuccessful with request that nonnetwork exclusivity rule be applied to all stations in the market

The FCC has rejected a request by WKY Television System Inc. for a declaratory ruling that would stretch the protection the nonnetwork exclusivity rule affords stations in hyphenated markets. Generally, the rule limits the exclusivity stations can be given in connection with syndicated material to 35 miles. However, stations in hyphenated markets are allowed to secure exclusivity against another station in a hyphenated market specified in listings contained in the rules, for the top 100 markets, and the ARB Television Market Analysis for smaller markets. WKY asked the commission to rule that, if one station in a hyphenated market may secure exclusivity against a station not in the



Be Choosy...

Choosing the right automation system for your station is not easy. We know that.

That's also why we offer professional programming assistance, and have written a booklet called, "The Financial Advantages of Schafer Automation," which outlines tax and operating savings that you should know about.

That's why Schafer offers a wide range of different models, each with different capabilities.

There are a lot of good reasons to be choosy when you're making an important investment in your radio station. That's why the people at Schafer do much more than just make the best automation. Find out for yourself. Our automation specialists are as close as your telephone. We can make the right decision a lot easier for you.

That's why Schafer has specialists in automation . . . all with radio backgrounds . . . to work with you in making the right decision for your station and format.

YES! I want to be choosy . . . show me your '76 lineup.

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



Schafer Electronics Corporation
 75 Castilian Drive, Santa Barbara Research Park
 Goleta, California 93017 (805) 968-0755

market, then every station there may secure it against the outside station, and vice versa. Such a ruling would permit WKY's WTVT(TV) Tampa, Fla., to receive exclusivity protection against stations in Sarasota and Largo, which are more than 35 miles from Tampa but less than that distance from other stations in the Tampa-St. Petersburg market. The commission said that since hyphenated markets vary greatly in size and shape, a grant of the requested ruling could permit a station to extend its exclusivity protection a hundred miles or more. That degree of protection, the commission said, is not necessary.

ABC, CBS say FCC is encouraging breach of contract in Midwestern case

Networks contend commission is overriding legal agreements in investigating common-carrier's application for higher rates

ABC and CBS have asked the FCC to reconsider an order that the two networks say has the effect of denying common-carrier customers the certainty contracts are thought to provide.

At issue is a contract under which Midwestern Relay Co. provides point-to-point microwave relay service in the northern Midwest. But the networks say the commission's action could affect their decision on whether to transmit their programs by satellite.

The commission last month instituted an investigation of a new tariff Midwestern filed to cover the service, which, the carrier said, had been the source of almost \$3 million in losses between 1972 and 1975. But the commission denied the networks' petition to reject the tariff on the ground that their contract with Midwestern supercedes it. The commission said a contract with a noncarrier cannot be used to deny a carrier "a cost-justified" rate increase.

ABC and CBS argued in their petition for reconsideration that there is "a substantial body of common-carrier laws" which says that under the facts in the Midwestern case, "the commission should not as a matter of law or policy lend its processes to implementation of the breach of contracts."

Beyond that, the petition seeks guidance for those whose future activities will be affected by the commission's decision. The petition notes that each of the petitioners is "seriously considering" a substantial increase in the use of satellites to transmit programming. "Obviously," the petition says, a carrier would want "firm and long-term obligations on the part of customers" before undertaking the major capital investments in ground stations needed to provide the requested service. "Obviously, also," the petition adds, "the customer cannot make long-term commitments if the carrier is free unilaterally to

nullify agreements entered into in good faith."

The commission's decision is also causing some uneasiness at the Corporation for Public Broadcasting, which has signed a seven-year contract under which it will receive satellite interconnection service from Western Union's Westar for \$2.4 million (BROADCASTING, June 21). A CPB official said corporation attorneys are reviewing the Midwestern case "to see if CPB will take any action" in the matter.

Media Briefs

ABC's acquisition. At auction in New York June 22, ABC purchased 75-year-old Armory building from city for \$800,000 in uncontested bid. Three-story building at 56 West 66th Street is to be used for additional office space—transformed from its current use as neighborhood cultural center.

No underwriting writing. Xerox has pulled rug out from under underwriting magazine articles. Firm had sponsored article in February *Esquire* (BROADCASTING, Dec. 15, 1975) but controversy and criticism about effort persuaded it to suspend policy.

ABC-TV adds two. New stations KEVN-TV Rapid City and KIVV-TV Lead, both South Dakota, will become primary affiliates of ABC-TV Network, and will begin broadcasting July 11 from new \$2 million facilities in Rapid City. Dakota Broadcasting Co. is permittee for both stations (formerly KRSD-TV and KDSJ-TV, respectively). Additions make total of six new affiliates to join or announce affiliation with ABC-TV Network recently.

WNET makes a deal with Puerto Rican group

An agreement has been reached between noncommercial WNET(TV) New York and the Puerto Rican Media Action and Educational Council and the group has withdrawn its petition to deny.

Under the agreement, the station has agreed to: "make good faith efforts to increase its over-all percentage of latinos in its workforce to at least 5% of its total station employment"; to "place special emphasis on recruiting and hiring latinos" for positions with potential "upward mobility"; to employ during the next license period one or more latinos in a position classified by the FCC as "professional"—this is in addition to those currently on the staff, and to set up a bilingual intern or training program.

In addition to the hiring practices, WNET will award a \$500 back-pay settlement to Jose A. Alvarez-Ugarte in settlement of a discrimination complaint. The payment, the agreement says, "shall not be construed as an admission of liability."

WNET is the third New York station to resolve a renewal dispute with the group. The others were WNBC-TV and WNEW-TV (BROADCASTING, March 15).

Programing

Network July 4 fare sets budget records

News and entertainment specials to be featured in culmination of Bicentennial programing

Spirited broadcasts in keeping with Fourth of July festivities planned across the country were announced in detail last week by the special events and news units of the three television networks.

CBS-TV's Bicentennial coverage will run 16 hours, one hour longer than NBC-TV's 15-hour project; NBC-TV plans to air more live remotes plus three hours of entertainment programing, spending on news alone the equivalent of an election night budget; ABC-TV claims it faces more complex taping and editing chores to provide thorough coverage in the space of three hours, and hopes to avoid "overkill" in the words of one network spokesman. (NBC claims leadership in total Bicentennial programing broadcast through July 4, however, with 142 hours as compared to 33 hours, 30 minutes for CBS and 24 hours for ABC [BROADCASTING, June 7]).

All told, NBC and CBS are reportedly spending \$1.5 million each; ABC approximately \$500,000, in coverage for that single day.

NBC-TV's project, "The Glorious Fourth," will be produced by NBC News, co-anchored by John Chancellor and David Brinkley. It will encompass live events (8 a.m.-noon and 1-6 p.m.); a special edition of *Meet the Press* (noon-1 p.m.); three hours of entertainment—"Happy Birthday America" (7-8:30 p.m.) and a Bob Hope special (8:30-10 p.m.), and a late-night wrap-up, "The Best of the Fourth," (10-11 p.m.).

ABC-TV plans a special three hours of news broadcasts (11 a.m.-noon, 1:30-2:30 p.m., and 10-11 p.m.), anchored by Harry Reasoner, titled "ABC News Goes to: The Great American Birthday Party."

CBS-TV will present "In Celebration of U.S." from 8 a.m.-midnight, interspersing live coverage across the country with "anniversary reflections" by public figures and a number of guests (to include Valerie Harper, Danny Kaye and Beverly Sills) with Walter Cronkite, who will anchor the day's coverage.

All three networks schedule pick-ups from outer space when the Viking spacecraft lands on Mars; coverage of "Operation Sail," in which some 200 historic ships from 30 nations will sail into New York Harbor; the arrival of the Bicentennial Wagon Train at Valley Forge and speeches by President Ford there and at Independence Hall, Philadelphia; the Folklife Festival activities in Washington; bell-ringing ceremonies around the country, and a number of parades, concerts, sunrise ceremonies and fireworks displays at various locations.

Taped phone call show turned down by FCC

Commission denies waiver for TV series airing spontaneous conversations with celebrities

Quatro Productions, an independent television program producer, had an idea for a network show. It would involve celebrities making telephone calls to private parties. The studio audience and ultimately the viewer at home would see and hear the celebrity making the call and would listen in on the conversation. Only the party called would be left unaware; notice, Quatro felt, would destroy the spontaneity which would be the essence of the program. A network—NBC—was considering the program idea, but there was a problem. An FCC rule requires that advance warning be given parties to telephone calls that are being recorded for broadcast.

So Quatro asked the FCC for a waiver. The commission said no.

The FCC was not persuaded by Quatro's representation that the party called would be notified afterwards and that the tape would be erased if the person called did not want the conversation broadcast. The telephone call would already have been heard by the studio audience, the commission noted.

Furthermore, the commission said, it has consistently held to the view that the production of such programming must be subordinated to the public interest in protecting individuals from harassment or embarrassment.

The commission also pointed out that the same policy is reflected in the common-carrier tariffs which permit the recording of telephone conversations only when the recording device emits a warning beep tone. The Quatro plan did not provide for that kind of warning either.

The Aussies are coming, the Yanks are going

As part of a Bicentennial gift to the U.S., the Australian government is sponsoring a radio exchange with RKO General stations July 23-25. Six RKO radio personalities will head Down Under and broadcast their shows live via satellite back to the U.S. And from New York and Los Angeles, six Australian personalities will broadcast back to their country.

The project, "Friends Across the Pacific," also will feature two one-hour specials from Australia, to include the world premiere of songs by such performers as Helen Reddy, Olivia Newton-John and the Eagles. The programs, with three RKO disk jockeys as hosts, are being offered to U.S. stations free, on a first-come, first-served basis. The U.S. hookup is being coordinated by Michael Spears, operations manager at KFRC(AM) San Francisco. Each hour special will have 10

commercial minutes to be sold locally. Forty-three stations have been signed thus far.

RKO personalities who will be sending their shows from Australia are Mike Cuthbert, WGMS(AM) Washington; Herb Oscar Anderson, WOR(AM) New York; Dave Thomson, WXLO(FM) New York; Charlie Van Dyke, KHJ(AM) Los Angeles; David (Marvelous Mark) Lowry, KFRC and Dale Dorman, WRKO(AM) Boston.

Another Bicentennial project in which RKO and Chicago attorney Marvin Rosenbloom are involved—"Hands Across America"—has been revamped because of an "enormous organization problem" and to allow more people to participate. The project had called for a human chain across the country July 4. Planners now are seeking a congressional proclamation for Oct. 3 as "Hands Across American Day," with radio stations and other groups coordinating local chains to "symbolically" unite America.

Stop, car thief

Mobilizing the public to help stop car thefts is the goal of a campaign co-sponsored by WRKO(AM)-WNAC-TV Boston and the ALA Auto and Travel Club in nearby Wellesley, Mass. The H.O.T. Car (Hands Off This Car) program will be publicized throughout the summer with news and public affairs specials on WRKO and WNAC-TV. The shows will feature representatives

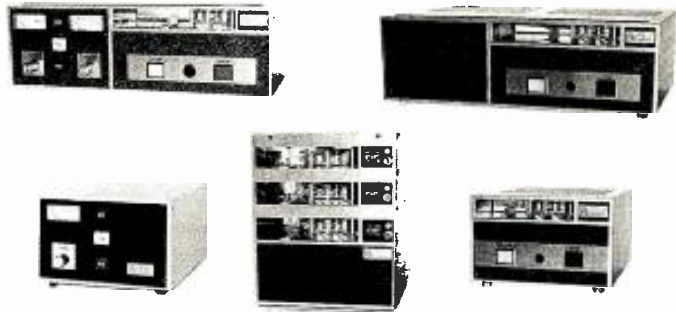
from the police, state government and insurance companies demonstrating anti-theft devices and techniques to stop the amateur thief, responsible for 65% of all car thefts.

Those who sign up for the program will have their car registered with ALA and receive a packet of antitheft information. If a member's car is stolen, he calls ALA, which alerts the police and WRKO. The station broadcasts license numbers and descriptions of stolen cars in its daily newscasts.

That's not entertainment

The nation's 694 commercial television stations devoted an average of 24.6% of their broadcast day and 22.4% of their prime time to nonentertainment and sports programming in 1975, according to the annual FCC report on television programming. The report said that, between 6 a.m. and midnight, locally produced non-entertainment and nonsports programming accounted for 8.5% of all broadcast time, while all locally produced programming—including entertainment and sports—accounted for 9.7%. For prime time, the figures were 8.2% and 9.3%. The report said that news accounted for 9.6% of the average station's day, public affairs 4.9% and all other nonentertainment and nonsports, 10.2%. The report showed the relative amount of time each station devotes to news, public affairs and other nonentertainment

it bench mark cartridge machines



Measure all others against us

Other cartridge machines are copies of ITC's, but won't perform like ITC's. The differences are inside. Design innovations, master workmanship and superb customer services are ITC marks of leadership in quality cartridge equipment. We'll prove it with our famous 30-day guarantee of satisfaction. Write. Or phone us collect: 309-828-1381.

it INTERNATIONAL TAPETRONICS CORPORATION
2425 SOUTH MAIN ST., BLOOMINGTON, ILLINOIS 61701

Marketed in Canada exclusively by McCurdy Radio Industries Ltd., Toronto, Ontario
Form 113-0004

© 1975 by ITC

tainment and nonsports programming, as well as summaries of each market and the nation. The individual television station reports are available for inspection at the commission's public reference room (room 239) at 1919 M Street, Washington.

Grossman asks PTV to pull together on national programs

They're key to local success, says PBS president in call for unity; Gunn proposes new approaches to corporate underwriting of shows

Lawrence Grossman, president of the Public Broadcasting Service, last week called on PBS members to "end our divisive ideological warfare" and to "amass a pool of funds" for strong national programming.

"It is time, once and for all, to lay to rest this divisive, destructive and just plain dumb idea that quality local public television programming is somehow incompatible with quality nationwide programming," Mr. Grossman said to PBS's annual conference on promotion and development in Phoenix.

Mr. Grossman asserted that a "healthy" local system cannot exist without major national programming. When added to a station's schedule, he said, national programming allows more time and resources for local efforts and builds audiences.

He said that philosophical differences as well as "poverty-level funding" have held down financial support for national programs. But, he said, "we have now passed above the poverty line."

Despite the audience appeal for such PBS series as *Sesame Street* and the *Adams Chronicles*, Mr. Grossman said, "Public television still has failed to develop a system for nurturing the production of these expensive, high risk, but overwhelmingly valuable and worthwhile

series." But even with more national programming, he said, local efforts must continue to dominate.

Another to address the conference was PBS Vice Chairman Hartford N. Gunn Jr., who called for major changes in the corporate underwriting of PBS programming. Mr. Gunn urged the establishment of a separate "development" station program cooperative which would "fund only treatments, scripts and pilots for new programs to supplement and augment the Corporation for Public Broadcasting's efforts in this area." Business and foundations would be asked to contribute to this fund.

He also asked for the formation of a public affairs program fund whereby corporate and noncorporate grants and contributions would be given to PBS and then distributed to stations. He said such a fund "would serve as a buffer between underwriter and producer."

Murphy on violence

Venting concern for what he sees as too much violence on television, Representative John Murphy (D-N.Y.) said: "The problem for a legislator is how to find the proper point of balance between the right of the television networks under the First Amendment to devise their own programming free of governmental influence, and the obligation we all bear to protect our children from influences or events that can cause serious harm while they are growing up.

"It is a difficult problem," the former House Communications Subcommittee member wrote in the *Washington Post*, "and the networks are not particularly constructive when they fall back on the First Amendment in simplistic fashion whenever a governmental official . . . raises his voice to deplore the level and quantity of violence that permeates American television."

Referring to the findings of past

violence research efforts, such as that of the National Commission on the Causes and Prevention of Violence, under President Johnson, and of the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, issued in 1972, Mr. Murphy indicated he is convinced TV teaches violent behavior to children. But recognizing the legislator's delicate position he describes, he feels his hands tied. "What is needed is a more thoughtful analysis and resolute action," he concludes.

SAG talks AFTRA merger

Preparations for a possible merger of the Screen Actors Guild with the American Federation of Television and Radio Artists were discussed at SAG's mid-year national executive committee policy meeting in Dallas. The committee recommended that SAG compare its membership list with that of AFTRA to find out how many dual members exist; split with AFTRA the \$22,000 fee for a study of the possibility of a merger of AFTRA and SAG's pension and welfare funds, and set up at least one joint meeting a year between SAG and AFTRA national officers to coordinate areas of mutual concern.

Programming Briefs

For the team. *Olympic Radiothon '76* is name given to planned radio telethon extravaganza to earn money for U.S. Olympic team. Show is scheduled to begin July 9 at 8 p.m. and last 48 hours. Participating stations do not have to take all 48 hours of programs and frequent cut-aways will be available. Information on *Olympic Radiothon* is available from: *Sports Corporation of America, 401 West Lantana Road, Suite 8, Lantana, Fla. 33462. (305) 582-2474.*

From France. International cartoon series, *Barbapapa*, is about to be introduced in America. FFP Licensing North America has been formed to syndicate 65 five-minute animations and 22 half-hour episodes of family with ability to change shapes. *Barbapapa* was created by Annette Tison, French architect, and Talus Taylor, American teacher.

Two down, four to go. Borrowed Time Productions, Washington, has completed first two radio plays of scheduled six dealing with American personalities. Series, dubbed *Americans in Profile*, consists of half-hour shows funded by grant from National Endowment for the Arts. Two completed dramas are "The Widow and the Colonel," dealing with George and Martha Washington, and "The Dreamer," about John Fitch, early steamboat inventor.

Plenty of programmers. More than 250 members and 20 exhibitors attended 20th annual Television Programming Conference held June 12-15 in Marco Island, Fla. Sessions were held on electronic news gathering, video tape and problems facing syn-



Doing their bidding. The WNET(TV) New York studios were the scene of a 10-day auction that grossed an estimated \$1.6 million and netted \$900,000 for the public station. Last year's effort brought in sales of \$1.1 million. ABC for the second year donated digital display units, electronic bid boards and some 200 man hours to install the equipment. It's claimed that the station made more with this fund-raising effort than any similar campaign by a noncommercial station.

Auto makers pace rise in spot TV

Chrysler spends three times as much in first three months of year as it did in comparable 1975 period; over-all rise is 18%

Spending in spot TV in the first quarter of 1976 climbed by 18% over the first-quarter of 1975 to \$463.3 million.

In releasing figures compiled by Broadcast Advertisers Reports, the Television Bureau of Advertising pointed to the automobile industry as having made "a significant showing." TVB said Chrysler invested \$9 million, up 371% from the 1975 first quarter; General Motors, \$6.9 million, up 25% and Ford, \$6 million, up 18%.

TVB cited five major product categories that registered the largest gains in spot TV for first quarter 1976 over 1975: gasoline and lubricants, up 109%; jewelry, optical goods and cameras, up 82%; smoking materials, up 72%; agriculture and farming up 63%, and confectionery and soft drinks, up 49%.

Following is a listing of the top-100 advertisers in spot television during first-quarter 1976:

1. Procter & Gamble	529,732,500	26. Schering-Plough	3,688,400
2. General Foods	13,537,100	27. Bristol-Myers	3,516,300
3. American Home Products	9,847,200	28. Kellogg	3,369,000
4. Chrysler	9,009,800	29. Nestle	3,240,600
5. Lever Brothers	8,108,700	30. Triangle Publications	3,174,900
6. General Mills	7,503,300	31. Richardson Merrill	3,119,900
7. William Wrigley Jr.	7,409,600	32. Toyo Kogyo	3,036,500
8. Colgate Palmolive	7,087,000	33. Norlon Simon	3,015,300
9. General Motors	6,899,900	34. Borden	2,830,100
10. Ford Motors	6,011,500	35. Standard Oil of Indiana	2,822,400
11. ITT	5,785,400	36. A.H. Robins	2,812,100
12. Warner-Lambert	5,542,200	37. Miles Laboratories	2,684,600
13. AT&T	5,204,900	38. Ralston Purina	2,634,800
14. Mars	4,924,000	39. Carnation	2,440,000
15. Pepsico	4,820,300	40. Scott Paper	2,438,800
16. Kraftco	4,790,600	41. RCA	2,402,700
17. H & R Block	4,500,800	42. Nabisco	2,387,500
18. CPC International	4,440,400	43. Ford Auto Dealers	2,325,000
19. CBS	4,216,600	44. Toyota Motor Distributors	2,302,600
20. Coca-Cola	4,112,200	45. Brookville Marketing	2,276,000
21. Beatrice Foods	4,046,300	46. Royal Crown Cola	2,167,400
22. Sterling Drug	3,950,700	47. Volkswagen	2,122,800
23. Campbell Soup	3,910,800	48. H.J. Heinz	2,122,000
24. Quaker Oats	3,840,400	49. Schlitz	2,092,200
25. Gillette	3,738,300	50. Audio Research	2,052,000
		51. Eastern Air Lines	2,001,700
		52. Esmark	1,976,200
		53. Liggett & Myers	1,974,400
		54. Nationwide Insurance	1,950,200
		55. Block Drug	1,890,000
		56. Hanes	1,888,700
		57. General Electric	1,844,900
		58. Seven-Up	1,812,400
		59. Ward Foods	1,784,500
		60. North American Philips	1,684,900
		61. Florida Citrus Commission	1,682,600
		62. Alberto Culver	1,659,600
		63. Hills Brothers Coffee	1,621,800
		64. Novell	1,548,500
		65. Trans World Airlines	1,545,800
		66. United States Tobacco	1,539,200
		67. S.O.D. Publishing	1,521,400
		68. American Express	1,497,200
		69. Homestead Marketing	1,468,900
		70. American Motors	1,466,500
		71. Oldsmobile Auto Dealers	1,325,900
		72. Chesebrough Ponds	1,322,400
		73. Standard Brands	1,311,000
		74. UAL	1,295,900
		75. S.C. Johnson & Son	1,290,400
		76. American Can	1,279,400
		77. Anheuser-Busch	1,266,500
		78. Time	1,265,400
		79. American Dairy Association	1,262,700
		80. Nissan Motor	1,256,300
		81. Morton-Norwich	1,248,100
		82. Helene Curtis	1,213,400
		83. Ideal Toy	1,203,300
		84. Honda Motor	1,192,200
		85. Suffolk Marketing	1,158,500
		86. Clorox	1,157,000
		87. Candlelight Records	1,139,300
		88. Exxon	1,138,300
		89. Ciba-Geigy	1,136,800
		90. Mutual of Omaha	1,125,600
		91. Purex	1,102,400
		92. Crown Zellerbach	1,084,500
		93. Consolidated Foods	1,082,500
		94. Heublein	1,076,800
		95. FAS International	1,064,700
		96. Revlon	1,003,000
		97. Pillsbury	1,000,400
		98. Long Island Broadcasting	976,900
		99. North American Systems	954,700
		100. American Cyanamid	954,400

dicators and programers. Newly elected officers are: Ed Whatley, WKRG-TV Mobile, Ala., president; Gerald McGrath, WTMJ-TV Milwaukee, first vice president; Marvin Perry, KTBS-TV Shreveport, La., second vice president; Tay Voye, WTVJ(TV) Miami, treasurer, and Bill Logen, WMT-TV Cedar Rapids, Iowa, secretary.

Six more moments. Mort Crim commentary series, syndicated by Alcare Communications, Philadelphia, has added six new TV stations to 35 already signed up. Show, *One Moment Please*, also plays on more than 150 radio stations. Alcare is also syndicator of *Maintenance Ms.*, with hostess Jane Norman.

Repeating history. Taking advantage of popularity of feature films with disaster themes, Golden Productions, Los Angeles, is resyndicating 18-episode, half-hour series originally titled *Survival*, retitled *Disaster*. Series recounts such well-known events as explosion of Hindenburg; sinking of Andrea Doria; Alaska earthquake; fire aboard Morro Castle. Programs are produced by Sherman Grinberg, Los Angeles, and Official Films, New York. Golden Productions has moved into new offices: 3612 Barham Boulevard, Los Angeles 90065. Phone (213) 874-5400.

Long-playing music. Show featuring top-30-selling albums of week has entered 56 U.S. markets. *National Album Countdown*, hosted by disk jockey Harvey Miller out of Los Angeles, also includes interviews, music business information and "Listener Mailbag." Show is in first thirteen weeks of air-play.

Listening to books. New one-minute programs from HSM Talent, Sparta, N.J., feature book news and author information. Company has also produced nine-minute program on cholesterol. Shows are free to stations.

Walk down memory lane. Blue Enterprises, San Francisco, is offering old-time radio shows on no-cash barter basis. Programing, up to seven hours per week, includes shows such as *The Great Gildersleeve*, *Life of Riley*, *You Bet Your Life*, and *Can You Top This?*

More laughs. Creative Radio Shows, Los Angeles, has released newly syndicated show, *The Hudson & Landry Show*. Show airs one hour daily with extra programing available on weekends. Program features comedy team of same name doing acts and music.

Travel abroad. Earwaves Productions, Evanston, Ill., has announced completion of its first full-length project, *1001 Arabian Nights*. Program consists of five half-hour radio adaptations of well-known Arabian tales. Show premiered June 13 on WXRT(FM) Chicago and will continue through August.

Kick-by-kick description. VIP-TV Inc., Los Angeles, has acquired world rights to championship kick boxing from ABC Management Productions. Purchase consists of 26 one-hour exhibitions of martial arts contest.

HAROLD LLOYD IS COMING BACK! HAROLD LLOYD IS COMING BACK!

at the
Los Angeles County Museum of Art
Beginning July 8

From Time-Life Television

Magazines move to capitalize on new TV prices

Latest attacks compare C-P-M's—selecting television's highest

It may have been inevitable: With network television in a virtually sold-out state, consumer magazines are accelerating their efforts to attract a larger slice of national business. Both *Newsweek* and *Good Housekeeping* ran advertisements last week pointing up the values of their publications—and also taking swipes at television.

Since last February *Newsweek* has been buying advertisements in major newspapers and business publications touting itself as an effective medium compared with individual TV programs. The ad in last week's publications noted the "TV squeeze" and suggested, "Add *Newsweek*, Beat the Squeeze."

Good Housekeeping's advertisement was even more pointedly anti-television. It ran in trade publications and *New York Times* and *Wall Street Journal* and showed a young woman below the headline: "You can reach me on TV for \$6 bucks and up (TV C-P-M women 18 to 49)." It claimed that the C-P-M for women 18-49 in *Good Housekeeping* is \$2.95. When questioned, an official of Advertising to Women Inc., New York, agency for the magazine, said: "The six bucks refers to the cost-per-thousand for 30 seconds on prime-time TV for the fourth quarter. You wouldn't believe the prices they're asking."

Roger Rice, president of the Television Bureau of Advertising, said the criticism by the magazines is part of the approach they are taking to benefit from TV's sold-out position. He said the *Newsweek* ads are "midleading" since they don't cite any source for the statistics they use in making comparisons.

Harvey Spiegel, senior vice president for research and marketing, TVB, said *Good Housekeeping's* ad also was "deceptive." He agreed that several of the highly rated network shows in prime time might hit a \$6 cost-per-thousand for women 18 to 49, but said there were unlimited opportunities for lower C-P-M's in prime and other periods for next fall.

"The magazine tries to make a general statement out of something that is very particular," he stated. "Prices have gone up for the fourth quarter, but the latest data we have shows that in April there were more than 500 network TV programs that would reach women, 18 to 49, at a C-P-M of \$3 and under. Rates haven't gone up that much to make a sizeable difference."

Advertising Briefs

With a little help. Katz Radio has issued its "Spot Radio Planning Guide," intended to facilitate estimating of costs in medium.

Getting through. How many times must a viewer see a TV commercial to remember the message? Rosenfeld, Sirowitz & Lawson, New York, conducted tests for four of its clients and will issue a report in a few weeks. Gene DeWitt, executive vice president and media director, cautioned that the frequency factor varies, depending on such considerations as the product involved, advertising of its competitors and promotions supporting the TV campaign. Mr. DeWitt said the full report "will put the question into focus," but he was able to provide some information on research already conducted. For example, a John Hancock Life Insurance Co. commercial was tested in Columbus, Ohio; Norfolk, Va., and Milwaukee. The research showed that the average person could recall the spot satisfactorily after seeing it six times. For McDonald's, New York area viewers, Mr. DeWitt said, a commercial had to be seen 12 times before it was recalled.

Representative firm has issued spot radio budget estimator for 19 years. Last year Katz added total survey area audience data for stations reported in costs section, and this year has included for first time audience totals for metro area, audience totals for 100 ADI's and cost-efficiency summary. Copies of guide are available from *William Schrank, director of creative systems, The Katz Agency, 245 Park Avenue, New York 10017.*

Wants time, too. Libertarian Party has filed reasonable access complaint against three networks because of their refusal to sell five minutes of prime time to its presidential candidate, Roger MacBride. Networks maintain they are selling time for primary campaigns, that presidential election campaign has not yet begun. However, Libertarian Party, in complaint filed by Media Access Project, says it needs time now to promote petition drive aimed at putting its candidate on ballot in November.

DDB into direct marketing. Doyle Dane Bernbach, New York, has agreed to acquire Rapp & Collins, New York, direct marketing advertising agency with \$10 million in billings (estimated \$1 million in broadcast). R&C and Stone & Adler, Chicago, formed direct venture agency called Rapp, Collins, Stone & Adler five years ago, but because of several client conflicts, DDB is acquiring only Rapp & Collins portion.

Tapped. Leonard S. Matthews, former president of Leo Burnett Co., is President Ford's choice to be assistant secretary of Commerce Department for domestic and international business. Mr. Matthews, who lives in Kenilworth, Ill., would succeed Travis E. Reed, who resigned in April. Mr. Matthews's appointment is subject to Senate confirmation.

Katz in Minneapolis. Katz TV will open new sales office in Minneapolis, effective July 6. Thomas C. Hetherington, account executive with Katz TV American, named

sales manager of that unit of Katz TV. John C. Aronson, regional sales manager for WMT-TV Cedar Rapids, appointed sales manager for Katz TV Continental in Minneapolis. New address: 2850 Metro Drive, Suite 311, 55420. Phone (612) 854-0020.

Primary question. FCC has rejected petition that it hold hearing on renewal application of WALB-TV Albany, Ga., because station withdrew from contract to make time available to Jimmy Carter for fundraising telethon. Gerald Rafshoon Advertising, Atlanta, which filed petition, said candidate for Democratic presidential nomination called WALB-TV's board chairman, James Gray, to urge him to reinstate contract but Mr. Gray refused because of what he said were personal, financial and political obligations (BROADCASTING, Feb. 16). Mr. Gray denied he said politics was involved, and commission said station's refusal to clear five-hour block of time did not constitute violation of reasonable access law, particularly since station had made free and paid time available to candidate.

Testing. Langley Sann Productions, New York, has formed new division, Test Spots Inc., New York, to offer full service test spot commercials. Neil Selkirk has been named creative head of new operation, which has produced test commercials for such products as Dawn, Scope, Extend and Gravy Train.

Had his chance. FCC denied complaint by Senator Donald W. Riegle (D-Mich.) that WKZO-TV Kalamazoo, Mich., violated reasonable access provision by not selling him five-minute political spots during prime and early fringe time. Station said five-minute spots would disrupt programming since schedule is in half-hour blocks. It offered to sell him half-hours during same period and spots throughout rest of day. Commission said licensees are not required to sell "specific periods of time for political broadcasts."

A few more teeth implanted in fraudulent billing rules

The FCC has amended its rules against fraudulent (double) billing practices by broadcasters.

The amendment does not significantly change existing requirements, but rather insures uniform applicability of the rule. Any false information concerning the amount actually charged for broadcast advertising or misrepresenting either the quantity or time of such broadcast advertising, the FCC said, would be considered an infraction of its rules.

In addition, a new subsection has been added to the rules. It states that false information supplied to program suppliers concerning the broadcast of a program would be considered a violation.

The commission said it saw no reason to treat fraudulent statements issued to program syndicators any differently from those issued to networks.

HBO and Telemation talking merger

Combination would put the two in custom and network pay services

Ongoing discussions between Home Box Office Inc. and Telemation Program Services are expected to lead to an announcement, possibly in the next couple of weeks, of a closer relationship between the two pay-cable program suppliers. Speculation suggests a merger of the two, but neither will confirm or deny that possibility.

TPS has worked out arrangements with HBO to syndicate certain HBO programs, for example the *Folies Bergere*, to its own customers on a program-by-program basis.

HBO, which claims to have between 50% and 60% of the total pay-cable market, has generally followed the network practice of supplying a full program service to affiliates via terrestrial microwave or satellite. (HBO has permitted two cable systems to "cherry-pick" special programs from the total package on an experimental basis.)

In contrast, TPS is in the business of supplying stand-alone pay-cable systems with programming on an individual basis, acting as the mediator between the program distributors and the CATV operators. In that way a total pay-cable package is assembled by the CATV operator and customized to its service area.

A merger of HBO and TPS would give the combination a big portion in both markets, it is said.

AT&C wants cable without off-air TV in Queens, N.Y.

Special closed-circuit programming would put proposed franchise outside of much regulation

American Television and Communications Corp. has filed a petition for a cable TV franchise in Queens, N.Y., that would provide closed-circuit type service without retransmission over-the-air broadcast signals.

The closed-circuit concept, which would presumably exempt the system from FCC and state cable rules, was initially advocated more than a year ago by Morris Tarshis, New York City's director of franchises. Charles Dolan, president of Community Development Corp., was expected to build and operate the system (BROADCASTING, March 24, 1975).

A non-FCC regulated cable system promised two advantages. Long delays associated with FCC and state regulation would be eliminated, allowing the system to begin operations at a relatively early time. And for the city, which is limited to a

franchise fee of 3% of gross subscriber revenues by FCC rules, it would be possible to seek a greater franchise fee—possibly up to the city's 25% maximum.

Community Development Corp. has chosen not to pursue its franchise application until the city decides on exactly what type of service should be offered. An earlier plan for a five channel system that would involve only the unused VHF channels in the New York area and no set-top converter in the subscriber's home, met opposition from the Eastern Queens Community Cable TV Association which wanted more public access and educational channels.

Action of the bid for a franchise to serve about 125,000 homes in neighborhoods in the Queens borough of New York City is not expected for at least several months.

CPI wants in on over-air pay TV

Cable firm applies for Houston U; sports and movies are staples

Communications Properties Inc., Austin, Tex.-based multiple system CATV operator, has asked the FCC for authority to build and operate a subscription television station on channel 20 in Houston.

Plans call for an over-the-air scrambled signal that could be decoded in the home, with a monthly charge for a programming schedule consisting basically of movies and sporting events. CPI has not yet decided how it would be supplied with programming.

Pre-operation, construction and first-year costs have been put at \$6,684,000, with first year revenues predicted at \$2,085,500. A specific target date when operation would begin was not proposed.

CPI also is awaiting FCC approval for the sale of KFJZ(AM)-KWXI(FM) Fort Worth and the Texas State Network to Swanco Broadcasting for \$4,107,500 (BROADCASTING, June 23, 1975). It also has sold CPI Microwave and certain assets of CPI Satellite Television Communications to Western Union for some \$13 million in preferred stock and notes (BROADCASTING, May 3).

Cable under tough Florida theft-of-service law

The state of Florida has enacted a law, effective Oct. 1, which is being hailed by cablecasters there as "the most potent poaching and tampering law in the nation." Theft of cable or utility services is now classified as a first-degree misdemeanor and carries a fine of up to \$1,000 and/or one year imprisonment. There will also be civil penalties—\$1,000 or three times the amount of loss or damage, whichever is higher, payable to the cable system.

Optical previews its September service

Pay-service tests from L.A. area employ Westar satellite

As a prelude to its satellite pay cable network to begin this September, Optical Systems Corp. has begun signal tests using Western Union's Westar II satellite.

The test signals were originated from Western Union's television operating center outside of Los Angeles and beamed via satellite to several earth stations, including a mobile ground station set up at St. Petersburg Beach, Fla., site of Florida Cable Television Association's convention three weeks ago.

Optical plans to transmit via satellite a 15-hour daily programming service on two channels (BROADCASTING, April 12), beginning this September.

Special tests will use small aperture earth station designs with antenna sizes ranging from 4½ to 2½ meters. The FCC has not approved earth stations with less than 10 meter antennas for pay cable distribution, citing concern over interference problems and the relative orbital positioning of domestic satellites. "The success of these (small earth station) tests could open many new markets which simply could not afford the expense of a 10 meter dish," Optical President Alan Greenstadt said.

HBO makes deals for movies, cable system

Parent, Time Inc., gives \$5 million to Columbia Pictures for film rights; also adds Telemation Program Services to HBO network

Home Box Office made news on two fronts last week:

■ Its parent company, Time Inc., agreed to pump \$5 million into Columbia Pictures over the next 12 to 18 months to help finance the production of new theatrical movies and simultaneously picked up 20 key features from Columbia for airing on HBO's pay-cable network for the rest of the decade.

■ It concluded an agreement in principle to buy Telemation Program Services to add TPS's "customized" pay-cable distribution setup to HBO's existing network service.

The deal with Columbia Pictures, although it's expected to bring Time Inc. a profit through substantial theatrical grosses, is, according to various sources familiar with the negotiations, mainly keyed to insuring a steady supply of high-budget features to HBO to counter the cynicism of critics like John J. O'Connor of the *New York Times*, who wrote last week that, in general, HBO's movies "are new but singularly unexciting."

In addition to recent releases such as "Taxi Driver" (starring Robert De Niro,

PBS's public-affairs hopes get \$1-million Ford boost

The Ford Foundation has set aside \$1 million of its total \$40 million phase-out support for public television (begun in 1974 and expected to run out in 1977) to Public Broadcasting Service for "unrestricted" use in public affairs programming. The special grant, which comes from money that would have probably been parceled out to PBS anyway but in a different fashion, was provided by Ford to assist PBS in carrying out its proposed plan for beefing-up its news and public affairs programming (BROADCASTING, May 31).

The \$1 million grant package is separate from a \$500,000 public TV fund being set up jointly by Ford and the National Endowment for the Arts to enable public television to bring in independent documentaries and more film makers to the programming pool.

Once the \$40 million phase-out fund is depleted, said a Ford spokesman, the foundation's continuing role in assisting public television will be "extremely modest." Ford has contributed more than \$275 million to noncommercial TV since its beginning.

N.Y. state radio service to start with 10 clients

The New York Network, an interconnected statewide radio news service that has been in development for two years, began on-air operation June 10 with 11 stations signed and five more expected to join in coming weeks. The initial broadcasts were carried only by WABY(AM) Albany. The other stations are expected to be hooked up by July 1.

The network is a division of New York Report, an Albany-based tape service that has been covering the state legislature since 1970. Within the 18 five-minute news summaries each day, one 60- and one 30-second commercial spot are allowed. Eight are to be network-sold and 10 are to be local availabilities. Stations are also offered 10 15-minute drive-time news roundups weekly, 42 sports broadcasts, 40 business reports (including hourly reports from the New York and American Stock Exchanges), and 27 news features.

The network shares distribution facilities, microwave and leased lines, with the New York Farm Network. There is no conflict in affiliation with national networks or audio news services, according to Robert Sandler, vice president-news operations for the New York Network. Other officials of the network are John Nelson, vice president-general manager, and George Flowers, vice president-sales.

Stations signed are WLFH(AM) Little Falls; WDOE(AM) Dunkirk; WAUS(AM) Auburn; WCKL(AM) Catskill; WKOL(AM) Amsterdam; WCGH(AM) Canadaigua; WVIN-AM-FM Bath; WYBG(AM) Massena and WLEA(AM) Hornell and WABY.

directed by Martin Scorsese), "Robin and Marian" (with Sean Connery and Audrey Hepburn in the title roles) and "The Black Bird" (featuring George Segal), the deal includes a number of films now in production, like "Fun With Dick and Jane" (starring George Segal and Jane Fonda), "Nickelodeon" (with Ryan O'Neal and Burt Reynolds, directed by Peter Bogdanovich), "Close Encounters of the Third Kind" (a science-fiction movie to be directed by Steven Spielberg, who did "Jaws"), "Bobby Deerfield" (starring Al Pacino) and "The Deep" (based on Peter Benchley's new novel).

In addition, sources at Time-Life Television say that it would be "only natural" for Time-Life to end up using Columbia's Burbank Studios in Hollywood if it sold one of its prime-time series ideas to a network for development as a pilot.

Meanwhile, HBO will use TPS's expertise in packaging pay-cable attractions system-by-system. Robert Weisberg, its president, will remain as head of the TPS division within the HBO organization. HBO sends out one basic schedule of programs (made up mainly of new movies and various sports events) to its 450,000 pay-cable subscribers in 32 states. TPS brings an additional 180,000 subscribers divided among 40 pay-TV systems. Formerly, HBO had to bypass a system owner who refused, for example, to play R-rated movies. But now TPS will be able to accommodate such a system for HBO.

Standardized rates sought for Mass. cable

The Massachusetts Community Antenna Television Commission is looking into regulating cable TV rates on a "common tariff basis." The concept involves setting maximum rates for various classifications of cable systems, such as urban or rural and 20-channel or 12-channel facilities.

The commission hopes a classification system will cut down on the delays and expense associated with the present municipal rate approach. Commission Chairman Anthony G. Oettinger admitted that one uniform rate for all systems in the state would be "unworkable," but hoped that the classification approach would be useful in consolidating rate proceedings.

A notice of rulemaking and inquiry on the rate issue is expected in a couple of weeks.

MDS to extend HBO's pay service in S.F. area

Home Box Office Inc. will lease time on multipoint distribution service facilities in the San Francisco and Palo Alto, Calif., area from Microband National Systems to transmit pay television programming.

MDS transmission will give HBO access to both noncabled apartment buildings as well as cable systems not presently co-located with satellite receive earth terminals. All homes within a 35-mile radius of the

MDS facilities will be potential HBO subscribers. MDS will also serve to connect existing cable system head-ends together with those systems that are receiving HBO programming via satellite. Both arrangements will open up a great percentage of homes in the country's sixth largest television market to the HBO pay TV network.

HBO first leased MDS facilities for pay TV transmission in the Queens and Brooklyn boroughs of New York in the summer of 1974.

Storer rapidly adding pay to cable systems

Florida operations are being offered HBO; California hook-ups are getting Telemation package

Storer Broadcasting has accelerated its move into pay cable, kicking off new programming in Florida and California with showings of "Gone with the Wind."

On June 6, Storer began offering via-satellite Home Box Office movies and sporting events to 4,000 pay subscribers on its 32,000-subscriber Sarasota-Venice-Englewood, Fla., system. Pay penetration is now about 15%. Pay had been offered on the system for the past three years, but on a channel leased first by Theatervision Inc. and then by Motorola. Storer took over the channel from Motorola last November when it had 1,500 pay subscribers.

Storer began pay programming on its 16,000 subscriber system in Thousand Oaks, Calif., June 18 as a "stand-alone" movie channel with bookings from Telemation. It had a pay penetration of 20% before the service began operating and currently reports heavy sales.

Later this year, Storer plans pay expansion to three other of its California systems in Ventura and Orange counties. The three systems have 16,000 basic subscribers.

By 1977 Storer plans to offer pay to a number of its northern California and southern Georgia cable systems.

Over-all, Storer has 160,000 subscribers for its systems in California, Georgia, Florida and Alabama.

Cable Briefs

Affirmed. Federal appeals court for 10th circuit has upheld \$2 million judgment awarded to United Telecommunications Inc. in claim against American Television & Communications Inc. No decision has been made on further appeal. Suit grew out of alleged "breach of promise" on stock involved in cable system acquisition (BROADCASTING, June 16, 1975).

New chairman. Marvin Dilbeck, vice president, Time Mirror Communications, has been appointed chairman of National Cable Television Association's Occupational Safety and Health Act (OSHA) committee. Committee functions to inform CATV operators how to comply with OSHA laws.

DNC to seek court review as matter of 'principle'

The Democratic National Committee plans to ask the Supreme Court to review the FCC's ruling exempting live coverage of political debates and candidates' news conferences from the equal-time law. There is no chance the committee could obtain from the high court any action setting aside or reversing the commission's order before the November election. However, Marcus Cohn, the Washington attorney representing DNC in the matter, said the appeal will be taken "as a matter of principle." The other plaintiffs in the case—Representative Shirley Chisholm (D-N.Y.) and the National Organization for Women—have not yet decided whether to seek high court review, according to their counsel, Collot Guerard, of the Media Access Project.

Proxmire speaks out on Burden, WHAR decisions

"Liberties are eroded. The erosion is getting worse," Senator William Proxmire (D-Wis.) said in a speech on the Senate floor protesting two recent FCC decisions.

The decisions are the commission's order that WHAR(AM) Clarksburg, W.Va., give coverage to the issue of strip mining and its decision ordering Don Burden to cease operating four of his five radio stations: WIFE-FM Indianapolis, KOIL(AM)-KEFM(FM) Omaha, and KISN(AM) Vancouver, Wash. (BROADCASTING, June 14).

Referring to the WHAR case, Mr. Proxmire said, "It makes no difference whatsoever what the issue is. What matters is that the FCC—an agent of the government—has ordered a member of the so-called free press what to broadcast." The commission's order against WHAR. Mr. Proxmire insisted, was a clear violation of the First Amendment.

On the Don Burden issue, Mr. Proxmire's sentiments were about the same. "What other government agency can directly order a business to stop, to cease operating?" he asked, adding, "For the government to punish is for the government to control thought."

Cancer show upsets firms

The CBS Reports broadcast of June 22 (10-11 p.m. NYT) on "The Politics of Cancer" sparked an exchange of words between representatives of the chemical industry and CBS News even prior to the broadcast. The industry group remains dissatisfied and is considering further action.

Parke Brinkley and Dr. Jack Early, president and vice president respectively of the National Agricultural Chemicals Association, Washington, were interviewed for the program by CBS News correspondent Leslie Stahl. In his telegram to Richard Salant, president of CBS News, Mr. Brinkley said, "I am shocked and dis-

mayed at the misrepresentation of the chemical industry portrayed in this film..." Mr. Brinkley claimed that of "several hours" of interview time, only "approximately 90 seconds" was included in the broadcast.

Responding for CBS News, John Shar-nik, vice president and director of public affairs broadcasts, told Mr. Brinkley that "...we find no such distortions or dislocations from contexts as you indicate. To begin with, the interviews with you and Dr. Early occupied about 50 minutes of film time... and about two minutes and 20 seconds are used in the broadcast..."

Teamsters turned down

The FCC's Broadcast Bureau has rejected a complaint by the International Brotherhood of Teamsters that NBC violated the fairness doctrine and the commission's personal-attack rules in a five-part *Nightly News* series it did on the union in March. The bureau said NBC tried without success to obtain interviews with the teamsters president, Frank Fitzsimmons, and with officials of the union's pension fund. Thus, it said, the network made reasonable effort to present the union's side. The rejection noted that as the series appeared in *Nightly News*, it was exempt from the personal-attack rule, which does not apply to bona fide news programs.

Jury exposure to media held no basis for mistrial

The Colorado Supreme Court has ruled that knowledge of a criminal case that jurors learn through news media does not provide a basis for a mistrial. The Court, in rejecting an appeal of an itinerant truck driver convicted of kidnaping and murder, said that requiring that jurors have no familiarity through the news media with the facts in a case "is to establish an impossible standard in a nation that nurtures freedom of the press." Counsel for Sherman Ramon McCracy said the Jefferson County district judge who presided at the trial erred on several counts, including his failure to move the trial because of pretrial publicity in Denver area.

Journalism Briefs

News Council funding. Grants of \$100,000 each from Twentieth Century Fund and Markle Foundation, \$10,000 from Alcoa Foundation and \$59,500 from "other sources"—all contingent on ability of National News Council to raise additional amounts—put NNC within \$29,500 of meeting its budget goal of \$300,000. Fourth year of operation begins Aug. 1.

Dirigible news. Progressive Radio Network, New York-based news service, is offering "news blimps," three-minute features covering variety of topics. "Blimps" are currently heard over more than 60 AM and FM stations.

Equipment & Engineering

GE says slimness pays off in its new Sampledot

System for TV transmission would not have prime application to regular broadcasting, but would have many benefits in such areas as closed circuit, satellite

General Electric Co.'s Space Division is working on a narrow-band TV system that promises economies in transmitting video because of the much smaller bandwidth it requires. The system, Sampledot, is still in the "laboratory environment," according to its inventor, Robert F. Stone, but it could be no more than two to five years away from production.

Using a method called "time compression," the Sampledot system transmits a video program using much less bandwidth (about 1 mhz), compared to the normal household TV picture that needs about 4 mhz. The Sampledot system uses a "psychological trick to the eye," explained Mr. Stone, by sending parts of a video picture over a longer period (60 times a second) so that they will appear to be unified. In that way, the Sampledot system, rather



The best MOR sound in Bend, OR is put out by an AEL FM-12KD Stereo Transmitter

Just ask KICE

AEL stereo transmitters always send the very best.
FM: 2,500, 15,000, 25,000, 40,000, 50,000 watts.
AM: 5,000, 10,000, 50,000 watts.



Call or Write:

AMERICAN ELECTRONIC LABORATORIES, INC.
P.O. Box 552, Lansdale, PA 19446
Tel: 215/822-2929 • TWX: 510/661-4976

than scan the whole TV line or raster, can randomly pick out selected parts of the line and conserve bandwidth while still transmitting the same picture.

Closed-circuit television, which generally requires higher resolution, could realize savings of as much as 8:1 by using the Sampledot system, Mr. Stone said. He is working on a system for business use that would compress the video information into as little as 15 khz of spectrum.

Mr. Stone feels that since there is little possibility that the FCC will take another look at the allocation tables, Sampledot probably would not make possible more over-the-air broadcast channels. The economies Sampledot does afford are more likely to be for common carrier service. For example, satellite transmission would be much cheaper if Sampledot permits as many as eight video channels to be transmitted on a single satellite transponder. (Today, each video signal requires its own transponder).

Similarly, Sampledot could allow multiplex channel transmission via microwave.

The Sampledot picture currently does not offer broadcast quality since a "fine grain mesh" can be seen on the TV screen at a close distance, Mr. Stone said.

The invention is primarily geared towards teleconferencing and is used in-house between various GE offices. The development of Sampledot was originally undertaken, explained Mr. Stone, to provide a system for transmitting moving pictures over minimum baseband width at a cost affordable to the smallest user.

GE has sold a "small number" of the Sampledot systems to industrial and military users so far, primarily for testing.

Push under way for smaller earth stations

HBO runs cable operators meeting, equipment makers to decide how to approach FCC on matter

Plans are being made to ask the FCC to review its policy prohibiting general use of receive-only earth stations smaller than nine meters in diameter.

Home Box Office was host to a June 16 meeting at its New York headquarters aimed at devising a "unified approach" to the matter. In attendance were 20 representatives of earth station vendors, antenna manufacturers and the cable TV industry. A follow-up meeting specifically identifying areas for research and testing was held last week.

According to HBO, smaller earth stations would be more affordable for small CATV systems. The popular 10-meter earth stations are installed at a price said to range from \$70,000 to \$100,000. Smaller earth stations costs were placed in a \$35,000 to \$40,000 range.

HBO said that the use of smaller stations would not require a change in the FCC's satellite orbital spacing policy.

A full technical package is expected to

be ready within the next two months, and will be offered to those cable firms who wish to petition the FCC for approval of smaller earth stations. HBO plans to file for use of a smaller station to serve its studio location in Manhattan.

Earth station set for St. Louis service

KPLR-TV St. Louis has become the first station to be granted an FCC license for a satellite earth station. Two other earth-station applications are pending, from KBMA-TV Kansas City, Mo., and WTCG(TV) Atlanta. All three are independents.

According to Hal Protter, KPLR-TV vice president and general manager, an 11-meter-dish receiving unit will be used to pick up news feeds from the Independent Television News Association (ITNA) and distant sports.

Earth-station operation will be inaugurated July 2 with a soccer game from Yankee Stadium, originated by WPIX(TV) New York. It will be transmitted via a Western Union satellite. Booking is being handled by Robert Wold Co. which also arranges for Western Union satellite time for ITNA news feeds. Prime contractor for the KPLR-TV earth station is Rohrer Industries.

If FCC approval is forthcoming, KBMA-TV also plans to have an earth station operating in early July. It anticipates leasing receiving and transmitting facilities from Transcommunications Corp. If transmitting authority is granted in time, KBMA-TV is prepared to originate for ITNA at the Republican national convention in August. It also hopes to receive and transmit sports.

WTCG would use its earth station to send its signal to cable systems. It has a goal of reaching a million homes in the Southeast. A heavy sports schedule would be transmitted. WTCG hopes to start operating the earth station in August.

Pay competitors complain

Lincoln TV Inc., licensee of KTSF-TV San Francisco, has asked the FCC to allow it to appeal a commission order Lincoln says would reveal confidential technical information of its new pay-TV system to one of its competitors.

Lincoln's KTSF (not yet on the air) is competing with KEMO-TV San Francisco for the area's subscription TV authority. Both Lincoln and its equipment manufacturer, Pay Television Corp., have said their proposed system is superior to KEMO's. According to FCC rules, if technical superiority is to be an issue in the competing applications, both applicants must show enough technical data, subject to protective orders, to prove which is superior.

The commission's protective order, issued June 9, in this case "is inadequate," PTV and Lincoln said, because it doesn't limit access of the information to

experts who are not connected with the competing applicant. In fact, PTV said, "the entire engineering and technical staff" of KEMO's equipment manufacturer, Blonder-Tongue Laboratories Inc., is allowed on the staff which will review and evaluate the efficiency of the two systems.

Technical Briefs

Booming business. Consolidated Video Systems, digital TV equipment firm, will be moving in mid-September to larger plant. Headquarters will remain in Santa Clara, Calif., but new building will be 40,000 square feet, 22,000 more than current plant. Company expects sales of more than \$8 million this year. Primarily responsible for CVS's growth are digital time base correctors which constitute 95% of sales. CVS also produces digital video synchronizers and signal processing accessories.

For UHF. Varian Associates, Palo Alto, Calif.-based firm, has introduced two new klystrons, VA-953H and VA-954H, to be used as final amplifier tubes in UHF TV transmitters. Frequency range covered is 470 to 698 mhz and Varian claims klystrons offer improved linearity as well as power savings.

Theta-Com out of cable

Theta-Com, a subsidiary of Hughes Aircraft Co., is pulling out of the cable TV equipment business but plans to continue its AML microwave product line. According to Theta-Com chairman, James Sutherland, "CATV operations have not been profitable for some time, and conditions do not indicate an improve in this situation in the foreseeable future." Price competition is seen as playing a major role in the decision.

Theta-Com currently has a three-month backlog and will continue to supply existing customers with maintenance and spare parts. Unless a buyer can be found to take over the CATV equipment business, layoffs affecting about 250 people are expected this fall. Theta-Com then will move from Phoenix to Los Angeles.

CBS-IBEW pact on burner

CBS and International Brotherhood of Electrical Workers reached a tentative agreement last week on a new three-year contract covering 1,300 technicians in seven cities. No details of the proposal were divulged, pending ratification by the membership. The old three-year pact expired Sept. 30, 1975, but was extended. The new agreement also is for three years, with terms retroactive to Oct. 1. Salary increases are expected to approximate those granted last month to National Association of Broadcast Employees and Technicians employes by NBC. Those pay hikes averaged 8% a year (BROADCASTING, May 24).

The Broadcasting Playlist™ Jun 28

Contemporary

Playback

Over-all-rank	Last This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	Silly Love Songs (3:28) Paul McCartney & Wings—Capitol	1	1	1	1
14	2	Get Up and Boogie (4:05) Silver Convention—Midland Int'l.	2	2	2	4
2	3	Love Hangover (3:40) Diana Ross—Motown	6	4	3	2
3	4	Shop Around (3:23) Captain & Tennille—A&M	4	3	5	3
5	5	Misty Blue (3:38) Dorothy Moore—Malaco	5	5	4	5
6	6	Kiss and Say Goodbye (2:24) Manhattans—Columbia	3	7	6	9
4	7	Sara Smile (3:07) Hall & Oates—RCA	7	8	7	8
8	8	Never Gonna Fall in Love Again (3:45) Eric Carmen—Arista	8	6	9	7
10	9	More, More, More (3:02) Andrea True Connection—Buddah	9	9	8	6
7	10	Shannon (3:50) Henry Gross—Lifesong	11	10	10	10
16	11	Afternoon Delight (3:10) Starland Vocal Band—Windsong	12	12	11	11
15	12	I'll Be Good to You (3:30) Bros. Johnson—A&M	10	11	13	14
18	13	Love Is Alive (3:24) Gary Wright—Warner Bros.	14	16	12	12
17	14	Turn the Beat Around (3:21) Vicki Sue Robinson—RCA	13	13	16	15
19	15	Let Her In (3:03) John Travolta—Midland Int'l.	18	14	14	13
24	16	Moonlight Feels Right (3:38) Starbuck—Private Stock	16	15	18	16
22	17	The Boys Are Back in Town (3:26) Thin Lizzy—Mercury	17	17	15	17
11	18	Welcome Back, Kotter (2:48) John Sebastian—Reprise	15	18	17	19
13	19	Theme from "Happy Days" (2:40) Pratt & McClain—Reprise	21	19	21	20
25	20	Rock N' Roll Music (2:26) Beach Boys—Reprise	20	21	20	18
27	21	Let Em In (5:08) Paul McCartney & Wings—Capitol	19	23	22	25
21	22	I Want You (3:35) Marvin Gaye—Tama	25	22	25	23
9	23	Boogie Fever (3:25) Sylvers—Capitol	22	20	26	24
36	24	You're My Best Friend (2:49) Queen—Elektra	33	30	19	21
39	25	Got to Get You into My Life (2:27) Beatles—Capitol	31	24	23	22
12	26	Get Closer (3:45) Seals & Crofts—Warner Bros.	23	26	24	28
—	27	Don't Go Breaking My Heart (4:23) Elton John & Kiki Dee—Rocket/MCA	24	25	27	26
33	28	You'll Never Find Another Love... (3:36) Lou Rawls—Phila. Int'l.	26	28	29	30
30	29	Take the Money and Run (2:48) Steve Miller Band—Capitol	27	33	30	32
20	30	Foiled Around and Fell in Love (2:58) Elvin Bishop—Capricorn	30	29	31	36
38	31	Another Rainy Day in New York (2:57) Chicago—Columbia	29	31	28	38
32	32	Making Our Dreams Come True (2:29) Cyndi Grecco—Private Stock	28	32	32	35
26	33	Rhiannon (3:45) Fleetwood Mac—Reprise	34	27	38	34
28	34	Rock N' Roll Love Letter (2:52) Bay City Rollers—Arista	35	36	34	29
35	35	If You Know What I Mean (3:43) Neil Diamond—Columbia	32	37	35	37
31	36	Love in the Shadows (3:18) Neil Sedaka—MCA	*	34	33	27
—	37	Baby, I Love Your Way (3:28) Peter Frampton—A&M	37	35	37	39
37	38	Tear the Roof Off the Sucker (3:39) Parliament—Casablanca	36	39	39	40
—	39	Crazy on You (4:06) Heart—Mushroom	*	38	36	31
—	40	Last Child (3:27) Aerosmith—Columbia	40	40	*	*

Sure thing. Elton John is back, dueting with Kiki Dee on *Don't Go Breaking My Heart*. Released by Rocket Records, a division of MCA only seven days ago, it's already at 27 on this week's "Playlist." KERN(AM) Bakersfield, Calif.'s John Mitchell says it simply: "Elton John hasn't made a bad record yet." **Numbers one.** Holding on to the top national spot on "Playlist"—for the fifth straight week—is *Silly Love Songs* (Capitol) by Wings. But at WCOL(AM) Columbus, Ohio, where many of tomorrow's hits get their start, *Play That Funky Music* (Epic) by Wild Cherry is the favorite. Wcol's Dave Bishop says it "could easily be a national hit. We're not hyping it because they're an Ohio group; it will make it on its own." Mr. Bishop also picks the new Bee Gees single, *You Should Be Dancing*, and says "If that record is not a hit, I'm gonna get out of the music business." **Off the Tube.** *Let Her In* (Midland International) by *Welcome Back, Kotter*'s John Travolta rates as fastest mover of the week at WLS(AM) Chicago. It's an add at WPRO-FM Providence, R.I., and WVLK(AM) Lexington, Ky.

Country

Over-all-rank	Last This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
10	1	Loneley Teardrops (2:56) Narvel Felts—ABC/Dot	1	5	1	7
2	2	I'll Get Over You (3:12) Crystal Gayle—United Artists	2	2	6	2
7	3	Suspicious Minds (3:57) Waylon Jennings & Jessi Colter—RCA	4	9	3	1
4	4	El Paso City (4:13) Marty Robbins—Columbia	6	1	11	5
3	5	Here Comes the Freedom Train (3:25) Merle Haggard—Capitol	3	11	2	13
11	6	Stranger (3:10) Johnny Duncan—Columbia	5	6	9	3
12	7	The Door Is Always Open (2:42) Dave & Sugar—RCA	8	4	5	7
1	8	You've Got Me to Hold On To (3:04) Tanya Tucker—MCA	7	3	10	6
5	9	All These Things (3:07) Joe Stampley—ABC/Dot	9	7	4	4
6	10	Don't Pull Your Love... Goodbye (3:18) Glen Campbell—Capitol	13	10	7	12
—	11	Vaya Con Dios (2:28) Freddie Fender—ABC/Dot	12	8	8	14
18	12	I'd Have to Be Crazy (3:24) Willie Nelson—Columbia	10	12	15	11
—	13	Teddy Bear (5:03) Red Sovine—Starday	11	13	14	9
8	14	What Goes On When the Sun... (2:51) Ronnie Milsap—RCA	14	14	13	10
15	15	Homemade Love (2:50) Tom Bresh—Farr	15	19	12	18
13	16	Walk Softly (3:02) Billy "Crash" Craddock—ABC/Dot	17	15	17	21
9	17	After All the Good Is Gone (2:56) Conway Twitty—MCA	16	17	18	15
17	18	She'll Throw Stones at You (2:58) Freddie Hart—Capitol	20	21	19	15
—	19	Your Picture in the Paper (2:29) Stallor Bros.—Mercury	18	25	16	24
25	20	You Are So Beautiful (2:24) Ray Stevens—Warner Bros.	21	23	20	19
14	21	One Piece at a Time (3:10) Johnny Cash—Columbia	22	18	22	23
16	22	That's What Made Me Love You (2:48) Bill Anderson & Mary Lou Turner—MCA	19	24	21	20
—	23	Golden Ring (3:01) Jones & Wynette—Epic	23	20	23	17
21	24	Hurt (2:05) Elvis Presley—RCA	*	16	*	*
—	25	Butterfly for Bucky (3:42) Bobby Goldsboro—United Artists	24	*	24	*

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

Fates & Fortunes

Media



Hirsch

Rosenwald

Carl E. Hirsch, VP/general manager, WHK(AM)-WMMS(FM) Cleveland, appointed executive VP of owner, Malrite Broadcasting there, succeeded by **John (Gil) Rosenwald**, general sales manager, WHK-WMMS. Malrite also owns WBRB-AM-FM Mount Clemens (Detroit), Mich.; WNYR(AM)-WEZO(FM) Rochester, N.Y.; KEEY-AM-FM St. Paul and WZUU-AM-FM Milwaukee.

Enid Moore, manager, affiliate press relations, CBS, New York, named associate director press information, replacing the late **Jerry Collins** who died March 13. **Monica Lahey**, manager, national press, succeeds Ms. Moore as manager, affiliate press relations. **Susan Reiner**, press representative, succeeds Ms. Lahey, **Janet Storm**, press representative, named to newly created post of manager, daytime programs publicity.

Ed Hutchings, station manager, KTVV(TV) Austin, Tex., named general manager, KROC-TV Rochester, Minn.

Roger A. Beradonis, business consultant, Grinnell Communications, Dayton, Ohio, named business manager of Grinnell's newly acquired WDTN(TV) there, formerly WLWD.

Richard W. Borel, VP, administrative/treasurer, WHDH Corp., Boston, named station manager of its WCOZ(FM) there.

John Orose, assistant VP, finance, King Broad-

casting, Seattle-based group owner, named treasurer.

Robert R. Prangle, in charge of KLAQ-AM-FM Lakewood, Colo., since stations were purchased by McCoy Broadcasting, Denver, in April, named VP/member of board of McCoy.

Robert DiMattina, general sales manager, Compu/Net Inc., New York, named treasurer, Park Broadcasting Inc., Ithaca, N.Y.

Sue Raymer, promotion manager, KMOV-TV Sacramento, Calif., named to same position, KCCN(AM) Honolulu.

Barbara Roberts Wigham, program/promotion director, WPTA(TV) Fort Wayne, Ind., appointed VP of licensee, WPTA-TV Inc.

Gerry Norine, sales manager, KCCR(AM) Pierre, S.D., assumes additional responsibilities as station manager.

Timothy P. Anderson, program/music director, KISD(AM) Sioux Falls, S.D., named assistant general manager, WPGU(FM) Urbana, Ill.

Robert F. Blake, public relations director, Group W Productions, New York, joins WPX Inc. (WPX-FM-TV New York and WICC(AM) Bridgeport, Conn.) in same capacity.

Dennis M. Grayson, creative services manager, KTTV(TV) Los Angeles, promoted to commercial operations director.

Joseph E. Hunter, producer, WPVI-TV Philadelphia, appointed affirmative action director.

Mike Minor, salesman, WGIG(AM)-WSB(FM) Brunswick, Ga., assumes additional duties as promotion manager.

Carol Parker, traffic director, WPOC(FM) Baltimore, appointed promotion director.

Frank X. Pawlowski, account director, Time-Life Films, New York, named budget director, Radio Free Europe and Radio Liberty, Washington.

Newly elected officers, Broadcasters Promotion

Association, chosen at Washington convention (BROADCASTING, June 21): **Lynne Gras**, KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska, president; **Roger Ottenbach**, WEEK-TV Peoria, Ill., president-elect; **Kenneth Taishoff**, WTMJ-TV Milwaukee, VP; **Terry Simpson**, WTTV(TV) Indianapolis, secretary; **Al Gordon**, WIC(TV) Pittsburgh, treasurer. Directors: **Tom Smidt**, KWGN-TV Denver; **Rich Hendry**, KOAM-AM-TV Pittsburg, Kan.; **Gene Davis**, WTOP-AM-TV Washington, and **Bob Edell**, Storer Broadcasting, Miami, all for three-year terms; **Gord Hume**, Rogers Radio Ltd., Toronto, for one-year term. **Sol J. Paul**, *Television/Radio Age*, for one-year term as associate member. Officers and directors take office Jan. 1.

New officers, New York chapter of American Women in Radio and Television: **Jan Paladino**, Commonwealth of Puerto Rico, president; **Betty Jane Reed**, NBC, executive VP; **Alma Kadragic**, ABC-TV, first VP; **Nicki Goldstein**, Association of Independent Television Stations, second VP; **Miskit Alrth**, ABC, corresponding secretary; **Renee Wachs**, Edward Gottlieb & Associates, recording secretary; **Amy-Sue Addison-Licameli**, WNYE-TV, treasurer.

Esse Dee Silva, air personality, WCIX-TV Miami, elected president, Gold Coast chapter, American Women in Radio and Television.

Bob Hillis, accounting systems manager, non-commercial KCET(TV) Los Angeles, appointed controller.

Broadcast Advertising

William E. Cosh, advertising manager for Budweiser and Michelob, Anheuser-Busch, St. Louis, joins D'Arcy-MacManus & Masius there as VP/management supervisor for agency's Anheuser-Busch accounts. **Guy R. Tann**, project director, management information services, Owens-Corning Fiberglas, Toledo, Ohio, joins DM&M, Bloomfield Hills, Mich., as management information services director. **Kathryn Kahler**, account/market supervisor, William B. Tanner, Memphis, and **Tracy Gyarmathy**, media buyer, Batz-Hodgson-Neuwoehner, St. Louis, join DM&M, St. Louis, as media buyers. **Michael Miller**, media supervisor, Barickman Advertising, Kansas City, Mo., named DM&M media buyer/planner. **Melanie S. Kiburtz**, consultant, and **Richard Pinkos**, program analyst, Analysts International Corp., Southfield, Mich., named project managers, management information services department, DM&M, Bloomfield Hills, Mich.

Richard T. O'Reilly, vice chairman/director, Wells, Rich, Greene, New York, has resigned to become consultant to WRG and other advertisers and agencies.

Martin J. Waters, media group head, and **Lawrence R. Weisberg**, account supervisor, BBDO, New York, elected VP's. **Dave Leitz**,

* CALSTAR AFFILIATE NEWS *

In addition to the Summer roster of stars available to all CALSTAR affiliates, a special 'Gold' package featuring some of the most important celebrities in television will be available for use in a few select market areas. Contact your CALSTAR representative.

For the October production period: Studios presently under consideration for production of all commercials using star talent for your local advertisers are: THE BURBANK STUDIOS, KTLA, and METROMEDIA.

The 1976 CALSTAR NATIONAL TIME SALES SEMINAR will take place in February '77, in Hollywood. Attendance will be limited to 2 representatives from each affiliate station. Information to follow.

CALSTAR MEDIA CORPORATION
7925 Santa Monica Blvd, Hollywood, Ca. 90046
(213) 650-0599
Serving member stations in the U.S. & Canada

VP/associate creative director, Cabot Advertising, Boston, named creative director, BBDO, San Francisco. **Linda Gregory**, media planner, Hill, Holliday, Connors, Cosmopolos, Boston, named to newly created position of associate media director, BBDO, there.

Michael B. Berman, national sales manager, wxyz-TV Detroit, joins wwj-TV there as general sales manager.

Elo Betty Jr., sales manager, Detroit office, ABC TV Spot Sales, promoted to Midwest sales manager, Chicago.

Leo D. Hochstetter, newly elected VP of Interpublic Group of Companies and former Washington consultant for Interpublic, will head office to be established in Washington about July 1.

Dina W. Ortiz, buyer, Wells, Rich, Greene, New York, named broadcast supervisor, Warwick, Welsh & Miller there, succeeding **F. Kirk Brennan**, who is attending Stanford Business School.

James Flaherty, copy chief, Frankfurt Communications, New York, named senior VP/creative director, Tinker Campbell-Ewald there.

Larry Dexheimer, media director of Carl Ally Inc., New York, appointed VP.

Ellen Currie, copy group head, J. Walter Thompson Co., New York, named VP. **Gabriel Samuels**, manager of media research, Dancer Fitzgerald Sample, New York, appointed manager, media analysis, JWT, there.

Richard Shintaku, art director, D'Arcy-MacManus & Masius, San Francisco, named to same position, Boitford Ketchum there.

George Soter, president, Greek Island Ltd., importing/marketing firm, New York, joins Cohen Pasqualina Timberman there as VP/creative executive.

William A. Long, media supervisor, Needham, Harper & Steers, Chicago, promoted to associate media director.

George D. Mahrlig, associate planning director, media department, BBDO, New York, joins Ketchum, MacLeod & Grove, Pittsburgh, as associate planning director.

David M. Rackow, radio producer/writer, Spiro & Associates, Philadelphia, named head of television production department.

Gary Chapman, national sales manager, KSD-TV St. Louis, named to additional post of marketing/research director, KETV(TV) Omaha and KOAT-TV Albuquerque, N.M. All are Pulitzer Publishing Co. stations.

Richard E. Klein, VP/corporate marketing director, Glenn, Bozell & Jacobs, Houston, promoted to senior VP/corporate marketing director.

Lou Fernandez, account executive, KCST-TV San Diego, promoted to local sales manager.

Walter Tiburski and **Douglas Brown**, local sales managers, WHK(AM) and co-owned WMMs(FM) Cleveland, respectively, named general sales managers of respective stations.

Angus Robinson, VP sales, NBC-TV, Chicago, named national sales manager, KMTC(TV) Springfield, Mo.

John M. Mountain, with Battelle Memorial Institute, scientific research firm, Columbus, Ohio, joins Maurer, Fleisher, Zon & Anderson,

Washington-based consumer-oriented communications firm, as VP in charge of Columbus office.

Rose M. Harten, advertising/public relations director, Chanel Inc., New York-based perfume/cosmetics firm, promoted to advertising/public relations VP.

Larry Lowenstein, marketing services director, wxia-TV Atlanta, has formed his own public relations/advertising firm, *Larry Lowenstein and Co., Suite 125, 1584 Tullie Circle, N.E., Atlanta 30326.*

Sue Baron, media buyer, Grey Advertising, San Francisco, appointed media director. **Karlin Anderson**, media buyer, Norman, Craig & Kummel, New York, joins Grey as planner/buyer.

William A. Azan, from WGSN(AM) Huntington, N.Y., rejoins Avery-Knodel Television, New York, as account executive.

Maureen Hall, copywriter, Weightman advertising, Philadelphia, promoted to group supervisor.

Clifford M. Lavin, VP/former marketing director, KXIV(AM) Phoenix, joins Jennings & Thompson advertising there as account executive.

David W. Hunter, owner of public relations firm, Fort Lauderdale, Fla., joins Price/McNabb Advertising Agency, Asheville, N.C., as broadcast production director.

Mike Crusham, account executive, WNS(FM) Louisville, Ky., promoted to sales manager.

J. Bert Caldwell and **Wayne Hannah**, account executives, WTVC(TV) Chattanooga, named national sales manager and local sales manager, respectively.

Lynn Fairbanks, account executive, Top Market Television, Chicago, appointed national sales manager, WJXT(TV) Jacksonville, Fla.

Elaine R. Baker, retail account executive, wxyz(AM) Detroit, promoted to director of retail sales/new business.

T.J. Donnelly, media negotiator, William B. Tanner Co., Memphis, appointed local sales manager, WHBQ(AM) there.

Marvin Goslin, account executive, WKBO(AM) Harrisburg, Pa., named sales manager, co-owned WRHY(FM) Starview, Pa.

Tod D. Cornell, local sales manager, KWOA-AM-FM Worthington, Minn., joins WLEN(FM) Adrian, Mich., as sales manager.

William M. Donovan, second district governor/chairman, American Advertising Federation, Washington, named VP, club services.

Marcia Hatch, acting director, AAF Western region office, San Francisco, appointed director.

John Lane, from Stahlka/Faller agency, Buffalo, N.Y., and **Nick Miller**, from Financial Advertising, Cincinnati, join Fahlgren & Ferriss Advertising, Cincinnati, as media planners/buyers.

Newly elected officers, Station Representative Association of Canada: **Rodger Hone**, Paul Mulvihill & Co., Toronto, president; **Dick Moody**, Standard Broadcast Sales Ltd., Toron-

System 90... the first micro-computer program automation controller!



Now, Harris micro-computer technology offers you:

- 15 exclusive features
- Extremely versatile format control
- Easiest operation
- More "brain power" per dollar

There's much more, and we'd like to tell you all about it. Write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Ill. 62301.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

to, VP/radio; **Bob Alexander**, Alexander, Pearson, Dawson Ltd., Toronto, VP/television; **Andy McDermott**, Andy McDermott Broadcast Sales Ltd., Toronto, secretary/treasurer.

James M. Romy, account representative, Campbell-Mithun, Chicago, named administrative assistant to president, LBJ Productions, Chattanooga.

Programing



Stoddard



Huberman

Brandon Stoddard, VP, motion pictures for television, ABC Entertainment, Los Angeles, elected VP, motion pictures for television and limited series. **Arnold Huberman**, director, feature films, ABC Entertainment, New York, appointed director, feature films and late-night series.

Merle C. Worster, director of television operations, ABC Inc., East Coast, New York, named to newly created post of VP, planning/administration. **Thomas F. Day**, director of program

administration, ABC Entertainment, East Coast, New York, appointed regional manager, affiliate relations department, ABC-TV there.

Andrea Baynes, program development director, West Coast, NBC, joins Columbia Pictures Television, Burbank, Calif., in same position. **Jeffrey Benson**, CPT program development executive, named executive assistant to David Gerber, whose David Gerber Productions is producing prime-time network programing in association with CPT. **Barry Weltz**, Barry Weltz Productions, Burbank, Calif., joins Columbia Pictures Television there as independent producer to help develop and produce new properties for series and movies made for television.

Robert W. Goodwin, assistant to senior television VP, Paramount Television, Los Angeles, named director of program development, Playboy Television Productions there.

Gary L. Pudney, executive head for variety television, International Creative Management, Los Angeles, joins Yongestreet International there as VP/executive producer.

Robert A. Goldfarb, director of program development, CBS-TV, New York, joins NBC-TV as VP/comedy, variety programs, Burbank, Calif. **Deanne Barkley**, VP/program development, NBC-TV, West Coast, named VP/dramatic programs there. **Joseph M. Taritero** continues as VP/motion pictures for TV. All will report to John J. McMahon, West Coast programs VP.

Bernie Sofronski, director, daytime programs, CBS-TV, New York, appointed director of program development. **Tony Converse**,

director of special programs there, elected VP.

Michael F. Murphy, air personality, KPSI(AM) Palm Springs, Calif., promoted to program director.

David G. Parks, assistant program director, WFIL(AM) Philadelphia, appointed program director, WLEE(AM) Richmond, Va.

Christopher R. Gaul, producer/correspondent, National Public Affairs Center for Television, Washington, joins noncommercial WJCT(TV) Jacksonville, Fla., as executive producer.

Karin G. Herczeg, editorial assistant, E.R. Squibb and Sons, Princeton, N.J., named continuity director, WNPV(AM) Lansdale, Pa.

Barry Rohde, supervisor, *Weekend Sports Update*, KNX(AM) Los Angeles, appointed sports director.

John Telich, of WNCO-AM-FM Ashland, Ohio, appointed sportscaster, KEVN-TV Rapid City-KIVV-TV Lead/Deadwood, S.D.

Broadcast Journalism

Connie Chung, correspondent, CBS-TV news, New York, named co-anchor with **Joseph Benti**, KNXT(TV) Los Angeles. **Rick Little**, reporter/anchor, KSD-TV St. Louis, named KNXT reporter.

Jean Harper, executive news producer, WJBK-TV Detroit, named to same position, KGO-TV San Francisco.

Joe Barnes, news producer, KGO-TV San Francisco, named news manager, WKBW-TV Buffalo, N.Y.

Oprah Winfrey, reporter, WJZ-TV Baltimore, named to additional job of co-anchor.

Troy Dungan, weathercaster, WXYZ-TV Detroit, named to same position, WFAA-TV Dallas.

Karen Mawhinney, reporter, WTMJ-TV Milwaukee, promoted to executive producer.

Jeanne Downey, reporter, WSM-TV Nashville, named weekend co-anchor. **Virg Jacques**, anchor, WCIA(TV) Champaign, Ill., named reporter/weekend co-anchor at WSM-TV.

Joe Moreland, news assignment editor, WJXT(TV) Jacksonville, Fla., promoted to assistant news director.

Howard F. Price, news director, WTAW-AM-FM College Station, Tex., named assistant news director, KCEN-TV Temple, Tex.

Deborah Johnson, graduate, Medill School of Journalism, Northwestern University, Evanston, Ill., joins WNW(AM) Valparaiso, Ind., as news director.

B.W. Battin, news producer, KTBS-TV Shreveport, La., joins KEVN-TV Rapid City-KIVV-TV Lead/Deadwood, S.D., as news director.

Marcia Christensen, traffic manager, KKLS(AM) Rapid City, S.D., named KEVN-TV-KIVV-TV weathercaster. **Richard Wilson**, director of legislative services, state of Utah, joins stations as anchorman.

Richard Valeriani, NBC, elected president, Department of State Correspondents Association, Washington. **Lars-Eric Nelson**, Reuters, and **Henry Keys**, UPI, elected VP and secretary/treasurer, respectively.

Dick Johnson, news director, noncommercial

Broadcast Management

YOU DON'T WANT JUST A JOB !

YOU WANT A CAREER THAT IS:

EXCITING !	DYNAMIC !	GLAMOROUS !
CHALLENGING !		REWARDING !

Unlimited opportunity awaits the BROADCAST MANAGEMENT graduates.

Students receive valuable on-the-air experience and develop managerial expertise while operating campus radio stations WJCR and WFAM Stereo.

JONES COLLEGE offers Associate and Bachelor Degree programs that prepare you for a place in the world of Broadcasting. Young men and women with ambition will find a career in Broadcasting to be rewarding and satisfying.

Opportunity comes to the best qualified. JONES COLLEGE can qualify you. Call our Admissions Office collect (904) 743-1122.

Jones College
JACKSONVILLE, FLORIDA

WGRE(FM) Greencastle, Ind., joins WTHR(TV) Indianapolis as reporter.

Bob Nichols, weather reporter, WINK-TV Fort Myers, Fla., joins WDBO-TV Orlando, Fla., in same capacity.

Charles Spratt, University of Mississippi graduate, joins noncommercial KMUW(FM) Wichita, Kan., as news director.

Cable

James T. McCorkle, legislative assistant to assistant general counsel for legislation, Department of Commerce, Washington, named associate director of government relations, National Cable Television Association there.

Leonard G. Cebol, sales representative, Belden Corp., San Francisco, appointed sales manager, CATV products, Belden's electronic division, Richmond, Ind.

Joseph J. Collins, Eastern area manager, and **Michael J. McCrudden**, Western area manager, American Television & Communications, Denver, named VP's.

Equipment & Engineering

Verne Pointer, director of broadcast engineering, ABC Inc., New York, named VP.

Donald V. Kleffman, national manager, marketing program, Ampex audio-video systems division, Redwood City, Calif., promoted to general manager of division.

George W. Hamilton, senior management consultant, Associated Business Consultants, Beirut, Lebanon, joins Harris Corp., Quincy, Ill., as international sales administration manager of its broadcast products division.

Leo Domeier, engineering director, WTCN-TV Minneapolis, appointed VP of licensee, WTCN Television Inc., subsidiary of Metromedia.

Walter C. Nichol, technical supervisor, KPPIX(TV) San Francisco, promoted to chief engineer.

Harry N. Larkin, marketing VP, Ampro Corp., Feasterville, Pa., joins LPB Inc., Frazer, Pa., as marketing director, responsible for sales and sales development to commercial and educational broadcasting markets. LPB distributes commercial broadcast and professional sound equipment.

Thomas A. Campobasso, Collins Radio Group, Rockwell International, re-elected national president, Armed Forces Communications and Electronics Association. Other officers: **Jon L. Boyes**, U.S. Navy; **George A. Harter**, TRW Systems Group (re-elected); **W. Earl Fisher**, Chesapeake & Potomac Telephone Co. (re-elected); **Howard R. Hawkins**, RCA communications group (re-elected); **William H. Graham**, North Electric Co. (re-elected) and **James R. Mellor**, Litton Industries, all national VP's.

Allied Fields

Alan Carter, assistant to director, U.S. Information Agency, Washington, appointed assistant director in charge of public information.

Jack Zimmanck, sales manager, television division, Avco/Spotmasters, Dallas, joins Southwestern Arbitron Television sales there, as account executive.

David M. Guerra, director of division of radio and television and associate professor of

speech, University of Mississippi, assumes chairmanship of new department of radio-TV-film, University of Arkansas at Little Rock.

Robert K. Clark, faculty member, Bowling Green (Ohio) State University, elected chairman of radio-television-film area of School of Speech Communication there. He also assumes duties as manager of noncommercial WBGU(FM) there.

Robert J. Wussler, president, CBS Television Network, New York, received honorary doctor of laws degree from Emerson College, Boston, May 30.

Deaths

Raymond Fragasso, 42, VP/head of broadcast production, J. Walter Thompson Co., New York, was killed in crash of helicopter near Bishop, Calif., last Tuesday (June 22). He was scouting locations for TV commercial production at time of accident. Mr. Fragasso had been with Thompson since 1960. He is survived by his wife, Carol, and three daughters.

Harold T. Friis, 83, radio engineering pioneer, died June 15 in Palo Alto, Calif. Dr. Friis, during his nearly 40 years with Bell Telephone Laboratories, was instrumental in development of radio astronomy, shortwave, microwave communications and superheterodyne device used in radio receivers. He is survived by his wife, Harriet.

George Klayer, 65, who served CBS-TV as sales executive for more than 20 years, died June 12 in Uniontown, Pa. He had been Eastern sales manager and network sales manager before retiring in 1975. He is survived by his wife, Rosemarie, three daughters and one son.

Where Things Stand

Status report on major issues in electronic communications

Copyright 1976 Broadcasting Publications Inc. May be quoted with credit.

■ Indicates new or revised listing.

Antitrust/networks. Justice Department antitrust suits 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 (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court. Networks made another effort to have suits thrown out by filing motions for summary judgment (BROADCASTING, May 3).

Broadcasting in Congress. Representative B.F. Sisk (D-Calif.) continues fight for letting

networks and Public Broadcasting Service broadcast House chamber proceedings, even though House Rules Committee rejected plan like that in March (BROADCASTING, June 7). Mr. Sisk is chairman of Rules Committee's ad hoc subcommittee on broadcasting which wrote resolution (H.Res. 875) providing for network/PBS pool coverage of House. Bolstered by poll by Representative Claude Pepper (D-Fla.) showing that majority of House members would vote for permitting TV cameras in chamber, subcommittee has decided to try to change minds of Rules Committee members rather than change resolution. Subcommittee will send resolution back to full committee when it thinks it has gathered enough votes to pass it. There's no way cameras could be in place by July 4, however, as Mr. Sisk had hoped originally. His target date for getting resolution passed and putting system in operation is now first of 1977.

Cable rebuild deadline. FCC has relaxed rebuild requirements it would have imposed on

systems by 1977 (BROADCASTING, April 5, 12). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed cancellation of 1977 deadline in U.S. Court of Appeals in Washington.

Canadian policies. Canadian policy that cable systems there delete commercials from signals of U.S. stations and proposed law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC and State Department. Stations involved have met with Canadian Radio Television Commission and advanced plan involving Canadian subsidiaries, but reaction from CRTC was cool (BROADCASTING, March 22) and indications are that government will proceed with proposed law on tax deduction ("Closed Circuit," April 12).

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

appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee 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, 1975). Hearing on family viewing and children's TV is scheduled for July 9 in Denver by House Communications Subcommittee ("In Brief," June 7).

Consumer agency. Legislation to create agency for consumer protection has been gathering dust since one version of it (S. 200) passed Senate in June, another (H.R. 7575) passed House in November, both last year. Two versions must be resolved into one before it can go to President, but House-Senate conference to do that has never been scheduled. Part of reason may be that President Ford has promised to veto bill. Proposed agency would have no regulatory powers; its function would be to represent consumer interest in proceedings of other agencies and courts. Significant difference between House and Senate bills for broadcasters is that Senate's prohibits consumer agency's participation in FCC license renewal proceedings. House's does not, but House report accompanying bill says agency's "active participation should be discouraged" in renewal proceedings.

■ **Copyright legislation.** Representative Robert Kastenmeier's (D-Wis.) judiciary subcommittee is nearing end of its deliberations on immense, confusing and controversial copyright revision bill (S. 22), which passed Senate earlier this year (BROADCASTING, Feb. 23). Subcommittee has made tentative decisions on one of most hotly contested sections, cable TV copyright section, and on public broadcasting's section. It has also voted section allowing TV broadcasters, but not radio, to sue cable systems for altering signals, specifically by substituting commercials ("In Brief," June 21).

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 Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). Number of parties had petitioned commission to reconsider its order, but commission denied them. FCC did, however, deny Justice Department petition seeking to break up crossowned WIBW-AM-FM-TV Topeka, Kan. (BROADCASTING, May 24).

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8). National Citizens Committee for Broadcasting is seeking appeals court review as are two of system owners involved (BROADCASTING, April 26).

■ **EEO guidelines.** FCC has issued rules

on equal employment opportunity guidelines for broadcasters (see story, this issue). Commission is also considering EEO policy for cable (BROADCASTING, Feb. 23); matter is scheduled for commission consideration this week. Commission has received some support for its EEO authority over broadcasters but not, as it had hoped, over cable operators in Supreme Court decision involving Federal Power Commission (BROADCASTING, May 31).

Fairness doctrine bills. Senate action on two bills to eliminate fairness doctrine has gone no further than hearings conducted for five days last year by Communications Subcommittee. Although Senator William Proxmire (D-Wis.) continues to promote his bill, S. 2, on Senate floor, it is not on this year's agenda of Communications Subcommittee. Nor is other bill, S. 1178 by Senator Roman Hruska (R-Neb.). Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.) and Mr. Hruska's is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

■ **Family viewing suit.** Writers Guild of America, West and Tandem Productions have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (BROADCASTING, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants \$10 million damages. Trial in Writers Guild case was halted when judge called for out-of-court settlement but parties are still far apart on terms, although possibility of settlement is not being ruled out ("Closed Circuit," June 14). Post-trial briefs were filed two weeks ago (BROADCASTING, June 21).

FCC fees. Sixteen parties have appealed (Cases 75-1053 et al.) FCC's order modifying its fee schedule (BROADCASTING, Jan. 20, 1975). Oral arguments have been held (BROADCASTING, Jan. 26). 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 (Cases 75-1087 et al.). Oral arguments have been held in that case (BROADCASTING, May 31). More than 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3, 1975). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4, 1975).

Food advertising. Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10). Trade regulation rule would involve such areas as nutrition claims and comparisons, and energy and calorie claims. Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975 et seq.). Public hearings on certain aspects of proposal will begin July 21 in San Francisco, moving later to other cities (BROADCASTING, June 7).

Format changes. FCC has instituted inquiry (Docket 20682) to determine if it can or should

be involved in regulating program formats. Comments have been filed (BROADCASTING, April 26).

Indecency. FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Oral arguments have been held (BROADCASTING, April 5). Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15, 1975). Commission also fined WXPN(FM) Philadelphia \$2,000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility. FCC has sent to Congress draft bill that would ban obscene and indecent broadcasts (BROADCASTING, June 7).

KRLA(AM). FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (BROADCASTING, Jan. 5). Case now goes back to court.

■ **License renewal legislation.** House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has announced hearings Sept. 14-16 on bills to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican, Lou Frey (R-Fla.). Mr. Frey has also said he thinks bill can go through this session, but with longer renewal term for radio than for TV ("In Brief," May 24). Radio-only proposal by National Radio Broadcasters Association has no sponsor yet, but it is counted among proposals being considered in preparation for renewal bill hearings. So far more than 150 representatives and 20 senators have sponsored or co-sponsored renewal bills including House Commerce Committee Chairman Harley Staggers (D-W.Va.) (see story, page 38); 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.

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 in Washington by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Oral arguments have been held (BROADCASTING, April 26). Justice Department has filed on side of cable (BROADCASTING, Feb. 9). Commission has also voted to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10, 1975). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable (BROADCASTING, Dec. 15, 1975) although it is unlikely that anything will come of their efforts in this Con-

gress ("Closed Circuit," May 31). Also, cable systems, New York Cable Television Association and National Cable Television Association are taking state of New York to court, challenging its assumption of jurisdiction over pay cable rates (BROADCASTING, April 12).

Performer's royalty. There is little chance of passage this year of legislation creating royalties for performers and manufacturers of recorded music, to be paid by broadcasters and others. House Judiciary subcommittee now working on copyright revision bill, S. 22, rejected bid by Representative George Danielson (D-Calif.) to have performers' royalties amended to that bill (BROADCASTING, May 31). Subcommittee voted instead to instruct register of copyrights to study problem and report back her recommendations in 1978. In Senate, where Hugh Scott (R-Pa.) has been trying for over 30 years to obtain passage of performers' royalty, bill has not left subcommittee that held hearings on it last year.

Prime-time reruns. FCC's Office of Network Study is considering comments submitted in response to October 1974 notice of inquiry concerning proposal to limit amount of network reruns shown during prime-time.

Public broadcasting funding. First-ever long-range appropriation for Corporation for Public Broadcasting is taking shape in both houses of Congress. House Appropriations Committee has reported out bill that would fund CPB for next three years with matching grants (\$1 of federal money for every \$2.50 CPB can raise elsewhere) at these levels: \$96.75 million in 1977, \$107.15 million in 1978 and \$120.2 million in 1979. In Senate, subcom-

mittee of Appropriations Committee has reported bill with more money than that. Providing for same matching system as House's, it would appropriate for CPB up to: \$103 million in 1977, \$121 million in 1978, \$140 million in 1979. House's bill is scheduled to reach floor June 23.

Section 315. U.S. Court of Appeals in Washington has upheld FCC's change of its administration of equal-time law. Democratic National Committee had asked for full-court rehearing of decision but was turned down by court (BROADCASTING, May 24). Commission said political debates and press conferences by presidential and other candidates will be treated as on-spot coverage of bona fide news events exempt from equal-time requirements (BROADCASTING, Sept. 29, 1975). FCC has also ruled that if station gives candidate time within 72 hours before election day, opponents must be notified by station promptly (BROADCASTING, April 5).

■ **Ratings.** Nielsen prime-time averages season-to-date (41 weeks): CBS 18.6, ABC 18.3, NBC 17.2. Forty-first week alone: NBC 14.8, CBS 14.7, ABC 12.4.

Sports antiblackout. House/Senate conferees tentatively approved bill to extend permanently sports antiblackout law that expired end of last year. Final approval, which awaited FCC's recently released annual report on effect of law (BROADCASTING, June 7), has not yet been given. New bill provides that professional football, baseball, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV. It would also reduce

72-hour cutoff to 24 hours for postseason games in baseball, hockey and basketball. In addition, conferees agreed to one-year trial of amendment to limit blackout zone to 90 miles around town where game is played.

UHF. FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor UHF antennas to be attached to sets permanently, as with VHF (BROADCASTING, Aug. 18, 1975). Both petitions are under study by chief engineer's office.

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. 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. Comments have been filed (BROADCASTING, Dec. 15, 22, 1975); matter is scheduled for commission consideration on July 30.

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.

For the Record

As compiled by BROADCASTING for the period June 14 through June 19 and based on filings, authorizations, petitions and other actions announced by the FCC.

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

New stations

TV application

■ Houston—CPI Subscription TV seeks ch. 20 (506-512 mhz); ERP 166 kw vis., 25 kw aur., HAAT 735.2 ft.; ant. height above ground 735.5 ft. P.O. address: c/o Gregory Liptak, 910 City Nat'l. Bank Bldg., Austin, Tex. 78701. Estimated construction cost \$1,061,800; first-year operating cost \$5,622,300; revenue \$2,085,500. Legal counsel Hogan and Hartson, Washington; consulting engineer Williams Associates. Corporation was originally formed to own and operate subscription television service; has more

than 1,500 common-stock holders, ten preferred. CPI owns KFJZ(AM)-KWXI(FM) Fort Worth, Tex., for which they have application for sale pending. Ann. June 1.

AM applications

■ Clarksville, Tenn.—Two Rivers Broadcasting seeks 1550 khz, 250 w-U, DA-2. P.O. address: Charles Anderson, J. Barry Williams, Clarksville. Estimated con-

struction cost \$30,950; first-year operating cost \$54,469; revenue none given. Format: MOR. Principals: Charles M. Anderson and J. Barry Williams (50% each). Mr. Anderson is university professor and has majority interest in WKVE(AM) Cave City, Ky. with application for new AM in Murray, Ky. Mr. Williams owns 30% of WKVE. Ann. June 17.

■ Lebanon, Tenn.—S&W Enterprises seeks 1600 khz, 500 w-D. P.O. address: Box 40333, Nashville 37204.

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

5530 Wisconsin Avenue, Washington, D.C. 20015
301—652-3766



Summary of Broadcasting

FCC tabulations as of April 30, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,442	3	27	4,472	49	4,521
Commercial FM	2,748	0	58	2,806	125	2,931
Educational FM	795	0	37	832	60	892
Total Radio	7,985	3	122	8,110	234	8,344
Commercial TV	699	1	8	708	56	764
VHF	508	1	4	513	10	523
UHF	191	0	4	195	46	241
Educational TV	231	9	12	252	15	267
VHF	90	3	4	97	7	104
UHF	141	6	8	155	8	163
Total TV	930	10	20	960	71	1,031

*Special temporary authorization

**Includes off-air licenses

Estimated construction cost \$10,000; first-year operating cost \$35,000; revenue \$48,000. Format: C&W, pops. Principals: P.L. Severy and S.B. Walker. Mr. Severy deals in machine tools; Mr. Walker is station manager at WAMB(AM) Donelson, Tenn. Ann. June 17.

■ Lebanon, Tenn.—Bryant-Stone Radio Corp. seeks 1330 khz, 500 w-D. P.O. address: 200 E. Spring St., Lebanon 37087. Estimated construction cost \$59,000; first-year operating cost \$50,000; revenue \$36,000. Format: Contemporary. Principals: Joe Bryant and William Stone (50% each). Mr. Bryant is surgeon; Mr. Stone has real estate interests. Ann. June 17.

■ Bluefield, Va.—Bluefield Broadcasting Co. seeks 1190 khz, 10 kw-D. P.O. address: 134 Stockton St., Bluefield 24605. Estimated construction cost \$97,600; first-year operating cost \$20,000; revenue \$100,000. Format: Country. Principals: Aubrey Garber (33.4%), George Hagy and Alvis Hunt (33-1/3% each). Mr. Garber has real estate interests as does Mr. Hagy. Mr. Hunt has fuel interests. Mr. Garber also has 12.8% interest in WNRG(AM)-WMJD(FM) Grundy, Va. Ann. June 17.

AM actions

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

■ *WOCG Huntsville, Ala., to Oct. 31 (BMPED-1398); *WLRH Huntsville, Ala., to Sept. 30 (BMPED-1394); KCAL Redlands, Calif., to Nov. 29 (BMP-14,181); KGOE Thousand Oaks, Calif., to Nov. 14 (BMP-14,182); WISZ Glen Burnie, Md., to Nov. 30 (BMP-14183); WCIN Cincinnati, to Nov. 20 (BMP-14179).

AM license

Broadcast Bureau granted following license covering new station:

■ KKYN Plainview, Tex. (BL-13,798). Action June 8.

FM applications

■ Lake Arrowhead, Calif.—Arrowhead Broadcasting Corp. seeks 103.9 mhz, 87 w, HAAT 1486 ft. P.O. address: Box 357, Lake Arrowhead 92352. Estimated construction cost \$63,320; first-year operating cost \$54,500; revenue: none given. Format: MOR. Principals: Earl and Jane Burdick (50%) and Charles and Terri Mourmouris (50%). Mr. Burdick is real estate contractor; Mr. Mourmouris has TV sales and service operation. Ann. June 18.

■ Mariposa, Calif.—Mariposa Broadcasting seeks 96.3 mhz, 1.1 kw, HAAT 2079 ft. P.O. address: 5194 Park Ave., Mariposa 95338. Estimated construction cost \$68,700; first-year operating cost \$65,536; revenue \$65,700. Format: C&W, MOR. Principals: Robert and Wanda Hughes (52%) and son Charles (16%); also Larry Milliken and Paul Brown (16% each). Messrs. Milliken, Brown and Charles Hughes work for KAMB(AM)-KWIP(FM) Merced, Calif. Robert Hughes is earth-moving contractor. Ann. June 14.

■ Carthage, Miss.—Central Mississippi Broadcasting Co. seeks 98.3 mhz, 3 kw, HAAT 293 ft. P.O. address: RFD 5, Philadelphia, Miss. 39350. Estimated construction cost \$40,300; first-year operating cost \$45,000; revenue \$72,000. Format: Standard pops. Principals: Eric U. Mioton and A.P. Culppepper (50% each). Both have varied business interests, no broadcast. Ann. June 16.

■ Prentiss, Miss.—Jeff Davis Broadcasting Service seeks 98.3 mhz, 1 kw, HAAT 94 ft. P.O. address: Highway 84 East, Prentiss 39474. Estimated construction

cost \$4,580; first-year operating cost: none given; revenue \$5,000. Format: C&W, variety. Principals: Jesse R. Williams and Albert M. Smith (50% each). Men own together WKPO(AM) Prentiss and WJRL(AM) Calhoun City, Miss. Mr. Williams also owns WCSA(AM) Ripley; Mr. Smith owns 1/3 of WAPP(AM)-WCCA(FM) McComb and WMDC-AM-FM Hazelhurst, all Miss., and KADL-AM-FM Pine Bluff, Ark. Ann. June 14.

■ Livingston, Mont.—Yellowstone Broadcast Services seeks 97.7 mhz, 3 kw, HAAT —245 ft. P.O. address: Box 691, Livingston 59047. Estimated construction cost \$40,123; first-year operating cost \$28,637; revenue \$60,000. Format: MOR. Principals: Terry L. Kinne and Jack F. Hinman (49% each). Mr. Hinman owns 60% of KPRK(AM) Livingston. Mr. Kinne is vice president of KPRK. Ann. June 18.

■ Ashland, Ore.—Faith Tabernacle seeks 101.7 mhz, 3 kw, HAAT —1298 ft. P.O. address: Box 1, Ashland 99520. Estimated construction cost \$63,004; first-year operating cost \$25,000; revenue \$30,000. Format: Religious. Principal: Applicant is nonstock corporation, owns WDOV(AM) Ashland. Ann. June 14.

■ *Lancaster, Pa.—Lancaster Bible College seeks 90.3 mhz, 3 kw, HAAT 108 ft. P.O. address: 901 Eden Rd., Lancaster 17601. Estimated construction cost \$20,050; first-year operating cost \$12,000. Format: Variety. Principal: Applicant is Christian institution of higher learning. Ann. June 15.

■ Columbia, S.C.—Oasis Media Ltd. seeks 103.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 1900 Taylor St., Columbia, S.C. 29201. Estimated construction cost \$82,498; first-year operating cost \$73,200; revenue \$72,000. Format: Soul and jazz. Principals: Eleven equal owners; no other broadcast interests. Ann. June 8.

FM actions

■ *San Jose, Calif.—San Jose Unified School District, Leland High School. Broadcast Bureau granted 89.3 mhz, 10 w, P.O. address: 6677 Camden Ave., San Jose, Calif. 95120. Estimated construction cost: \$5,440; first-year operating cost \$700. Principal: Joseph Lobue, radio instructor (BPED-2034). Action June 8.

■ *Hillsboro, Kan.—Unified School District No. 410. Broadcast Bureau granted 88.1 mhz, 10 w, HAAT 70 ft. P.O. address: 107 W. Grand, Hillsboro 67063. Estimated construction cost \$4,500; first-year operating cost \$100 (BPED-2140). Action June 10.

■ *Pittsfield, Mass.—Pittsfield Public Schools School Committee. Broadcast Bureau dismissed application for 90.9 mhz, 10 w. (BPED-1972). Action June 8.

■ *Glens Falls, N.Y.—Board of Trustees of Adirondack Community College. Broadcast Bureau granted 91.9 mhz, 10 w, P.O. address: Bay Road, Glens Falls, N.Y. 12801. Estimated construction cost \$3,900; first-year operating cost \$11,807. Principal: Herbert Brock, dean of administration (BPED-2040). Action June 4.

■ *Charlotte, N.C.—University of North Carolina at Charlotte. Broadcast Bureau granted 90.9 mhz, 10 w, P.O. address: University Station, N.C. 28213. Estimated construction cost \$10,550; first-year operating cost \$8,850. Principal: Vice-chancellor Orr (BPED-2122). Action June 8.

■ *Greensboro, N.C.—North Carolina Agricultural and Technical State University. Broadcast Bureau granted 90.5 mhz, 10 w, P.O. address: 312 N. Dudley St., Greensboro, N.C. 27411. Estimated construction cost \$33,050; first-year operating cost: \$32,965. Principal: Lewis C. Dowdy, chancellor (BPED-2065). Action June 8.

■ *Kettering, Ohio—Broadcast Workshop. Broadcast Bureau granted 88.7 mhz, 10 w, P.O. address: 2920 South Dixie Dr. 45409. Estimated construction cost \$300; first-year operating cost \$1,000. Principal: Harold F. Parshall, treasurer and trustee (BPED-2093). Action June 9.

■ Ballinger, Tex.—Central West Broadcast Co. Broadcast Bureau granted 103.1 mhz, 3 kw, HAAT 300 ft. P.O. address: U.S. Hwy. 67, 1.2 miles southwest of city, Ballinger, Tex. 76821. Estimated construction cost \$30,532; first-year operating cost \$10,200; revenue \$30,000. Format: Easy ltnng. Principals: Dean Smith (64%) has 50% interest in real estate firm. Clayton Murr (36%) has interest in several manufacturing firms producing oil field products, cedar oil and concrete. He is also real estate land developer (BPH-9417). Action June 9.

■ Ozona, Tex.—Crockett County Broadcasters. Broadcast Bureau granted 94.3 mhz, 375 w, HAAT 300 ft. P.O. address: Box 1296, San Angelo, Tex. 76901. Estimated construction cost \$4,875; first-year operating cost \$12,000; revenue \$36,000. Format: C&W. Principals: Richard L. Whitworth, sales employe at KEAN(AM) Brownwood, Tex., and Thomas H. Earnest, owner of KSJT(FM) San Angelo, Tex. (50% each) (BPH-9290). Action June 8.

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

■ KRPS-FM Phoenix, to Sept. 1 (BMPED-1394); KHLS Blytheville, Ark., to Nov. 3 (BMPH-14825); KAAP-FM Santa Paula, Calif., to Oct. 15 (BMPH-14813); WHUM Marathon, Fla., to July 14 (BMPH-14815); WJEE Jacksonville, Fla., to Nov. 12 (BMPH-14827); KUDO Las Vegas, to Nov. 14 (BMPH-14811).

FM starts

■ KTOT-FM Big Bear Lake, Calif.—Authorized program operation on 101.7 mhz, ERP 90 w, TPO 230 w, HAAT 1500 ft. Action May 27.

■ WPBC-FM Bangor, Me.—Authorized program operation on 92.9 mhz, ERP 15 kw, HAAT 780 ft. Action June 3.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ *WVPH Piscataway, N.J. (BLED-1528); *KWLD Plainview, Tex. (BLED-1506); KWAS Amarillo, Tex. (BLH-6987); KCWM Victoria, Tex. (BLH-7026). Action June 8.

Ownership changes

Applications

■ WTAN-AM-FM Clearwater, Fla. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 95.7 mhz, 18 kw)—Seeks transfer of control of Clearwater Radio from H. Dennison Parker, James J. Short, Frank L. Reid (100% before; none after) to Beni of Florida Inc. (none before; 100% after). Consideration: \$850,000. Principals: Sellers are H.D. Parker, Frank L. Reid and James J. Short who have no other broadcast interests. Buyer is Broadcast Enterprises Network Inc., Ragan Henry and Stan Raymond, principals, which also owns WAOK(AM) Atlanta and WGIV(AM) Charlotte, N.C. Ann. June 18.

■ WAZA(AM) Bainbridge, Ga.—Broadcast Bureau granted transfer of control of Sowega Broadcasting from Harry A. Schultz and William R. Simpson (50% each) to William R. Simpson (100% after). Mr. Simpson bought stock for \$80,000 (BTC-7987). Action June 7.

■ WCCI(FM) Savanna, Ill. (100.1 mhz, 3 kw)—Seeks assignment of license from Carroll County Broadcasting to Carroll Communications for \$165,000. Seller: Dennis W. Voy who also owns KMAQ-AM-FM Maquoketa, Iowa. Buyer principals are Cindy Sprecher, Edward F. Bock, William G. Heiwig and Grayston T. Campbell. Ms. Sprecher was on sales and announcing staffs at WVLR(FM) Sauk City, Wis. Mr. Bock has interests in licensee of KCOG-AM-FM Centerville, Iowa, which has purchased, subject to FCC approval, KCHE(AM) Cherokee, Iowa (BROADCASTING, March 15). Mr. Heiwig is president of Heiwig Industrial Sales, Galva, Ill.-based manufacturers representative. Mr. Campbell is salesman at Heinold Hog Market in Galva. Ann. June 15.

■ KLOQ(FM) Lyons, Kan. (106.1 mhz, 62 kw)—

Seeks assignment of license from Rice County Broadcasting to Chief Productions for \$180,000 plus \$30,000 noncompetition covenant. Seller: Roland C. Cobb who has no other broadcast interests. Buyer is owned by Charles K. Hutchinson who has sold, subject to FCC approval, KCHE(AM) and CP for class A FM in Cherokee, Iowa, for \$280,000 (BROADCASTING, March 15). Ann. June 18.

■ WELW(AM) Willoughby, Ohio (1330 khz, 500 w-D, DA)—Seeks assignment of license from Radio 1330 Inc. to WELW Radio for \$225,000. Seller: Assignor desires to liquidate "corporate activities." Buyer has 40 stockholders, no broadcast interests. Ann. June 18.

■ KFDA-TV Amarillo, Tex. (ch. 10)—Seeks assignment of license from Bass Broadcasting Co. to Panhandle Telecasting for \$2.8 million. Seller: Principals are Perry R. Bass and Sons, Robert M., Sid R., Edward P. and Lee M. Seller also owns KFDA-TV satellite, KFDW-TV Clovis, N.M. (not included in KFDA-TV sale); KDNT-AM-FM Denton, Tex., and WSLC(AM)-WSLQ(FM) Roanoke, Va. Buyer principals are Ray Herndon, owner of KMID-TV Midland, Tex., and R.H. Drewry, who owns KSWO-TV Lawton, Okla. Ann. June 14.

■ KMEL(AM) Wenatchee, Wash. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Frontier Broadcasting to Sans Inc. for \$220,000. Seller: Craig R. Lawrence Jr. who has no other broadcast interests. Principals in buyer are Carl S. Tyler, John A. Lienkaemper and James Corcoran. Messrs. Tyler and Lienkaemper have interests in KHIT(AM) Walla Walla, Wash., and application for new FM there. Mr. Corcoran is KHIT sales manager. Ann. June 18.

■ KUEN(AM) Wenatchee, Wash. (900 khz, 1 kw-D)—Seeks assignment of license from KUEN Inc. to Wenatchee Wireless Works for \$160,000. Sellers: Miller Robertson and Matthew Clapp Jr. wish to concentrate on ownerships of KFQD(AM) Anchorage and KXRO(AM) Aberdeen. Mr. Robertson is seeking purchase of KDUX(FM) Ocean Shores, Wash. Ann. June 15.

■ WWMM(FM) Arlington Heights, Ill. (92.7 mhz, 3 kw)—Seeks assignment of license from Community Broadcasters to Northwest Community Broadcasting for \$500,000. Seller: Assignor wishes to devote time to other broadcast interests. Buyers are Bennett P. Trapani and Jack P. Whisler (50% each). Both have varied business interests, none of which are broadcast. Ann. June 18.

Actions

■ WTUB(FM) Troy, Ala. (105.7 mhz, 100 kw)—Broadcast Bureau granted transfer of control of Troy Radio Inc. from Albert H., Albert G. and Ora M. Goree (100% before, none after) to Rudolph E. Shelley (none before; 100% after). Consideration \$29,500 and \$36,500 in obligations. Principal: Mr. Shelley has Standard Oil franchise, real estate, cattle raising and peanut interests. He was general manager of WTUB from February, 1975 to September, 1975 (BTC-7982). Action June 9.

■ KWOW(AM) Pomona, Calif.—Broadcast Bureau granted assignment of license from Dean H. and Florence E. Wickstrom to Wickstrom Inc. Name change through incorporation; no consideration involved (BAL-8704). Action June 11.

■ KSBW-TV Salinas, Calif. (ch. 8) and KSBY-TV San Luis Obispo, Calif. (ch. 6)—Broadcast Bureau granted transfer of control of Central California Communications Corp. from Bank of America NT & SA and Elizabeth Ann Cohan as co-executors of estate of John C. Cohan to same principals as co-trustees of John C. Cohan Trust (BTC-7901). Action June 10.

■ WIAB(FM) Key West, Fla.—Broadcast Bureau granted involuntary assignment of CP from Commercial Bank in Panama City to Flagship Bank of Tampa. Transfer involves changing representatives of estate of Denver T. Brannen (BAPH-595). Action June 11.

■ WVIX(AM) Pensacola, Fla. (AM: 610 khz, 500 w-D)—Broadcast Bureau granted assignment of license from The Wonder Corp. to Jimmy Swaggart Evangelistic Assn. for \$242,000. Sellers: Roy L. and Theresa J. Hess who have no other broadcast interests. Buyer has also purchased KAMC(FM) Arlington, Tex. (BAL-8649, BALRE-2998). Action June 11.

■ WGFS(AM) Covington, Ga.—Broadcast Bureau granted assignment of license from R. William and Betty Jean Hoffman to Newton Broadcasting. Name change reflects incorporation by principals (BAL-8699, BALRE-3032). Action June 11.

■ KGU(AM) Honolulu (760 khz, 10 kw-U)—Broadcast Bureau dismissed application for transfer of control of Communications Hawaii from Copley Press to Sacramento-Hawaii Inc. (BTC-7933). Action June 11.

■ WWCT(FM) Peoria, Ill.—Broadcast Bureau granted involuntary assignment of license to Peoria Community Broadcasters, debtor in possession (BALH-2300, BASCA-747). Action June 11.

■ KCIJ(AM) Shreveport, La.—Broadcast Bureau granted acquisition of positive control of Radiozark Broadcasting of Louisiana by John B. Mahaffey (33-1/3% before; 63.8% after) through company purchase of stock from Ralph D. and Harriet Foster (33-1/3% before; 18% after), Mildred L. Cox (16-2/3% before; 9% after) et al. Total consideration paid to stockholders was \$193,200 (BTC-8042). Action June 9.

■ WKLA-AM-FM Ludington, Mich.—Broadcast Bureau granted assignment of license from Raymond A. Plank to WKLA Inc. Corporate change only; no consideration involved (BAL-8691, BALH-2295, BALRE-3023). Action June 7.

■ WBUK(AM) Portage, Mich. (1560 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Robert B. Taylor to Radio Michigan for \$200,000 and \$20,000 covenant not to compete. Seller: Assignor wishes to devote more time to proposed FM station at Plainwell, Mich. Buyer: ten owners; those with broadcast interests include Robert D. McVay, 23% of KLIK(AM)-KJFF(FM) Jefferson City, Mo.; Henry M. Jennings and Robert Brown, small interest in same; William McCarthy, same; Stanley G. Grieve, 19% and general manager of same (BAL-8652). Action June 7.

■ KUVR-AM-FM Holdrege, Neb.—Broadcast Bureau granted voluntary relinquishment of positive control of W.W. Broadcasting by William C. Whitlock (50.67% before; 37.33% after) through transfer of stock to wife, Betty (24% before; 37.33% after). No consideration involved (BTC-8046). Action June 11.

■ KBET(AM) Reno (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from estate of Robert L. Stoddard to Sierra Broadcasting for \$175,000. Seller: Mr. Stoddard is deceased; buyers are Royce P. Adams (50%) and Robert H. and Julie A. Day (50%). Days are employed at KBET; Mr. Adams is salesman for KJJJ(AM) Phoenix (BAL-8650). Action June 7.

■ KCMX(AM) Ashland, Ore. (580 khz, 1 kw-U)—Broadcast Bureau granted assignment of license from C&W Broadcasters to Rogue Radio Corp. for \$350,000. Sellers are Michael M. Lochrie, Walter A. Graf III, Thomas C. Howser and Ernest L. McKie, none of whom have other broadcast interests. Buyers are F. Robert Fenton, John D. Feldmann and Arthur B. Hogan. Mr. Fenton has interests in KFIV(AM)-KITA(FM) Modesto and KTOM(AM) Salinas, all California, and Cablecom General. Messrs. Hogan and Feldmann own media brokerage firm and are principals of KOWN-AM-FM Escondido, Calif. (BAL-8614). Action June 7.

■ WMBG(AM)-WBCI(FM) Williamsburg, Va. (AM: 740 khz, 500 w-D; FM: 96.5 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Williamsburg Broadcasting Co. to Colonial Broadcasters for \$500,000. Seller: William E. Allaun Jr. family and Mr. Allaun will have 10% interest in buyer. Principal in buyer is Donald M. Bentley (50%) who is present general manager of stations. Remaining interest is equally divided between four local business and professional men (BAL-8642, BALH-2269, BASCA-737). Action June 9.

Facilities changes

TV actions

■ WFIE-TV Evansville, Ind.—Broadcast Bureau granted CP to change ERP to 1020 kw (H) vis., 91.2 kw aur.; change trans. location; change type trans. and ant.; ant. height 1020 ft. (BPCT-4913). Action June 11.

■ WKYH-TV Hazard, Ky.—Broadcast Bureau granted CP to change ERP to 214 kw vis., 28.9 kw aur. and change type trans. (BPCT-4871). Action June 9.

AM applications

■ KWUN Concord, Calif.—Seeks CP to add nighttime power with 500 w; install DA-1; change hours of operation to unlimited. Ann. June 17.

■ KWSO Wasco, Calif.—Seeks CP to increase power to 5 kw; install DA. Ann. June 17.

■ WABD Fort Campbell, Ky.—Seeks CP to increase power to 1 kw. Ann. June 14.

■ KQKI Bayou Vista, La.—Seeks CP to increase power to 500 w. Ann. June 17.

■ WJBQ Westbrook, Me.—Seeks CP to add nighttime power with 5 kw, DA-N; change hours of operation to unlimited. Ann. June 17.

■ WCHB Inkster, Mich.—Seeks CP to increase nighttime power to 1 kw; make changes in ant. system. Ann. June 17.

■ KUXL Golden Valley, Minn.—Seeks CP to increase power to 2.5 kw; change type trans. Ann. June 17.

■ WGIV Charlotte, N.C.—Seeks CP to increase nighttime power to 1 kw; change ant. system. Ann. June 14.

■ WCNR Bloomsburg, Pa.—Seeks CP to add nighttime power with 500 w, DA-N, change hours of operation to unlimited. Ann. June 14.

■ WHPA Honesdale, Pa.—Seeks CP to increase power to 2.5 kw; change type trans. Ann. June 17.

■ WADK Newport, R.I.—Seeks CP to add nighttime power with 2.5 kw, DA-N; increase daytime power to 2.5 kw; change hours of operation to unlimited; make changes in ant. system. Ann. June 17.

AM actions

■ KGPD Clovis, Calif.—Broadcast Bureau granted modifications of CP to change from 500 watts directional antenna day, to 500 watts nondirectional antenna day (BMP-14177). Action June 11.

■ KITN Olympia, Wash.—Broadcast Bureau granted CP to add nighttime operation and change hours of operation to unlimited (BP-20,061). Action June 9.

■ KGAR Vancouver, Wash.—Broadcast Bureau granted CP to increase power to 10 kw; change hours of operation to unlimited time with directional antenna at night; change type trans.; change trans. site; operate trans. by remote control during daytime only (BP-19525). Action June 10.

AM start

■ Following station was authorized program operating authority for changed facilities on date shown: KUVR Holdrege, Neb. (BP-20,047). June 4.

FM applications

■ KDES-FM Palm Springs, Calif.—Seeks CP to change trans. location; install new trans. and ant.; change TPO; ERP 41.5 kw and HAAT 543 ft. Ann. June 16.

■ *WFCI Franklin, Ind.—Seeks CP to change frequency to 89.5 mhz; install new trans.; change TPO; ERP 4.37 kw and HAAT 82 ft. Ann. June 15.

■ WAZY-FM Lafayette, Ind.—Seeks CP to change frequency to 96.5 mhz; change trans.-studio location to County 59, Warren Township, Ind.; change trans. and ant.; change TPO; ERP 50 kw and HAAT 500 ft. Ann. June 16.

■ KSCF Florissant, Mo.—Seeks CP to change trans.-studio location to Feise Rd., Florissant; change trans. and ant.; change TPO; ERP 100 kw and HAAT 540 ft. Ann. June 15.

■ WTWE Manning, S.C.—Seeks CP to change HAAT to 300 ft. Ann. June 16.

■ WKPT-FM Kingsport, Tenn.—Seeks CP to install new trans. and ant.; make changes in ant. system; change TPO; ERP 100 kw and HAAT 1260 ft. Ann. June 17.

FM actions

■ *KFCF Fresno, Calif.—Broadcast Bureau granted CP to install new trans.; ERP 390 w; ant. height 1940 ft.; condition (BPED-2148). Action June 10.

■ WDWS-FM Champaign, Ill.—Broadcast Bureau granted CP to describe trans.-studio location to S. Neil Rd., Champaign; install new ant.; ERP 50 kw (H&V); ant. height 360 ft. (BPH-9834). Action June 4.

■ WFMK East Lansing, Mich.—Broadcast Bureau granted change of trans.-studio location to 148 W. Grand River, Williamston township, Mich. (BLH-7040). Action June 8.

■ WBRU Providence, R.I.—Broadcast Bureau granted CP to change trans. location; make changes in ant. system; ERP 46 kw (H&V); ant. height 420 ft. (BPH-9381). Action June 8.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KROC-FM Rochester, Minn. (BPH-9227), June 1; KUVR-FM Holdrege, Neb. (BPH-9600), June 3; KXXY San Diego, Calif. (BPH-9692), June 1; WECL Elkhorn City, Ky. (BMPH-14658), May 28; *KAOS Olympia, Wash. (BPED-1724), May 28; *WMXN Lake Forest, Ill. (BPED-2241), June 3; *WRCJ Reading, Ohio (BPED-1725), June 3.

In contest

Case assignments

■ Tracy and Carmichael, Calif., **AM proceeding**: West Side Radio and Olympia Broadcasters, respectively, competing for 710 khz (Docs. 9944, 20819)—Chief ALJ Chester Naumowicz designated ALJ Walter C. Miller as presiding judge, scheduled hearing for Sept. 7. Action June 9.

■ St. Louis, **TV proceeding**: Midwest St. Louis Inc. and New Life Evangelistic Center, competing for ch. 24 (Doc. 20820-1)—Chief ALJ Chester Naumowicz designated ALJ Joseph Stirmer as presiding judge; scheduled hearing for Sept. 22. Action June 9.

Procedural ruling

■ *Birmingham, Demopolis and Montgomery, Ala., **TV proceeding**: Alabama Citizens for Responsive Public Television and Alabama Educational Television Commission (AETC), competing for ch. *10 in Birmingham, ch. *41 in Demopolis and ch. *26 in Montgomery (Doc. 20675-6)—ALJ Ernest Nash postponed hearing for June 15 until August 2 and canceled hearing scheduled July 27. Action June 2.

Complaint

■ Broadcast Bureau found no further action was warranted on complaint by International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers of America that NBC violated fairness doctrine and personal attack rules. Teamsters contended series entitled *Teamster Power*, broadcast in connection with NBC Nightly News between March 22 and 26, constituted distorted view of organization and "unbridled attack" on Teamster members. Action June 16.

Other actions

■ Commission held "Petition to Deny Day" June 16-17 to deal entirely with license renewal questions. Among actions taken: 1) WTTG-TV Washington: Reconsideration denied to Black United Front of Washington for denial for leave to file petition for reconsideration out of time and dismissal of petition for consideration; renewal granted with EEO reporting condition; 2) KLFB(AM) Lubbock, Tex.: granted short term renewal to August 1, 1977; 3) WIVE-AM-FM Ashland and WXGI(AM) Richmond: Renewal applications granted; 4) KCUB(AM) Tucson, Ariz.: Renewal application granted, with EEO reporting conditions; 5) WYDE(AM) Birmingham, Ala.: Petition to deny renewal application dismissed, renewal already granted; 6) WALB-TV Albany, Ga.: Petition for hearing, filed by Gerald Rafshoon Advertising, denied; application still deferred; 7) WRFM(AM) New York: Petitions for reconsideration for application for renewal denied, was previously granted; 8) KDTH(AM)-KFMD(FM) Dubuque, Iowa: Renewal granted; 9) WSTC-FM Stamford, Conn.: Application for review of renewal dismissed and denied; 10) KJAZ(FM) Alameda, Calif.: Renewal granted with admonition; 11) WISC-TV Madison, Wis.: Petition for reconsideration of memorandum opinion denied; 12) KTTV(TV) Los Angeles: Agreement between Metromedia and National Association for Better Broadcasting found not inconsistent with policy; informal objection by Worldvision Enterprises denied; license granted; 13) KTSM-TV El Paso, Tex.: Renewal granted; petition to deny filed by former employe, Richard Wheatley, denied; Wheatley charged news distortion and unfair firing; 14) WANV(AM) Waynesboro, Va.: Petition to deny filed by F.W. Meier was denied; renewal still

pending; 15) KCOP-TV Los Angeles: Petition to deny denied; renewal still pending; 16) WINK-AM-FM-TV Fort Myers, Fla.: Petitions to deny, filed by Mary Baldauf and Florida NAACP, denied; renewals granted; 17) KOIN-TV Portland, Ore.: Petition for reconsideration of renewal grant denied; 18) Petition by Los Angeles Women's Coalition for Better Broadcasting for reconsideration of denial of petition to deny was denied in relation to KTTV-TV and KCOP-TV Los Angeles; request for withdrawal of reconsideration request for KNXT-TV was granted; case is being taken to courts.

■ Commission acted on informal objections, by National Association for the Advancement of Colored People, to license renewals of 48 Florida broadcast stations. Stations were selected out of original 99 as needing further Equal Employment Opportunity information. Following stations were found to have adequate EEO programs: WAKA(AM), WRUF-AM-FM and WCJB(TV), all Gainesville; WESH-TV, WMFJ-AM-FM and WROD(AM), all Daytona Beach; *WFSU-TV Tallahassee; WJRA(AM)-WOV-FM Fort Pierce; WBRD(AM)-WDUV(FM) Bradenton; WFCB-TV, WFTL(AM)-WGLO(FM), all Fort Lauderdale; WMBR(AM) Jacksonville; and WBBH-TV Fort Meyers. All but WESH-TV, WFTL, WIRA, WOV-FM and WMBR were granted license renewals; others have other matters pending. Remaining 30 stations were ordered to submit various data: WDBF(AM) Delray Beach; WDTB(TV) and WDLP(AM) Panama City, WELE-AM-FM South Daytona; WEZY-AM-FM Cocoa; WGMW(FM) Riviera Beach; WIVY-AM-FM, *WJCT-TV-FM and WVOJ(AM), all Jacksonville; WKXX(AM) DeLand; WMEN(AM) Tallahassee; WLOF(AM) Orlando; WRYZ-AM-FM Jupiter; WTVX-TV and WFTF(AM)-WLQY(FM), all Fort Pierce; WWKE(AM) Ocala; WDVH(AM) Gainesville; WEVU(TV) Naples; WINZ-AM-FM and WTMJ(FM), all Miami; WNDB(AM)-WDNJ(FM) Daytona; and WPBR(AM) Palm Beach. All were granted renewal except: WDLP, WDTB, WFTF, WLQY, WINZ(AM), WIVY-AM-FM, WRYZ-AM-FM, WLOF and WVOJ; these stations have other matters pending. Action June 16.

■ KCUB(AM) Tucson, Ariz.—Commission renewed license of KCUB for remainder of its license term—October 1, 1977. KCUB is owned by Rex Broadcasting Corp. Renewal was conditioned on Rex submitting as part of its next regular renewal application:—list of all persons hired since renewal action, including job title, date of hire, referral source, and race and sex;—detailed description of efforts made so minorities and women will have equal chance to be considered for employment, and effects of those efforts on applications for employment, hiring and promotion of minorities and women. Commission added condition to renewal in response to complaint by Black Media Coalition, which challenged KCUB renewal in areas of ascertainment, programming and equal employment. Action June 16.

■ WALB-TV Albany, Ga.—FCC denied petition by Gerald Rafshoon Advertising for hearing on application for renewal of license for WALB-TV. Rafshoon, which arranged Georgia-wide telethon to raise funds for presidential candidacy of Jimmy Carter, said WALB-TV, only television station in Albany, withdrew from its contract to clear air time for telethon. WALB-TV said it offered Carter, free of charge, one half-hour of prime time before May 4th Georgia primary, and offered him opportunity to purchase program time and spots on station. Action June 16.

■ KIVA-TV Farmington, N.M.—Commission granted Four States Television, licensee, continued same-day network nonduplication protection on cable television systems in Farmington and Aztec, N.M. KIVA-TV contended that change from same-day to simultaneous nonduplication protection on Farmington and Aztec systems would cause drastic reduction in protection it is now being afforded, would force it to cut back significantly its production of local programming, and might require termination of its activities entirely. Action June 9.

■ KLFB(AM) Lubbock, Tex.—Commission renewed license of KLFB for short-term ending August 1, 1977. La Fiesta Broadcasting is licensee. Bilingual Bicultural Coalition on Mass Media (Coalition) challenged renewal on grounds that ascertainment of community problems was deficient, station failed to provide programming in response to community needs, discriminated against Spanish-American employees, and broadcast fraudulent contest. Commission said Coalition failed to raise substantial question of facts concerning programming, ascertainment efforts or employment practices. However, FCC said, undisputed facts indicate Marco Garcia, licensee's vice president, supervised removal of entries bearing Anglo names from contest run by KLFB in conjunction with T.G. & Y store. Action June 16.

Allocations

Petitions

■ WIDG(AM) St. Ignace, Mich.—Seeks assignment of ch. 275, in lieu of ch. 272A, at St. Ignace (RM-2711). Ann. May 21.

■ KFGO(AM) Fargo, N.D.—Seeks assignment of FM ch. 270 to Fargo and substitution of ch. 288A for ch. 269A at Mayville, N.D. (RM-2710). Ann. May 25.

Actions

■ KGIW-FM Alamosa, Colo.—Broadcast Bureau dismissed request to assign ch. 277 to Alamosa. Action May 26.

■ Mansfield and Marshfield, both Mo.—Broadcast Bureau assigned ch. 240A (95.9 mhz) to Mansfield and ch. 285A (104.9 mhz) to Marshfield. Assignments were proposed in rulemaking notice adopted last February 4, in response to petitions by Webster County Broadcasting Co., licensee of KEMM(AM) Marshfield, for assignment of ch. 285A to Marshfield and Herbert Starbuck for assignment of ch. 285A to Mansfield (Doc. 20711). Action June 10.

■ Murphy, N.C.—Broadcast Bureau dismissed petition by Cherokee Broadcasting to assign ch. 288A (105.5 mhz) to Murphy, as that community's second FM assignment. FCC determined mileage separation requirements could not be met. Action June 16.

Rulemaking

Petitions

■ Public Media Center et al, San Francisco—Requests institution of inquiry and rulemaking on airing of public service announcements by broadcast licensees (RM-2712). Ann. June 18.

Please send

Broadcasting

The newswEEKLY of broadcasting and allied arts

Name _____ Position _____

Company _____

Business Address
 Home Address

City _____ State _____ Zip _____

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

SUBSCRIBER SERVICE

3 years \$60

2 years \$45

1 year \$25

Canada Add \$4 Per Year

Foreign Add \$6 Per Year

1976 Cable

Sourcebook \$10.00

(if payment with order: \$8.50)

1976 Yearbook \$23.00

(if payment with order: \$20.00)

Payment enclosed

Bill me

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

Professional Cards

<p>ATLANTIC RESEARCH CORP. Jansky & Bailey Telecommunications Consulting Member AFCEE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCEE</p>	<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFCEE</p>	<p>COHEN and DIPPELL, P.C. CONSULTING ENGINEERS 527 Munsey Bldg. (202) 782-0111 Washington, D.C. 20004 Member AFCEE</p>
<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 2922 Telestar Ct. (703) 560-6800 Falls Church, Va. 22042 Member AFCEE</p>	<p>LOHNES & CULVER Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCEE</p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-9360 Member AFCEE</p>	<p>SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member AFCEE</p>
<p>STEEL, ANDRUS & ADAIR 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-5374 (202) 223-4684 Member AFCEE</p>	<p>HAMMETT & EDISON, INC. CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCEE</p>	<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p>JULES COHEN & ASSOCIATES Suite 400 1730 M St., N.W., 659-3707 Washington, D. C. 20036 Member AFCEE</p>
<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCEE</p>	<p>VIR JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 DENVER, COLORADO Member AFCEE</p>	<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p>ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>
<p>JOHN H. MULLANEY CONSULTING RADIO ENGINEERS 9616 Pinkney Court Potomac, Maryland 20854 301 - 299-3900 Member AFCEE</p>	<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 632-2821</p>	<p>HATFIELD & DAWSON Consulting Engineers Broadcast and Communications 906 - 36th Ave. Seattle, Washington 98122 (206) 324-7860</p>	<p>MIDWEST ENGINEERING ASSOCIATES Consulting Engineers 9834 A N UNIVERSITY PEORIA ILLINOIS 61614 (309) 692-4533</p>
<p>DAWKINS ESPY Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</p>	<p>MATTHEW J. VLISSIDES, P.E. STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications. Inspections, Supervision of Erection 7601 BURFORD DRIVE McLEAN, VA 22101 Tel (703) 356-9504 Member AFCEE</p>	<p>SPOT YOUR FIRM'S NAME HERE To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.</p>	<p>contact BROADCASTING MAGAZINE 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>

Service Directory

<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 324-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>SWAGER TOWER CORPORATION <i>TALL TOWER SPECIALISTS</i> Box 656, Fremont, Indiana 46737 219-495-5165</p>	<p>AVIATION SYSTEMS ASSOCIATES AERONAUTICAL STUDIES, NEGOTIATIONS WITH FAA ON TOWER SITING AND HEIGHT, EXTENSIVE FAA BACKGROUND AND CONTACTS. 1650 S. Pacific Coast Highway Redondo Beach, California 90277 (213) 378-2281</p>
---	--	---	---

■ Action for Children's Television, Newtonville, Mass.—Request inquiry and rulemaking on airing of public service announcements by broadcast licensees (RM-2712). Ann. June 3.

Actions

■ FCC set five percent as limit on institutional ownership of broadcast and cable television companies. It raised ownership benchmark for investment companies from three percent and for insurance companies from one percent to five percent standard now in force for bank trust departments. Standard will apply only to widely-held broadcast and cable entities having more than 50 voting stockholders. Banks, investment and insurance companies may hold up to five percent in broadcast and cable companies, provided, however, they exercise no control over management or policies of broadcast or cable entity, FCC said. This deletes current rules that required institutional investors to file written disclaimers that they would not exercise control, FCC said (Doc. 20520). Action June 10.

■ Commission amended rules to require corporate broadcast licensees with more than 50 stockholders (widely-held licensees) to file annual ownership reports. Currently, FCC ownership reporting rules require widely-held licensees to file ownership reports every three years at license renewal time on holdings of officers, directors and one percent or more holders of voting or nonvoting stock. These rules also provide that corporate broadcast licensees with 50 or less shareholders (closely-held licensees) must report every three years at license renewal time on holdings of all officers, directors and shareholders regardless of size of the holdings (Doc. 20521). Action June 10.

■ Commission modified policy that prohibits licensee or licensee-owned sales organizations from representing separately-owned stations in same area, to permit representative or licensee who owns aural (AM or FM) station(s) to represent separately-owned television station(s) in same area, or vice versa. It also determined not to adopt any rules concerning combination advertising sales, but said it would continue its policy of considering combination advertising rates on case-by-case basis. That policy prohibits independently owned stations serving same area from using combination advertising rates—selling time to advertiser on two or more independently owned stations for one rate. However, commission did adopt policy prohibiting offering or use of combination rates, either directly or indirectly, through representative, by commonly-owned television and aural stations serving substantially same area (Doc. 19789). Action May 26.

■ Commission proposed amending rules relating to television broadcast receiver antennas. In response to petition by Council for UHF Broadcasting (CUB), FCC proposed to amend rules to require television receivers marketed with antenna affixed to VHF antenna terminals must also have antenna capable of receiving all UHF television channels affixed to UHF antenna terminals. In addition, if VHF antenna is provided with receiver but not affixed, UHF antenna must also be provided, commission said. CUB noted that currently manufacturers usually attach permanent VHF antenna to receiver which is then shipped either with no UHF antenna or with UHF antenna loose in shipping container. As result, CUB said, UHF antenna is not installed by purchaser in many cases. CUB said this puts UHF broadcasters at disadvantage to VHF broadcasters and deprives public of service provided by UHF stations (Doc. 20839). Action June 9.

Translators

Applications

■ Yampa Valley TV, Toponas, Colo.—Seeks CP for ch. 12 rebroadcasting KOA-TV Denver via K06CH Oak Creek and Yampa, Colo. Ann. June 18.

■ State Educational Radio and Television Facility Board, Ottumwa and surrounding area, Iowa—Seeks ch. 33 rebroadcasting KDIN-TV Des Moines, Iowa. Ann. June 18.

■ Ohio Educational Television Network Commission—Seeks CP's for: ch. 64 rebroadcasting WVIZ-TV Cleveland via BPTT-3027 Eastlake area (for Conneaut and surrounding areas, Ohio); ch. 58 rebroadcasting WCET Cincinnati (for Georgetown, Ohio); ch. 61 rebroadcasting WVIZ-TV (for Eastlake area and surrounding areas); and ch. 63 rebroadcasting WOET-TV Kettering, Ohio (for Maplewood area, Ohio). Ann. June 18.

Call letters

Applications

Call	Sought by
	New TV
*WNCS-TV	South Carolina Educational Television Commission, Rock Hill, S.C.
	New AM's
WPGR	South-West Mississippi Broadcasting, Port Gibson, Miss.
KSRB	Glenwood Vance, Hardy, Ark.
	New FM's
WCRN	Radio Virgin, Charlotte-Amalie, VI.
*WBCE	Belleville Area College, Belleville, Ill.
*WSUC-FM	State University of N.Y., Cortland, N.Y.
WGFG-FM	Coastline Broadcasting, Lake City, S.C.
WFAF-FM	Sanford A. Schafitz, Sharpville, Pa.
*WCSD-FM	Centennial School District, Warmington, Pa.
*KLYT	Christian Broadcasting Academy, Albuquerque, N.M.
	Existing TV
WTVH	WHEN-TV Syracuse, N.Y.
	Existing AM's
WURL	WKBX Winston-Salem, N.C.
WOSO	WKZE San Juan, PR.
WBIC	WGSE New Bern, N.C.
WNIM	WKDA Nashville.
WGOR	WANR Toledo, Ohio
KWNC	KPOR Quincy, Wash.
	Existing FM's
WKSD	WKOF Hopkinsville, Ky.
WFMM	WAAT Johnstown, Pa.
KOGM	KSLO-FM Opelousas, La.
KCSW	KRMH San Marcos, Tex.

Grants

Call	Assigned to
	New TV
WGTO	Northern Entertainment Sault St. Marie, Mich.
	New AM
KCMP	Petitt Broadcasting Co., Brush, Colo.
	New FM's
*WWCU	Western Carolina Univ., Cullowhee, N.C.
*WTSU	Troy State Univ. Troy, Ala.
KCOZ	KOKA Broadcasting, Shreveport, La.
KSRD	Tricity Broadcasting, Seward, Neb.
*KRER	Billings Career Education Center, Billings, Mont.
WRJB	Ray Smith, Camden, Tenn.
KVRN-FM	Sonora Broadcasting, Sonora, Tex.
WTTX-FM	WTTX Radio, Appomattox, Va.
	Existing TV
WHSV-TV	WSVA-TV Harrisonburg, Va.
	Existing AM's
WTIS	WQYK Tampa, Fla.
WSFD	WSUX Seaford, Del.
	Existing FM's
KFLG	KAFF-FM Flagstaff, Ariz.
WHOM	WMTQ ML, Washington, N.H.

Actions

■ K10JU Atlantic Richfield Base Camp, Prudhoe Bay, Alaska—Broadcast Bureau granted CP for new VHF TV translator station to operate on ch. 10 by rebroadcasting KENI-TV and KTVA Anchorage (BPTT-TV-5503). Action May 4.

■ K04IL Kilvalina, Alaska—Broadcast Bureau granted CP for new VHF TV translator to operate on ch. 4 rebroadcasting KYUK-TV Bethel, Alaska and KUAC-TV Fairbanks, Alaska (BPTT-TV-5523). Action May 28.

■ Fifteen Mile Valley, Calif.—Broadcast Bureau granted CPs for four VHF TV translator stations to operate (1) on ch 5 rebroadcasting KTLA Los Angeles; (2) on ch. 8 rebroadcasting KNXT Los Angeles; (3) on ch. 10 rebroadcasting KNBC Los Angeles, and (4) on ch. 12 rebroadcasting KABC-TV Los Angeles (BPTT-TV-5491, BPTT-TV-5493-5). Action May 12.

■ K59AU Lucerne Valley, Calif.—Broadcast Bureau

granted CP for new UHF TV translator to operate on ch. 59 rebroadcasting KTLA Los Angeles (BPTT-2971). Action May 12.

■ W66AH Whitesburg, Ky.—Broadcast Bureau granted CP to change frequency of UHF TV translator station from ch. 73, 824-830 mhz, to ch. 66, 782-788 mhz; add Mayking, Ky., to present principal community; make changes in ant. system (BPTT-2975). Action May 11.

■ K59AV Salmon, Idaho—Broadcast Bureau granted CP for new translator to operate on ch. 59 rebroadcasting KPA X-TV Missoula, Mont. (BPTT-2925). Action May 12.

■ Dryden, N.Y.—Broadcast Bureau granted CP for new translator to operate on ch. 65 rebroadcasting WCNY-TV Syracuse, N.Y. (BPTT-2974). Action May 18.

■ W59AD Andrews, Murphy and Robbinsville, N.C.—Broadcast Bureau granted CP for new translator on ch. 59 rebroadcasting WUNE-TV Linville, N.C. (BPTT-2916). Action May 18.

■ K07NZ Midwest, Edgerton and Lynch, Wyo.—Broadcast Bureau granted CP for new translator on ch. 7 rebroadcasting KHSD-TV Lead, S.D. (BPTT-TV-5470). Action May 18.

■ K11NH Winifred and rural area, Mont.—Broadcast Bureau granted CP for new VHF TV translator to operate on ch. 11 by rebroadcasting programs of KFBB-TV Great Falls, Mont. (BPTT-TV-5510). Action May 28.

■ K070A Winifred and rural area, Mont.—Broadcast Bureau granted CP for new VHF TV translator to operate on ch. 7 by rebroadcasting programs of KRTV Great Falls, Mont. (BPTT-TV-5509). Action May 28.

■ K10JW Verdigre, Neb.—Broadcast Bureau granted CP for new translator on ch. 10 rebroadcasting KMNE-TV Bassett, Neb. (BPTT-TV-5505). Action May 25.

■ K12KO Victoria Mines, Nev.—Broadcast Bureau granted CP for new translator on ch. 12 rebroadcasting KSL-TV Salt Lake City (BPTT-TV-5477). Action May 25.

■ Colstrip, Mont.—Broadcast Bureau granted CPs for two new translator stations (1) on ch 6 rebroadcasting KULR-TV Billings, Mont. and (2) on ch. 12 rebroadcasting KTVQ Billings, Mont. (BPTT-TV-5511, BPTT-TV-5524). Action May 27.

■ W10AT Highlands, N.C.—Broadcast Bureau granted CP for new translator on ch. 10 rebroadcasting WLOS-TV Asheville, N.C. (BPTT-TV-5483). Action May 27.

■ Area north of South Junction, Ore.—Broadcast Bureau granted CPs for three new translators (1) on ch. 5 rebroadcasting KGW-TV Portland, Ore., (2) on ch. 10 rebroadcasting KATU Portland, Ore. and (3) on ch. 13 rebroadcasting KOIN-TV Portland, Ore. (BPTT-TV-5446-8). Action May 27.

■ K09MU Diamond, Ore.—Broadcast Bureau granted CP for new VHF TV translator to operate on ch. 9 rebroadcasting KIVI Nampa, Idaho (BPTT-TV-5498). Action May 28.

Cable

Certification actions

■ Buhl Cable TV Co., Shoshone, Idaho—Commission granted Buhl certificate of compliance to add signal of KIVI Nampa, Idaho, to its existing cable television system at Shoshone. Action June 8.

■ Comcast Cable of Paducah, Paducah, Ky.—Commission granted application of Comcast for certificate of compliance to begin new cable television service. Comcast was authorized to carry signals of WSL-TV Harrisburg, *WSIU-TV Carbondale, Ill.; WPSD-TV, WDXR-TV, Paducah, *WKMU Murray, Ky.; KFVS-TV Cape Girardeau, KPLR-TV and KDNL-TV St. Louis. Commission noted, however, that franchise awarded Comcast contained several provisions on technical standards that exceed those prescribed in rules. In addition, it said franchise required Comcast pay franchise fee of 5 percent of gross subscriber revenues. Action June 8.

■ Quaker TV, Salem, Ohio—Commission granted Quaker certificate of compliance to add signal of WTAE-TV Pittsburgh to its existing cable television system at Salem. It also waived rules to allow continued carriage of WPGH-TV instead of WIIC-TV, both Pittsburgh, on Quaker's Salem and Lisbon, Ohio, systems. Action June 16.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager. Unique opportunity with top rated contemporary station in major Southwest market. Candidates must have successful track record that can be documented by previous employers. 40K base plus incentive. Stock participation available successful track record that can be documented by previous employers. 40K base plus incentive. Stock participation available to right person. Rush complete background information to Box T-61, BROADCASTING.

Station Manager to supervise sales, programing and create sales promotions. Station in multiple facility market needs energetic, capable individual who can prove ability by documented past performance. Stock options for manager who can make our billings grow from present level. Box T-73, BROADCASTING.

Northeast suburban major market requires general manager with strong sales and leadership ability for AM in exceptional growth area. Send complete information including your sales record to Box T-94, BROADCASTING.

Where are you going?? N.E. expanding chain offers ownership with no cash investment & position of general manager. Need aggressive, sales oriented person. First interview at your expense. Box T-172, BROADCASTING.

Station Manager. Must have successful sales record. Experience in programing and sales promotion. Stock options available. Box T-192, BROADCASTING.

Public Radio Station Manager: Responsible for full-time staff and budget of WCMU-FM, a 24 hour 100 KW fine arts public radio station. Qualifications must include bachelor's degree, preferably in radio and television in combination with at least three years related management experience or an equivalent combination of related education and experience. Salary \$12,200-\$16,500. Apply by July 9 to William J. Grigaliunas, Director of Public Broadcasting, Central Michigan University, Mt. Pleasant, MI 48859.

Associate director of radio and WHA-AM station manager for the University of Wisconsin-Extension Telecommunications Center. Responsible for administration of broadcast and non-broadcast radio activities. Major duties include: Personnel management and supervision; development, review and administration of substantial University and production contract funds; primary stewardship of broadcast responsibilities and policies of WHA; development, supervision and evaluation of total program efforts; representation to and liaison with University units, state and national agencies. Bachelor's degree required, Master's degree preferred. Applicants should have minimum of three year's senior management experience in Public Radio; demonstrated knowledge and/or experience in personnel, fiscal and program management. Salary minimum: \$19,800. Inquire for details to: Ronald Bornstein, Director and General Manager, UW-Extension Telecommunications Center (WHA), 821 University Avenue, Madison, WI 53706. An Equal Opportunity Employer.

Public radio station manager, pioneer 5,000 watt AM NPR affiliate. MA preferred, plus four years professional experience, one year in management. Start September 1, 1976. Salary competitive. Send resume and reference to: Gordon Tuell, Radio-Television Services WSU, Pullman, WA 99163. Application review begins July 15, 1976. Equal Opportunity/Affirmative Action Employer.

Community Club Awards Inc. (CCA). Two resident area sales managers (Midwest and West Coast). Full-time travel (Monday-Friday) Radio/TV sales management experience prerequisite. Salary, commission, incentives, provide unlimited earnings opportunity in excess \$20,000 base. Availability, background, references, first letter to John C. Gilmore, Box 151, Westport, CT 06880.

HELP WANTED MANAGEMENT CONTINUED

Assistant Manager for one of Indiana's leading small market stations. Should be experienced in all phases of broadcasting. The person who seeks the opportunity to enter management will find a station that is a very active MOR, news and sports operation with a professional and highly competent staff. Send resume to Ed Roehling, 102 N. Perkins, Rushville, IN 46173.

HELP WANTED SALES

An account executive, proven street fighter, who not only can successfully meet the demands of the street, but thoroughly enjoys both the challenges and rewards. Salary, bonuses, and benefits. Box T-32, BROADCASTING.

Ass't. Local Sales Mgr. Suburban Phila. station. Experienced small markets only. An EOE. Box T-126, BROADCASTING.

Combination sports director and sales for medium market Southeast station. Play by play talent fees, sales commission and guaranteed salary make this an extremely attractive position. Experience necessary. EOE. Box T-156, BROADCASTING.

Experienced sales manager for No. 1 college market rocker. Guarantee plus commission. Scenic, relaxed recreational area in southern Illinois. Send resume, objectives. Box T-160, BROADCASTING.

12,000 to 18,000 and more. Your ability counts. Work as sales leader of smaller midwest market team. Box T-164, BROADCASTING.

Wanted: Anncr-sales combo. Live AM show. 15 hours a week and sell for automated Midwestern AM. Box T-190, BROADCASTING.

Sales Manager needed for aggressive Midwestern AM. Must have proven track record and capable of training and supervising sales staff. Box T-191, BROADCASTING.

Sell your way to good money out of the big city rat race! Live in a friendly town. A three city market! Recreational area! Superior School system without big city problems! Dave Button, Mgr. KSVP/KSVP FM, 317 West Quay, Artesia, NM 88210. 505-746-2751.

Florida coastal radio sales opening. Looking for aggressive person with two years sales experience. No floaters. Great place to live by ocean. Big growth market. Stable economy. Send resume and requirements to Randolph H. Millar, WIRA/WOVV-FM, PO Box 3032, Ft. Pierce, FL 33450. Equal Opportunity Employer. Special consideration to women and minorities.

Madison, WI. Excellent career opportunity for bright problem-solving sales person on the way up, strong on creativity with ability to build campaigns. Six station group seeks person with management potential. Job opening result of promotion. Our people earn far more, city offers superior living, you'll have opportunity for management and equity. WISM, Madison, WI Box 2058, 53701. A Midwest Family Station.

Experienced salesperson wanted for aggressive Chicago suburban FM market. Send resume to WKKD-FM, 1884 Plain Avenue, Aurora, IL 60505.

Position open, sales. Need salesperson for competitive market. Light announcing shift too. Should have experience in both areas. No phone calls. Write: Rod Wolf, WRTA, PO Box 272, Altoona, PA 16603.

Sales/Solid Country station needs sales/announcer combo. Phone: 307-265-2727.

Opportunity for aggressive, hard working sales person in Rocky Mountain area. 5000 watt country/MOR with unlimited sales potential in Southwestern Wyoming. If you can sell and write, don't pass this up. Forward resume with sample copy to Alan Ziegler, PO Box 432, Kemmerer, WY 83101.

HELP WANTED SALES CONTINUED

Immediate opening for an experienced broadcaster ready to move into sales. Salary plus commission. Established list. Plenty of training available. Enjoy a successful future with our growing group. Call Mike Kirchen or Ken Riggle 301-724-5400.

Radio Sales/Manager. If you are a top sales producer, motivator and all around leader our Central N.J. station wants you. Must be hard working, sales oriented leader who can sell and lead sales staff. Radio/TV experience essential. Compensation includes base salary, excellent personal commissions and overrides. Contact Mr. Wilson 609-924-3842.

We're looking for a person who wants to make at least \$35,000 a year and is willing to travel the nation selling top-flight creative concepts. Perhaps you're that person. You've reached the top. You're the best time salesperson/advertising person in town. You understand and respect the power of radio. You have five to ten years experience in radio sales. We'll start you off with a base of \$15,000. Pay all your travel expenses and a handsome commission, which has got to earn you at least \$35,000 or you aren't doing your job. We're a division of a 4A advertising agency with the best creative people in town. Our concepts have sold every time they've been presented. Interested? Call Ralph Krueger, Director, Webb & Athey Productions, 804-285-7855. Or write Webb & Athey Productions, 1904 Byrd Avenue, Richmond, VA 23230.

HELP WANTED ANNOUNCERS

Quality announcer wanted for automated station, central Indiana. Training provided for right voice. Send resume. Equal Opportunity Employer. Box S-273, BROADCASTING.

New Jersey shore station needs resumes from experienced, capable disc jockies and newpeople. References will be thoroughly checked. Equal Opportunity Employer. Reply Box T-110, BROADCASTING.

Black station with Progressive/Disco format in medium sized market in search of articulate jocks who can work in structured radio with a growing broadcast chain. Only professionals need apply. EOE M/F. Box T-135, BROADCASTING.

Combination back-up PBP plus sales, and some announcing, or, news assistant and back-up PBP. West-midwest. EOE. Write Box T-138, BROADCASTING.

Combination sports director and sales for medium market Southeast station. Play by play talent fees, sales commission and guaranteed salary make this an extremely attractive position. Experience necessary. EOE. Box T-156, BROADCASTING.

Operations-Program Director. Good voice, copy writing and production experience. Midwest market, smaller city, organizer to get us really rolling. Box T-164, BROADCASTING.

Needed: Extrovert, cranked-up morning radio personality. Modern country format, 24 hrs, crazy staff, good bucks, low turnover, benefits galore, permanent position for pro in midwest vacationland. Send ratings, resume, and salary range to Box T-181, BROADCASTING.

Progressive modern country music station in Alabama city of 12,000 needs an announcer capable of writing copy and commercial production. Box T-194, BROADCASTING.

KFDI FM needs progressive country, first phone jock with automation experience. Prefer family person. Send resume to: Terry Jones, KFDI, PO Box 1402, Wichita, KS 67201. An Equal Opportunity Employer.

Drive Time announcer/personality. Good production. First phone desirable, experience necessary. Growing company. No. 1 ratings, good pay and benefits. Modern country. Strong news and community involvement. Charlie Tuma, KLIX Radio, PO Box 1259, Twin Falls, ID 83301. 1-208-733-1310.

**HELP WANTED ANNOUNCERS
CONTINUED**

Immediate opening. First phone, announcer-salesperson. Base and commissions approx. \$750 to start. Contact Butch Luth, Station Mgr., KIML, Gillette, WY. EOE.

Small market, college town, Top 40, AM, looking for afternoon announcer with minimum 1 year experience. Must have 3rd phone and production ability. KRUS, Box 430, Ruston, LA 71270. 318-255-2530.

Experienced announcer for afternoon/early evening. Outstanding station in good small community. Send audition tape, resume, no phone calls. WAWK, Box 47, Kendallville, IN 46755.

Announcer. A great place to live and work. Contemporary 24 hour a day operation. Need a professional. We're losing one to Chicago. Good operation. EOE. Hospitalization and fringe benefits. Tapes and resume to Jim Palmer, WCVS, PO Box 2697, Springfield, IL 62708.

Classical music announcer for South's leading fine arts station. Pleasing voice, knowledgeable of music, composers, artists, production and programming. 3rd class endorsed necessary. Salary open. Send tape/resume to: Norm Vincent, WJCT-FM, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer.

Immediate opening for two experienced contemporary broadcast personalities. Must be good in production. Salary commensurate with ability. Endorsed 3rd required. Send tape and resume to Jerry Clegg, WKDW, Staunton, VA 24401. EOE.

Suburban New York City station WOTK Parsippany, New Jersey has an immediate opening for an up tempo MOR announcer with sales ability. Please rush tape and information on your sales background to Sound of America Inc., 2711 Magnolia Rd., Vineland, NJ 08360.

WSTU Stuart Florida is seeking an experienced professional for evening slot plus production. Successful MOR located in beautiful South Florida. Send tape and resume to General Manager, WSTU, Stuart, FL 33494. Equal Opportunity Employer. No phone calls please.

Immediate opening for experienced personality. One on one communication a must. Send resume and air check to Alien Strike, WTRC, PO Box 699, Elkhart, IN. EOE. No tapes returned and no phone calls please.

WVOJ is actively interviewing for a Disc Person (Air Personality). Female and minority applicants are encouraged to apply. Job requirements: First ticket, 3-5 years broadcast experience, knowledge of country music, willing to work Mid-6AM air shift with some production. Send tape, resume and salary requirements to Gene Pope, 1435 Ellis Road, S., Jacksonville, FL 32205. Female and minority applicants encouraged to apply.

We are seeking a special caliber of person, who has some knowledge of the fundamentals of communication. Prior experience is not required, but a first ticket is, for those of you who want to learn our brand of radio. Call or write Broadcast Enterprises, Box 968, Powell, WY 82435.

Unusual opportunity. Top rated station has opening for morning air personality. Must be a creative entertainer preferably with news or talk background and good interview ability. Call C. David Hamilton, Rockford, IL 815-399-2233.

Drive-Time personality. Full-time pro for 18-34 audience. Strong production. Immediate opening for steady person. Call Tom Taylor 609-896-0975.

Morning person who can communicate. Experience a must. Excellent opportunity. Contemporary MOR. Tape and resume to: Box 27, Binghamton, NY 13904.

HELP WANTED TECHNICAL

Chief Engineer for two stick 500 watt daytimer. Must be good with maintenance and details. Should have knowledge of automation and FM. \$12,000 per year plus fringe. Send complete resume. Box S-275, BROADCASTING.

Ass't. Chief FM-AM Direction. 60 miles NYC. Capable full maintenance. An EOE. Box T-127, BROADCASTING.

**HELP WANTED TECHNICAL
CONTINUED**

Chief Engineer. Upper Midwest, directional AM, 5 KW days, 1 KW nights. Separate patterns, FM Stereo, automated. Remote control. Experienced professional required. Ability to do occasional air work helpful, but not required. Excellent situation. Lovely small city for "the good life." Box T-131, BROADCASTING.

Assistant Chief for major N.E. market AM-FM. We are looking for a person with excellent technical qualifications in audio and R.F. who would like to eventually move up to chief with a major broadcast group. Send resume, references and salary requirement to Box T-153, BROADCASTING.

Two AM-FM stereo operations with automation, located approximately twenty miles apart, need an experienced contract engineer for weekly inspections, regular maintenance, proofs, emergency availability, etc. Will guarantee \$10,000.00 plus. You may be able to service a third station in the area and/or operate your own shop or business for additional income. Live in the beautiful northern Shenandoah Valley of the Virginias. Include detailed qualifications, experience and availability in first letter. Box T-195, BROADCASTING.

Engineer, strong on maintenance for old established AM/FM station. First class license required. Well equipped shop and equipment for some research and construction. Excellent area to raise a family. Forward resume and salary requirements to Frank C. Carman, KLUW, Box 389, Salt Lake City, UT 84110.

Nome, Alaska needs chief engineer for aggressive 10 KW educational AM beaming to 90 remote Eskimo villages. Must be dedicated, top-notch qualified, easily adaptable to climate (sometimes chilly) and to close living with twenty volunteers. Room and board, good chow, friendly atmosphere. Salary? \$7,500/week. Write: Fr. Jim Poole, S.J., KNOM, Box 988, 99762.

Chief Operator. Experienced in AM-FM transmitter and studio maintenance plus announcing ability. Salary open. Good benefits and advancement opportunities. EOE. Send resume and salary expectations to: Manager, WALM, Albion, MI 49224.

Chief Engineer for totally automated FM and directional AM. Must be thoroughly experienced in automation. Contact Coddling at WEAT AM/FM 305-965-5500, West Palm Beach, FL or PO Box 70, 33402.

Assistant Chief Engineer. 24 hour AM-FM. Send resume and salary requirements to: W.A. Cooper, WLCY Radio Station, 11450 Gandy Blvd., St. Petersburg, FL 33702.

Chief Engineer. Class 4 AM and stereo Class A automated FM, remote pick-up. Must have commercial experience in all of these. Immediate opening. Good salary to start. Excellent opportunity for right person. Call Mr. Johnstone, WMID-WGRF, Atlantic City, NJ. Phone number 609-344-5113.

Excellent opportunity for qualified broadcast engineer to move to chief. Must have 1st and engineering experience. Responsible for maintenance and operation of automated AM directional, FM stereo and PDP-8 computers. EOE. Minorities urged to reply. Contact Station Manager, WRSW, Warsaw, IN 46580.

Experienced engineer with maintenance ability. Call Manager collect 501-762-2093.

Chief Engineer, trainee. This is a two year training program sponsored by the Corporation for Public Broadcasting and the University of Missouri-Columbia. To train an individual in the maintenance, repair and construction of broadcast electronic equipment. Following an initial orientation period to assume responsibility for training and supervising student operating engineers. Program goal is to develop a licensed and qualified Chief Engineer of a broadcast station. Minimum qualifications include a B.S. in Electrical Engineering or equivalent experience. Broadcast experience, FCC 3rd class license with broadcast endorsement and experience with repair and construction of electronic circuits would be desirable. Send resumes to: University of Missouri-Columbia, Personnel Services, 309 Hill Street, Columbia, MO 65201. An Affirmative Action/Equal Opportunity Employer.

HELP WANTED NEWS

News Director for 5,000 watt AM station in Penna. If you can report, write and deliver local news with authority you will join top-rated medium-market contemporary. We will pay accordingly. Equal Opportunity/Affirmative Action Employer. Box T-105, BROADCASTING.

Upper Midwest regional station. Morning drive anchor, street and phone reporting remainder of shift. \$850 minimum. Resume to Box T-108, BROADCASTING.

Hard working news professional needed. Competitive medium market Top 50 ADI. Good on air delivery and minimum one year experience. Help us build a number one news image. 550-700\$ monthly starting. Part of multi station group, east of Mississippi. Box T-112, BROADCASTING.

News Director for NBC affiliate in N.E. Must be able to gather, write and air. An EOE. Box T-128, BROADCASTING.

News Director and staff needed for coming all-news operation. Mideast. Writing and air experience necessary. ND must be leader and organizer. EEO. Resume to Box T-177, BROADCASTING.

Small market, college town, AM-FM, looking for newperson to operate a one-man news operation. Challenging position. Good salary. KRUS, Box 430, Ruston, LA 71270. 318-255-2530.

AM/FM operation seeks newperson with one year minimum news experience, self-motivation, willingness to take direction, third endorsed. Send resume, references, tape, salary requirements to: Bill Schweitzer, WGNV, PO Box 591, Newburgh, NY 12550. EOE.

Immediate opening. Super aggressive newperson needed for south Florida leader. Rush tape, resume to John Picano, WIRK AM&FM, Box 3828, West Palm Beach, FL 33402. EOE.

Midwestern NBC affiliate has immediate opening for qualified newperson, strong on-air, for top-rated radio-TV station in medium market. Send resume and tape to News Director, WOC Broadcasting, 805 Brady Street, Davenport, IA 52808.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

AM/FM religious station in northeast seeking programmer to develop FM into contemporary religious music format and assist General Manager. Box T-132, BROADCASTING.

Program Director needed for Midwest medium market adult contemporary. Must be a mature, creative, promotion minded leader. Competitive seven station market. Resume first letter. Box T-133, BROADCASTING.

Excellent position available for P.D. with MOR or Top 40 background. Box T-145, BROADCASTING.

Media market in Northeast seeking individual with first phone capability of operational functions, sales and/or news background. Salary open. Based on experience and potential contribution. Reply Box T-169, BROADCASTING.

Florida coastal station needs copywriter. Good typist and exceptionally creative good office administration and organization. Equal Opportunity Employer. Send copy resume, typing speed and salary requirements to Box T-178, BROADCASTING.

If you can program a personality oriented contemporary station where news and public service is important, send resume, tape and expected compensation to P. Jay III, Box 90408, Nashville, TN.

Experienced Top 40 P.D. We are looking for a proven major or medium market P.D. wanting top dollars and creative atmosphere without the hassles. Must be willing to locate in Midwest or Mtn. states. All replies confidential. Tape, resume and requirements to: Tom Ingstad, Ingstad Broadcasting, Box 997, Grand Forks, ND 58201.

Creative production and copy. Midwest smaller market with 4 year college. Young station looking for a team member. E. Carney 319-385-3111.

SITUATIONS WANTED MANAGEMENT

Southeast: Administrator, producer, author, journalist, local and network, with MA, national awards seeks challenging management position. Box T-168, BROADCASTING.

General Manager. Sales Manager. 20 years experience, sales oriented, creative, budget minded. All experience in top major markets. Looking for position with growth company in medium market. Box T-171, BROADCASTING.

Experienced G.M. with 18 yrs. broadcast background. Looking for new opportunities and challenges. Present station being sold. Sales oriented 34 yr. old looking for opportunity to grow. Excellent resume & references upon request. Box T-200, BROADCASTING.

General Manager, excellent track record in sales management, administration and FCC R&R. Box T-206, BROADCASTING.

Program/Operations Manager. First ticket. Mid-30's, married. Returned to college after sixteen years in the business, and have just received degree. Experience includes six years as Program Director. Paul Gold, 712 North Columbia Street, Chapel Hill, NC 27514. 967-7958.

SITUATIONS WANTED SALES

Ambitious, aggressive account executive/sportscaster. PBP, two years commercial experience. College grad. Desire similar position in medium market. Box T-148, BROADCASTING.

Dependable, hard working local sales manager with 7 years experience would like to relocate in small to medium NW market. Box T-162, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

News announcer available now! 1st phone, 2 yrs. exp., interviewer, some reporting. No AM drive. Box T-124, BROADCASTING.

Top 40 personality who does more than time and temp, but who doesn't get in the way of the music, wants medium-major market. Box T-158, BROADCASTING.

No. 1 Class gal, experienced professional, prefers C/W, news or talk, major market, advancement opportunity. Experience with C/W, MOR, news, automation, copy writing, sports, p.r., community involvement. Southern California based, will relocate. Box T-176, BROADCASTING.

Be the first one on your block to hire a trained announcer-D.J. With sales potential and 3rd endorsed. For tape, resume Box T-180, BROADCASTING.

Ready for medium market. Country, MOR, or oldies, Eastern U.S. Two years experience. First. College grad, 29. Married. Box T-188, BROADCASTING.

Young, single announcer with first phone desires DJ work in Southeast or Midwest. Strongest with progressive rock and oldies, but can do country and MOR as well, creative, dependable, just need a first break. Tape, resume, references available. Box T-189, BROADCASTING.

Personality with taste wants adult format. 3rd. Strong news, production. Ready now. West preferred. Box T-202, BROADCASTING.

Experienced announcer looking for adult format. Automation considered. Good news, production. Third. Box T-203, BROADCASTING.

Hello California Radio! Experienced DJ, newscaster available for any schedule. Call 213-874-7236 mornings.

Small markets! Young aggressive announcer, deejay, news, copy, production, 3rd endorsed. Some experience. Do anything. Rich Logan. 215-K14-8292 collect.

Progressive jock, college grad with experience in 4th largest metropolitan market. Conrad Daniel, 609-227-7096.

SITUATIONS WANTED ANNOUNCERS CONTINUED

DJ-News caster, 3rd, experienced and tight board. Can start immediately, will travel. William Peter Smith, 560 W. 218 Street, New York, NY 10034. 212-569-5421.

Girl 20 yrs old announcer. 3rd talented. News, D.J. Bright, energetic personality. Can sing & dance. Will relocate. Sincere. Judy. Graduate of Resident Broadcast School. 412-391-2213.

Humorous, first phone air personality desires small market Top 40 or Contemporary. S.H. Green, 213-387-7175.

D.J. skilled in progressive and jazz music. 2 yrs. experience. 3rd, good production. Will relocate. Scott Longert, 3866 E. Antisdale, Cleveland, OH 44118. 1-216-382-2159.

Young, single, ready to work. Contemporary or Top 40 announcer. 3rd endorsed. Work any shift. 3 yrs. experience. Will relocate. 919-346-9009. Paul Hunner.

Super production. Good, tight MOR, Top-40, or C&W board. Ten years experience. Call David. 502-651-9498 after 4 PM CDT.

First class five years experience in announcing, sales sports (PBP) experience in country and MOR formats. Presently employed as P.D. Looking for position in Ky, W. Va. or Southern Ohio. All other offers considered. Call 502-737-4915.

M.A. degree. Five years MOR experience as jock, production, news. Engaged, will relocate. Available immediately. Call Chuck, 412-274-9640.

Experienced broadcaster, wants relocation in Minnesota area. 11 yr. experience in D.J., news, interview, talk show. 1st phone. Small-medium market. Mark Hicks, 121 So. Snider St., Spearman, TX 79081.

Attention: D.J. type announcer with 3rd class endorsed operators license, a musical background, will travel, am hungry for a good break. For resume write to B. Hinz, 17218 Bradford, Detroit, MI 48205.

DMS grad 5 yrs exp. First ticket, family, 29, seeks position in California area. 1474 Sacramento, Apt. 305, San Francisco, 94109. 415-775-7633. Mike Valgus.

D.J. 3rd phone, college grad. Anywhere in Ohio. Gerald Evans, 4496 Barclay Square West, Columbus, OH 43209, phone 614-235-6920.

Ten day free trial. MOR personality interested in morning or afternoon drive slot in medium to medium-large market willing to prove his worth in person. No "doctored" audition tape to gamble your investment on. Versatility, maturity and pilot's license all ready to work in your best interests. Salary negotiable. For details and resume contact Walt Adams, 1604 Rita Road, Vestal, NY 13850 by mail or phone 607-785-7757.

Experienced 1st phone DJ, with mature major market sound. Will relocate anywhere on the West Coast or Midwest. Phone 213-938-7473 or reply to Box 78456, Los Angeles, CA 78456.

SITUATIONS WANTED TECHNICAL

Engineer-Air talent-MD; top N.E. college, 1st phone, and a real desire to work. My preference is C.E. with an airshift; PD or MD with tech work second. Contemp or A.C., location not very important. Lots of experience and good references. Reply Box T-197, BROADCASTING.

SITUATIONS WANTED NEWS

Take charge, highly experienced, broadcasting professional. Seeking major-medium market news director challenge. 1st phone. Consider telephone talkshow, programing, television. Box T-155, BROADCASTING.

Seeking position with news department in N.E. Corridor. Want to work with pros. Experienced reporter (27) strong on local news. Currently news director for 5 KW station. Good production, writing. First class license, B.A. No one man news departments, please. Box T-175, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

Newsman. 9 years experience in radio and television news, air and management. Now working Top 15. Looking for news management position in top ten and salary more commensurate with ability. Box T-182, BROADCASTING.

Aggressive graduate with B.S. seeking news writing/reporting/copywriting in Massachusetts area. Have worked in Boston all-news operation. I can write for you if you write to me. Box T-184, BROADCASTING.

Thoroughly experienced newsman, over 30, seeks career growth opportunity. Now in metro-N.Y. Box T-198, BROADCASTING.

Hard working, gutsy, investigative reporter. Experienced capital city news and sports director. Frank, but honest. Been fired, but news gathering tenacity can't be denied. Good voice, unique style. If you need a news boost remember Michael Ward, 78 Brinton St., Buffalo, NY 14214. 716-833-1806.

Experienced professional seeking position in management. Major/medium market experience. Westpheling, 584 Flannery, Santa Clara, CA 95051. 408-243-7075.

Total news professional, experienced in all phases of news gathering. Currently direct 50 KW news operation. Prefer all news format in med. market. Resume, aircheck & excellent references. Call Paul 308-324-3433.

Former news director looking for specialization not found in short newscasts. Interested in features and public affairs. Bob Orenstein 207-345-9082.

Available Mid-July. 4 yrs. experience. No small markets please. Some NIS experience. 313-534-0251.

Sportscaster with 3 years play-by-play experience in football, basketball, hockey seeks job in small market news or PBP situation. Write Dave Kanner, 5611 Wilkins Ave., Pittsburgh, PA 15217.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Programing for people by people. Want people? Let's talk. Box T-68, BROADCASTING.

Programing is my specialty. Looking for small to medium market station that needs a good program director. Skilled in contemporary and rock. Five years radio experience plus degree. Box T-120, BROADCASTING.

Top 40 and rock personality with 1st phone, wishes to move up in the business. Have had some production and sports experience. Can do transmitter inspections. Not a clock watcher. Single man willing to relocate. Immediate reply please from station offering growth and opportunity. Box T-159, BROADCASTING.

5 yrs. experience, first ticket, currently doing Top 40, would like to return to country as P.D., M.D., or both. Medium market. Call: Steve Robinson 912-883-7392.

Professional, with six years experience, currently jock in major market, seeks programing position. Market size and salary secondary to a professional operation. Most markets and formats considered. Call 213-376-7429.

TELEVISION

HELP WANTED MANAGEMENT

Network affiliate In beautiful growing market seeks business manager with radio or TV experience, capable of administering budgets and maintaining cost control. An Equal Opportunity Employer, Minority/Female. Send resume, financial requirements to Box T-119, BROADCASTING.

Chief Administrative Officer for California Public Broadcasting Commission. It is desirable that candidates have current and extensive experience in dealing with state and federal legislative processes, preferably California. Knowledge of principles and methods of public administration, fiscal management, office operations, governmental organization and telecommunications policy issues. Resumes and verifiable references must be received by July 9, 1976. F.M. Nicholas, 9454 Wilshire Boulevard, Suite 800, Beverly Hills, CA 90212. An Equal Opportunity Employer.

**HELP WANTED MANAGEMENT
CONTINUED**

Faculty position available in Radio-Television Department offering BA degree. Primary emphasis teaching advanced courses of Broadcast Law and Management, and administration of Advising and internship programs. Academic year contract, rank and salary open. Minimum MA degree or equivalent, and professional experience. Previous teaching experience desirable. Contact Frank Barreca, University of Arizona, Tucson, 85721. An Equal Opportunity/Affirmative Action Employer under state and federal laws and regulations including Title IX, 1972 Education Amendments.

HELP WANTED SALES

Sales Manager-TV. Group owned station, Midwest market, seeking aggressive sales manager, who can motivate and take charge. Excellent salary, plus incentives for increases over prior year, and other fringe benefits. EOE. Send resume and financial requirements to Box T-139, BROADCASTING.

Help Wanted Sales: Need aggressive, innovative, experienced broadcast account executive immediately. Good growth potential with group owner. Contact Gerald Troxell, 804-643-0166, WXEX-TV, Richmond, VA. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Group broadcaster/cable company seeks qualified corporate technical director. Please submit resume and description of how you would get the job done. Equal Opportunity Employer. Write Box T-69, BROADCASTING.

Assistant Chief Engineer. Need five years experience in TV engineering including all studio, microwave and transmitter equipment. Some supervision helpful. Group owned, stable company in a western state. Prefer person living in west now. Send resume and salary requirements to: Box T-125, BROADCASTING.

Television Engineer: Major New York City corporation seeks television production and maintenance engineer. Must have 2 years experience in quadruplex video recorders and color cameras. Television studio production exp. also necessary. Salary in \$16,000 range. An Equal Employment Opportunity Employer. M/F. Box T-165, BROADCASTING.

Transmitter engineer with operation and maintenance experience. Immediate opening. Equal Opportunity Employer. Contact: A.R. Garrett, KATV, PO Box 77, Little Rock, AR 72203.

Engineering Supervisor for new public broadcasting mobile television operations. Good knowledge of CCU maintenance and operation. Responsible for maintenance of new RCA TK 45's; TKP 45; RCA 600 VTR; and portable microwave systems. Must be willing to travel statewide. Equal Opportunity Employer. Send resume to: Bill Key, Chief Engineer, OETA, Box 14190, Oklahoma City, OK 73114.

Engineer, First Class license required, for full color PTV station. Rush resume to Edward Wright, WSKG Public Television, PO Box 97, Endwell, NY 13760. An Equal Opportunity Employer.

TV maintenance position. UHF transmitter, quad and helical tape, and color camera experience desirable. Thorough knowledge of transistor and digital electronics and first class FCC license required. Contact Chief Engineer, WVIR-TV, Post Office Box 751, Charlottesville, VA 22901.

Immediate openings for studio maintenance and operations engineers. Experienced in maintaining or operating quad videotape machines, color cameras, film chains, production switchers, and associated studio equipment. Experience with SMPTE time-code VTR editing equipment a plus. Send resume to Ted Johnson Productions, Inc., 150 Riverside Ave., Jacksonville, FL 32202, or contact Joe Atkins at 904-354-7000.

**HELP WANTED TECHNICAL
CONTINUED**

Electronics Technician, University of Maryland. Journeyman level position available involving electronics systems maintenance modification, and repair requiring H.S. graduation, completion of a recognized program in electronics or radio repair maintenance, and 5 years experience in maintenance and operation of radio and TV broadcasting equipment; or graduation from a recognized college or University in electrical or electronics engineering and 3 years experience as outlined above. Starting salary \$11,804 with excellent fringe benefits. To apply contact College Park Employment Office at 301-454-4435. Handicapped applicants welcome. An Affirmative Action Employer.

Radio and TV Technician, University of Maryland. Technical position available involving responsible professional electronics work requiring H.S. graduation, completion of a recognized technical course in radio and TV maintenance and operation, and 5 years experience in maintenance and operation of radio and TV broadcasting equipment; or graduation from a recognized college or University in electrical or electronics engineering and 3 years experience as outlined above. Starting salary \$10,967 with excellent fringe benefits. To apply, contact College Park Employment Office at 301-454-4435. Handicapped applicants welcome. An Affirmative Action Employer.

Application/Sales Engineer for Nurad, the leading supplier of microwave antenna equipment for ENG. We urgently need a technically qualified individual with microwave experience (e.g., STL's, remote pickups). Responsibilities include direct customer sales and service as well as application engineering support for our OEM's and representatives. We are an Equal Opportunity Employer. Call or write Nurad, Inc., 2165 Druid Park Drive, Baltimore, MD 21211, 301-462-1700.

HELP WANTED NEWS

Anchorpeople: News & weather. Top ten eastern market. Seeking persons with established track record, ready to move up. Equal Opportunity Employer. Send resume to Box T-90, BROADCASTING.

Major market group owner seeks television weatherperson. Successful candidate should have minimum of two years on-air commercial television experience; college degree in Radio-TV, Journalism, speech or drama preferred; bright personality, energetic, and ability to work well with others. Duties would include weathercasts, staff announcing, and hosting special television programs. An Equal Opportunity Employer. Write and include resume to Box T-167, BROADCASTING.

Midwest TV-News operation looking for a producer for prime-time newscasts and two street reporters. Replies confidential. Equal Opportunity Employer. Send full background of experience and salary requirements to Box T-174, BROADCASTING.

News Director. Includes some writing and reporting. Excellent opportunity for bright individual on the way up. Top 15 market. Box T-186, BROADCASTING.

Two openings reporter/weekend anchor person and news/weekend weather reporter. Equal Opportunity Employer. Send all replies to Sid Hayman, News Director, KCRG, Cedar Rapids, IA 52406. No phone calls, please.

News producer/reporter. Assist news director in producing, writing, reporting on-air daily news; Pa; special events shows. BA and two years experience in broadcast news. \$9-9500. Send resume, official college transcripts and audition tape by 7/12/76 to Ron Gargasz, WBGU-TV, Bowling Green, OH 43403. Equal Opportunity Employer.

TV News Director. Top 50 market VHF affiliate in Southeast seeking creative administrator for strong news operation. Salary commensurate with experience. Call or write Dave Boylan, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631, 312-693-6171. Confidentiality assured.

News Assignment Editor for number one in Birmingham, Ala. ABC affiliate. Must have solid TV news reporting, producing experience with print experience an asset. Management oriented. An Equal Opportunity Employer. Contact: Jerry Levin, News Director, WBRC-TV, 205-322-2131.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Experienced and persuasive copywriter for station in beautiful Texas resort city. Box T-114, BROADCASTING.

Production Manager. Must be able to produce quality spots quickly, teach other directors. Strong on client contact. Top 15 market. Box T-185, BROADCASTING

Producer/Director. KAMU-TV, PBS UHF full color facility licensed to Texas A&M University seeks a full-time Producer-Director. Duties include producing and directing daily half-hour newscast, directing a weekly interview program and directing several other individual programs. Experience with and interest in film production desired. Position includes 1/4 time teaching in Television Production. Bachelors Degree required. KAMU-TV is an Equal Opportunity, Affirmative Action Employer, and will consider all applicants regardless of sex, race or national origin. Position available September 1, 1976. Send applications to Mel Chastain, Station Manager, KAMU-TV, Texas A&M University, College Station, TX 77843.

Director. Write Production Manager. KUAC TV, University of Alaska, Fairbanks, AK. An Equal Opportunity Employer.

Film editor. Experienced in 16mm single and double system editing, commercial production, shipping, booking and issuing reports. Top 10 station has a demanding position which needs someone who can meet these requirements and more. (Two years experience, B.A. preferred). Equal Opportunity Employer. Contact J. English, PO Box 311, Washington, DC 20044.

Creative Services Director needed by top 30 group Net VHF. Duties include creative writing and production of commercials and promotion. Experience in production necessary. Equal Opportunity Employer. Send resume to Gary Dreispul, c/o Outlet Broadcasting, 176 Weybosset St., Providence, RI 02903.

Radio, Television & Motion Pictures. One-year temporary position available Fall 1976. Teaching assignment may include introductory courses in motion pictures as well as advanced courses in radio, television and motion pictures. Master's degree and one year's commercial experience required. Send resume to Dr. William Tomlinson, Director, Center for Radio and Television, Ball State University, Muncie, IN 47306. Applications requested by July 6, 1976. Ball State University practices Equal Opportunity in Education and Employment.

SITUATIONS WANTED MANAGEMENT

Young woman seeks challenging management, production or community relations position. Journalism degree; five years professional work experience, two in broadcasting. Solid background in TV production, writing and community relations. Currently employed in CCTV. Will start at any reasonable level, provided there's opportunity for advancement and long-term growth. Box T-173, BROADCASTING.

SITUATIONS WANTED SALES

Sales position sought. Self-motivated hard worker can increase your billing. Small market experience with June M.S. Will relocate. Stu Taylor, PO Box 3851, Eugene, OR 97403.

SITUATIONS WANTED TECHNICAL

ETV Supervisor/Maint. Eng. B.S. Broadcasting. Desire relocation on West Coast. Box T-144, BROADCASTING.

Presently employed chief engineer 30 years experience, 22 as chief, looking for change. Would like interesting job in related field with moderate salary. Prefer warm climate. Box T-157, BROADCASTING.

Chief Engineer. Currently Assistant Chief Engineer of largest air/production operation in a far western state. Age 28, heavy maintenance/operations background, professional management orientation, relocate worldwide. Inquiries forwarded via: Engineer, 849 Calle Aragon, Tucson, AZ 85706.

SITUATIONS WANTED NEWS

Street reporter. Experienced, Top 75, with BA Journalism. Currently full time radio, want back into TV or R-TV combo. VTR available. Box T-26, BROADCASTING.

Are you doing real news? I'm an anchorman/news director/managing editor/producer. Either or all. I'm good. I'm expensive and I'm only interested if you want to be better than anyone else. If you think television news is more than a young pretty face, let's talk. Box T-95, BROADCASTING.

Female journalist seeks aggressive news operation. Strong writer, reporting experience in small, medium and large markets. Can shoot and edit film, produce and anchor newscasts. Box T-97, BROADCASTING.

Weekend TV anchor at top station in state seeks position as news director, medium market. 30, B.A., Journalism, experience in reporting, writing, producing, editing. Resume on request. Box T-201, BROADCASTING.

News director/anchorman, very competent at both. Employed, 31. Box T-205, BROADCASTING.

Number one anchorman in 29th market looking for upward move to good news station. Young, personable, masters degree. Contact Dave Layman WJAR-TV, Providence, RI. 401-751-6566.

Experienced professional with eight years radio, seeks position in television news. Westpheling, 584 Flannery, Santa Clara, CA 95051. 408-243-7075.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Network TV producer seeks opportunity in program department of local station, public or commercial, on either a permanent or a consulting basis. Great idea man, heavy network experience. Don't let the high-ticket network price tag scare you, I've had that scene and need a change. Let's get together. Box T-170, BROADCASTING.

1976 Graduate with B.S. degree telecommunications seeking entry level position in TV production. Location and salary open. Box T-179, BROADCASTING.

Writer/prod/dir. Variety, talk, special events doc., promo, cmrcs. Knows programing, production, ratings. Interesting background, management potential. Box T-183, BROADCASTING.

Producer-director/announcer: Major market independent and network affiliate experience, degree. Experienced in many phases of TV production. All considered, Canada too! WCT, 600 Rochester Road, Pittsburgh, PA 15237. 412-366-7182.

CABLE

HELP WANTED MANAGEMENT

Executive Opportunity. West Coast Cable MSO with superior financial strength has unusual opportunity for senior operations officer reporting to the president. All applicants should have exceptional organizing ability along with an impeccable track record at the senior management level. Duties would include participation in setting company policy. All resumes will be handled in the strictest confidence. Of course, management is aware of this ad. We are an Equal Opportunity Employer. Reply to Box T-196, BROADCASTING.

HELP WANTED MISCELLANEOUS

Jingle house seeks radio station connections for unique sales assistance arrangement. Good for you, good for us. No strings. PMW, Box 947, Bryn Mawr, PA 19010. 215-525-9873.

WANTED TO BUY EQUIPMENT

Want to buy 5 or 10 KW FM transmitter, 3 1/8" transmission line, and STL microwave system. Box T-48, BROADCASTING.

Looking for used automation system with random access memory. Insta-carts or carousel play-backs. Reel-to-reels optional. No junk. John Mosher, KOJM, Havre, MT 59501. 406-265-7841.

WANTED TO BUY EQUIPMENT CONTINUED

Collins 21E transmitter, Phone 408-475-0172 or write to Grant Wrathall, PO Box 483, Aptos, CA.

Wanted: PC60, PC70, or GE cameras and TV33, TV81 cable. 805-544-5657 Matrix Mobile TV, Box 536, San Luis Obispo, CA 93406.

FOR SALE EQUIPMENT

Two 3M Dropout comps. with VR-1200 interfacing kits. Used one month. Best offer. C. Egolf, WKTV, PO Box 2, Utica, NY 13503.

Marti STL8 microwave receiver and transmitter. Recently factory checked. \$1,100. CBS, 4300 Monaural audimax 1 year old. WQII, 809-790-5001. D. Gleason.

2 Norelco PC72-B cameras complete with Schneider TV 13 lens, range extenders, cable, control console, CZB 14 black and white monitor, RM529 wave form monitor, Vinton Mark 3 cam head, Vinton Mark 2 pedestal and Plumbicon tubes. Expertly maintained, approximately 50 hours use. Make offer: Byron Motion Pictures, 65 K St. N.E., Washington, DC 20002. Phone: 202-783-2700.

AM transmitters: Good selection of used 1 KW, 500 watt, 250 watt, and a few 5 KW AM transmitters. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

13 Colortran 172-000 10 ft. 4"x4" lighting outlet strips with 5 outlets, "like new" condition, \$75.00 each. Call R. Hippler, General Television Network, 313-548-2500.

RCA BR-77 series double rack cabinet, RCA LC-1 speaker in LS-1A cabinet, RCA BI-55 VU meter panel, RCA BE-100R equalizer, RCA ST6 tuner, BA-41 preamp, BA-43 program amp, BC5-B console, CBS stereo audimax III, Nems Clarke 120E FIM, GR 916AL bridge, electro impulse 20 KW dummy load and wattmeter. Collins 300G transmitter & more. Send for list. Northeast Broadcast LAB, PO 1176, S. Glens Falls, NY 12801. 518-793-2181.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

Contemporary comedy! Most usable deejay service available! Hundreds have renewed! Freebie! 5804-B Twineing, Dallas, TX 75227.

Deejays: 'Conversations' are super fun! And they score! Free demo from Hip Pocket Productions, PO Box 339, Denver, NC 28037.

Fruitbowl! Perfect for on the air p.d.'s and managers if you can't do all the prep you know you should let Fruitbowl help! Much more than a gag sheet! Free month's trial subscription. Fruitbowl, Dept. "C", PO Box 382, Fair Oaks, CA 95628.

Deejay's: Add more than just comedy to your airtime. Send \$10.00 for July variety package from seasoned radio and television writer. Resources: Box 345, Watertown, NY 13601.

MISCELLANEOUS

For Sale: 1200 song oldies library. Each song on audiopak cart. Dolbyized. Phase aligned. Card file. Excellent quality. \$2500 includes 101 Advent Dolby. WIHN, Bloomington, IL 309-827-6296.

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

EMPLOYMENT SERVICE

Group Sales Manager. Ambitious sales executive needed to recruit, hire and train sales people for multiple station ownership. Heavy travel. \$35,000 salary bonus arrangement and excellent insurance program. Confidential. Send resume and references to Box T-62, BROADCASTING.

PLACEMENT SERVICE

The Captain's Mate. Over 30 radio stations, in all for mats, need announcers. Send 50c in coin, plus self-addressed stamped envelope for current issue. Box T-3, BROADCASTING.

INSTRUCTION

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. 312-321-9400. 235 East Grand Avenue, Chicago, IL 60611.

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

FCC License preparation. Electronic courses. Compare out prices. Free home study school catalog. Genn Tech, 5540 Hollywood Blvd., Hollywood, CA 90028.

Job opportunities and announcer-d.j.-1st class FCC license training at Announcer Training studios, 152 W. 42nd St., 3rd floor, NYC. Licensed and V.A. benefits.

Institute of Broadcast Arts. 75 East Wacker Drive, Chicago, 4730 West Fond du Lac, Milwaukee. Current FCC license updates. Approved for Veterans benefits, financing available. Lowest prices in the Midwest. 312-236-8105 or 414-445-3090. Results guaranteed.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

FCC License study guide. 377 pages. Covers third, second, first radiotelephone examinations. \$9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

No: tuition, rent! Memorize, study—Command's "Test-Answers" for FCC first class license—plus "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

1st Class FCC, 6 wks, \$450.00 or money back guarantee. VA apvtd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin August 2 and Sept. 13. Student rooms at each school.

REI. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI. 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

FCC first phone 4 tests, formulas, guide, aids. Guaranteed! \$10. Engineer, Dwr 570, Mars, PA 16046.

RADIO Help Wanted Announcers

TALK SHOW PERSONALITY FOR MAJOR MARKET RADIO STATION

Top ten market 50,000 watt radio station seeks competent, professional talk show personality.* Great station. Great market. Salary open. Send resume to Box T-193, BROADCASTING.

An Equal Opportunity Employer
*present personality is aware of this change.

Help Wanted Announcers Continued

56 K L Z Denver, seeks **STRONG PERSONALITY (MOR) NOW**. Tremendous facility, great company in sports-minded growth area of Denver. K L Z is personality, news, and sports minded. If you are a **STRONG** personality, submit resume and tapes to Art Wander—Group ONE Consultants, 853 Copley Road, Akron, Ohio 44320. This EOE is people-oriented and personality minded.

Creative, innovative, M.O.R. personality communicator for mid-day slot on 50 kw KLOK (San Francisco Bay Area). Women encouraged to apply: E.O.E. Send tape and resume to: Bill Weaver, G.M., P.O. Box 21248, San Jose, Ca. 95151.

Help Wanted Programing, Production, Others

Media Specialist/National scientific organization has immediate opening for person to assist in maintaining and developing media contacts, especially within broadcasting. Must be good writer with 3-5 years experience in broadcasting news. Salary mid-teens. Equal Opportunity/Affirmative Action Employer. Send resumes to Box T-163, BROADCASTING.

Situations Wanted Management

AVAILABLE IMMEDIATELY
Radio Gen. mgr. with excellent record, trade and personal references. Mgt. experience includes major S.W. 50kw. multi-station group, class C FM's, most formats, all size markets. Seeking medium or major market opportunity. Please Reply Box T-99 BROADCASTING or call 505-299-9239.

Owners—Major Market management programing team from one of the nation's leading contemporary FM's seeking move to medium market. If you've got the facility we can give you the ratings and sales you deserve. We have the experience and references to prove it. All replies confidential.
Box T-187, BROADCASTING.

Situations Wanted Announcers

DIFFERENT, CONTROVERSIAL
New York sports director who tells it like it is. I'll give you much more than scores. Telephone/talk, play-by-play, drive time sportscasts. Available now.
Box T-77, BROADCASTING.

Situations wanted Announcers Continued

PSSST!
Want to buy a helluva jock. Warm, sincere, informative personality. Funny but believable. Easy going, but works hard. Super one-to-one communicator. A versatile pro currently working in top 35 market. All offers considered. Let me hear from you. For resume and tape, write: Box T-199, BROADCASTING.

ATTRACT NEW CLIENTS
Innovative off-air production man will work closely with your announcers and salesmen to produce creative spots for current and potential accounts.

I'm a top notch writer/producer with 5 yrs. commercial experience. Currently at group-owned metro New York City station ... Will relocate anywhere. B.S. Business Administration. Excellent references.

All Formats (516)367-4968

Help Wanted Sales Continued

TV EQUIPMENT SALES
High quality professional broadcast products sales: Openings available in mid-west and east coast. One of the most respected names in TV switchers, computer editors, and automation. Mail resume and salary requirements to:

Bob Faulkner
National Sales Manager
Central Dynamics Corp.
331 W. Northwest Highway
Palatine, Illinois 60067

Tektronix Inc.
World leader in the manufacturing of electronics test equipment is expanding video sales. An immediate opening exists in our Orlando Field Office. If you have Broadcast Video Sales Experience, An E.E. or related degree, and are ready to accept a challenge, we want to talk to you. Salary incentives, commission, and company automobile furnished. Please call to arrange a personal interview. 214/233-7791 or send business experience and educational information or resume to: Austin Basso, Eastern Region Sales Manager, Communications Division, 4455 Sigma Road, Dallas, Texas 75240.

TELEVISION Help Wanted Sales

International Sales Administrator

T.V. & Radio Broadcast Equipment

We are a leading producer of T.V. and radio broadcast equipment with an unusually interesting and rewarding career opportunity to offer. This position is responsible for the coordination and preparation of bids and proposals.

A B.S. or M.S.E.E. is preferred; but we'll accept equivalent work experience involving radio and T.V. station engineering plus marketing and product development with a broadcast equipment manufacturer or associated field.

You'll enjoy an excellent benefits program including profit sharing, hospitalization, stable employment, ideal conditions, plus relocation expenses. Salary will be fully commensurate with your experience and contribution.

Send resume in confidence to: Lawrence B. Carlstone, Professional Employment Supervisor.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

Harris Corporation,
Broadcast Products Division
Quincy, Illinois 62301

An Equal Opportunity Employer M F

SWITCHER SALES: Locate L.A. area, willing to travel West coast. Like to sell quality products. Write:
Nubar Donoyan
Vital Industries, Inc.
3700 N.E. 53rd Avenue
Gainesville, FL 32601. Tel: 904-378-1581

Why not reserve this space and see how well **BROADCASTING's Classified** can work for you!

Help Wanted Management

Promotion Manager

We need help. We're a top 25 market television station with an immediate opening for an aggressive Promotion Manager who knows how to create exciting promotions and achieve results. The person we select to fill this key position will have a strong background in broadcast promotion, film and video tape production experience, and print promotion. Promotion Manager will be totally responsible for all promotion-related activities including: *Promotion Department budgets

*Sales Promotion

*Print Promotion, both local and trade

*On-Air Promotion, both radio and television

Compensation commensurate with ability plus excellent fringe benefits.

If you have what it takes to fill this opening, reply in complete confidence to:

Box T-130, BROADCASTING

An Equal Opportunity Employer M/F

TV GENERAL MANAGER

Top 50 market VHF affiliate in Southeast seeking exceptional administrator for highly profitable operation. Vacancy caused by company promotion. Rare opportunity in desirable market. Salary commensurate with individual's needs. Call or write Dave Boylan, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL. 60631, 312-893-8171. Confidentially assured.

Help Wanted Technical

Experienced TV and radio systems engineer for design, installation & test. Call McBee Labs, Inc. (Wash. DC) 202-244-2345.

Help Wanted News

Expanding News Operation

Top 20 Network VHF station needs key on-air performer and one reporter for September start:

1. Co-Anchor Person

*will co-anchor nightly news broadcasts

*must have solid broadcast news background including experience in writing and editing copy, on-air reporting and interviewing. Knowledge of film/tape packages essential. Knowledge of ENG operations desirable.

1. Reporter

*will handle general news assignments

*ability to write and edit good copy a must as is knowledge of what makes a good film/tape package

*must have appropriate background

Salary for both positions comparable to other major market stations, with benefits.

Please reply promptly, in confidence to:

Box T-136, BROADCASTING

An Equal Opportunity Employer M/F

Sports Director

Major market station needs person to head up one person department. Will create film/VTR pieces, and deliver sports segments in newscasts. Must have similar experience. Salary commensurate with background and ability plus fringes.

Send resume to: Box T-142, BROADCASTING

An Equal Opportunity Employer M/F

Help Wanted Programing, Production, Others

Local Daytime Personality

Major market station starts a new daily variety/talk show in Fall. Needs personable, attractive, exciting host/hostess to put it all together and guide formulation and direction of program. Requirements include experience in producing similar programs and on-air performance, including interviewing. Background in writing copy, film/VTR production and news reporting desirable.

Salary open, plus fringe benefits. Send resume and tapes in confidence to:

Libby Stevens, Personnel Manager

WMAR-TV

6400 York Road

Baltimore, Maryland 21212

An Equal Opportunity Employer M/F

Placement Service

RADIO-TELEVISION CATV Looking For A Job?

Mail Us Your Resume Now!

William J. Elliott, Jr.

& Company, Inc.

205 Datura Street

Suite 444 M


West Palm Beach, Florida 33401

305-659-4513

Audience Research

"COMMUNITY NEEDS" SURVEYS

To satisfy FCC requirements for license renewals, ownership changes, and subscription TV applications.

Professional Research Services  "Another Dale Bennett Enterprise"

6806 S. TERRACE RD. TEMPE, ARIZ. 85293 (602) 838-4003 Collect

Employment Service

V.P./Radio

Rapidly expanding radio group with holdings in top 100 markets has created this new position to improve implementation of corporate strategy at each station. Position requires extensive knowledge of sales and station operations in medium markets. Executive selected will travel minimum of three days per week. We want an exceptional V.P./Radio and are prepared to meet income requirements of all qualified candidates plus offer ownership. Send resume with covering letter stating why we should arrange an interview with you. All replies confidential and promptly answered. Mail to President, Box T-59, BROADCASTING.

V.P./General Manager

Have you ever wondered if there is a company in the broadcasting industry that would recognize your talent and give you all the responsibility and money you desire? If you're as good as you think you are, we're that company. Tell us your expectations and why we should arrange a meeting for further discussion regarding this unique management opportunity in a large mid-western market. Completely confidential.

Box T-60, BROADCASTING.

ASSIGNMENT EDITOR PRODUCER AND ASSOC PRODUCERS

Hard working go-getters.

Top Ten Net Affiliate.

RIGHT SALARY FOR THE

RIGHT INDIVIDUALS.

Box T-166, BROADCASTING.

Employment Service Continued

WE HAVE THE JOBS!!!
Subscribe To:



Box 61, Lincoldale, N.Y. 10540
Number "One" in Weekly Nationwide
Employment Listings for Radio,
TV, DJ's, PD's,
News, Announcers, Sales & Engineers.
\$15.00 3 mo. (12 Issues): \$30.00 12 mo.
(50 Issues) No C.O.D.'s, Please

Program Services

THE NATIONAL MUSIC PIPELINE

with Frank Kingston Smith. An adult-oriented stereo weekly four-hour review of the best contemporary singles, featuring L.P. cuts by established artists, music featurettes and occasional interviews. Presented on open reel, toned for automation in a natural, live-sounding program.

Available to you now. Write on your letterhead or call for a demo that will melt your sox. One Summit Drive, Suite 35, Reading, Massachusetts 01867. (617) 942-0018.

Programming

There is still plenty of time to have "your man" reporting from the Montreal Summer Olympic Games, July 16-August 1. Three to ten live personalized reports daily with station and sponsor opening and closing. As low as \$1.00 per report for all markets. Call Sports Corporation of America, Lantana, Florida, 305 582-2474.

Buy-Sell-Trade



CHARGE-A-TRADE

Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. FREE BOOKLET

AVAILABLE • CALL TOLL FREE

800-327-5555 (except Florida)

3081 E Commercial Blvd Ft Lauderdale, FL 33308 (305) 491-2700
FORT LAUDERDALE • MEMPHIS • ORLANDO • NEW YORK • ATLANTA

Wanted To Buy Stations

Twenty year old broadcasting group with 6 AMs and 4FMs seeks additional full-time AM/AM-FM or FM in top 100 markets. Bank references on request.

Alastair B. Martin
Chairman of the Board
Regional Broadcasters Group
880 Third Avenue
New York, New York 10022
Phone .(direct pvt)
212-838-9062
All replies confidential

**Wanted To Buy Stations
Continued**

Sell or Merge?

Growth oriented group is interested in acquiring top 100 market FM stations or full-time AM/FM combinations. Cash or possibility of exchanging stock. Write Ron Curtis, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631 or call 312-693-6171.

For Sale Stations

**FULL TIME AM STATION S.E.
ONE OF 10 FASTEST GROWING
MARKETS
IN THE UNITED STATES**

Market of over 70,000. 24th in the nation in retail sales per household. Super growth area. Priced at less than 2 1/2 times gross. Terms to financially qualified buyer. No brokers please.
Box T-115, BROADCASTING.

**FULL TIME, CLASS IV, AM, 1000
W STATION, ■ SMALL ESTAB-
LISHED MARKET, BILLING
\$75,000 YEARLY, LOCATED IN
WEST VIRGINIA.
WRITE BOX T-161, BROAD-
CASTING.**

One of the best
small market
West Texas Fulltime AM
Highly profitable
Solid billing
\$385,000
Only financially qualified
buyers need inquire
Box T-204, BROADCASTING.

**FOR SALE ... WTWA, 1240, 1 KW fulltime,
Thomson, Georgia. Average annual billings
past five years, \$100,000. Price includes extra
valuable real estate. I will entertain the best
bid over \$250,000. 10% down, 15 years
payout. Gene Harden, P.O. box 591.**

**UHV TV station, network affiliate, Midwest
medium growth market, \$1,500,000 liberal
terms.
Profitable combination AM-FM, up-state New
York, valuable land, \$1,300,000 terms.
Norman Fischer & Associates, Inc. P.O. Box
5308, Austin, TX 78763 (512)452-6489.**

ESTATE SALE

Louisiana AM with FM Companion. AM is 1 kw Daytimer. FM is Class A. Minimum acceptable cash price is \$305,000.00. Price is in excess of eight times the average adjusted cash flow. AM on air since 1956. FM since 1967. Respond by July 15, 1976, to David W. Turrentine, Administrator, P.O. Box 4358, Monroe, LA 71201.

**For Sale Stations
Continued**



**Brokers & Consultants
to the
Communications Industry**

THE KEITH W. HORTON COMPANY, INC.

1705 Lake Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

**MEDIA BROKERS
APPRAISERS**

RICHARD A.
SHAHEN
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



Midwest	small	daytime	\$180K	Terms
SE	small	power	\$215K	Terms
CA	medium	profitable	\$225K	65K
NewEng	coastal	fulltime	\$130K	terms
Texas	major	FM	\$750K	SOLD

Atlanta - Boston - Chicago - Dallas
New York - San Francisco

CHAPMAN ASSOCIATES*
nationwide service

1835 Savoy Drive, Atlanta, Georgia 30341

**For Sale Stations
Continued**

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

1000 W. daytimer. Good dial position. Only black programmed station in market of 295,000 in Virginia. \$250,000. 5000 W. fulltime. Florida City. \$470,000. Class A FM stereo, Florida City, \$420,000.

BUSINESS BROKER ASSOCIATES
615-894-7511

**W.R.
IKE TWINING**

Communications Investments

68 Post Street

San Francisco 94104

(415) 981-5510 - (408) 624-7710

**BROADCASTING'S CLASSIFIED
RATES**

Payable in advance. Check or money order only

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted, Management Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

- Help Wanted, 50c per word - \$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40c per word - \$5.00 weekly minimum.

- All other classifications, 60c per word - \$10.00 weekly minimum.

- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.

- All other \$45.00 per inch.

- More than 4" billed at run-of-book rate.

- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit!) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Stock Index

Stock symbol	Exch.	Closing Wed. June 23	Closing Wed. June 16	Net change in week	% change in week	1976 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	N	33 3/4	33 3/4		.00	33 3/4	19 7/8	30	17,289	583,503	
CAPITAL CITIES	CCB	N	53 3/4	51 1/8	+ 2 5/8	+ 5.13	53 3/4	42 1/4	15	7,716	414,735
CBS	N	57 3/4	56 1/2	+ 1 1/4	+ 2.21	58	46 3/4	13	28,313	1,635,075	
COX	N	35 3/4	33	+ 2 3/4	+ 8.33	36 1/2	28 3/4	14	5,861	209,530	
GROSS TELECASTING	GGG	A	11	10 3/4	+ 1/4	+ 2.32	12 3/8	10	7	800	8,800
LIN	LINB	O	16 1/4	15 1/8	+ 1 1/8	+ 7.43	17 1/4	9 5/8	9	2,382	38,707
MOONEY	MOON	O	2 1/2	2 1/2		.00	3 7/8	2 3/8	5	425	1,062
RAHALL	RAHL	O	5 1/8	5 1/4	- 1/8	- 2.38	5 1/4	4 1/2	14	1,297	6,647
SCRIPPS-HOWARD	SCRP	D	27 1/2	27	+ 1/2	+ 1.85	28 1/2	20 1/2	8	2,589	71,197
STARR**	SBG	M	2 5/8	2 5/8		.00	5	2 1/2		1,202	3,155
STORER	SBK	N	26 3/8	24 3/4	+ 1 5/8	+ 6.56	26 3/8	15 7/8	9	4,548	119,953
TAFT	TFB	N	31 1/4	29 3/8	+ 1 7/8	+ 6.38	31 1/4	23 1/4	12	4,046	126,437
TOTAL									76,468	3,218,801	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3 1/2	3 5/8	- 1/8	- 3.44	4 3/4	2	8	1,258	4,403
AVCO	AV	N	11 1/2	11	+ 1/2	+ 4.54	12 3/8	4 1/2	3	11,481	132,031
BARTELL MEDIA**	BMC	A	1	1		.00	1 1/4	1 1/2		2,257	2,257
JOHN BLAIR	BJ	N	10 1/8	9 7/8	+ 1/4	+ 2.53	10 5/8	5	8	2,403	24,330
CHRIS-CRAFT**	CCN	N	5	5		.00	6 3/8	5		4,162	20,810
COMBINED COMM.	CCA	N	19 1/8	19 5/8	- 1/2	- 2.54	19 5/8	12 5/8	11	5,807	111,058
COWLES	CWL	N	9 1/4	9	+ 1/4	+ 2.77	10	6 1/8	12	3,969	36,713
DUN & BRADSTREET	DNB	N	27 5/8	27 3/4	- 1/8	- .45	33 3/4	24 5/8	17	26,581	734,300
FAIRCHILD IND.	FEN	N	10	10 5/8	- 5/8	- 5.88	11 1/4	6 1/8	14	5,708	57,080
FUQUA **	FOA	N	7 5/8	7 5/8		.00	8 7/8	4 1/2		8,551	65,201
GANNETT CO.	GCI	N	35 1/2	34 1/4	+ 1 1/4	+ 3.64	40	32 7/8	19	21,108	749,334
GENERAL TIRE	GY	N	21	20	+ 1	+ 5.00	23	17 5/8	6	21,914	460,194
GLOBETROTTER**	GLBTA	O	2 5/8	2 5/8		.00	2 7/8	1 1/2		2,783	7,305
GRAY COMMUN.	GR	O	6	6		.00	6 1/2	6	4	475	2,850
HARTE-HANKS	HHN	N	24 3/8	23 7/8	+ 1/2	+ 2.09	25	17 1/8	13	4,381	106,786
JEFFERSON-PILDT	JPN	N	26 5/8	25 5/8	+ 1	+ 3.90	31 1/4	25 5/8	11	24,074	640,970
KAISER INDUSTRIES	KI	A	14	14 1/4	- 1/4	- 1.75	14 1/4	8	7	27,598	386,372
KANSAS STATE NET.	KSN	O	3 1/2	3 1/2		.00	4 7/8	3	5	1,815	6,352
KINGSTIP	KTP	A	6 5/8	5 1/2	+ 1 1/8	+ 20.45	8 5/8	4 7/8	5	1,154	7,645
KNIGHT-RIDDER	KRN	N	32 1/2	31 1/2	+ 1	+ 3.17	36 5/8	28 7/8	14	8,305	269,912
LEE ENTERPRISES	LNT	A	15 5/8	16 1/8	- 1/2	- 3.10	25 1/2	15 3/8	10	3,352	52,375
LIBERTY	LC	N	14 1/2	14 3/4	- 1/4	- 1.69	17	9 1/2	6	6,762	98,049
MCGRAW-HILL	MHP	N	14 3/4	14	+ 3/4	+ 5.35	17	12 3/4	10	24,700	364,325
MEDIA GENERAL	MEG	A	16 1/4	15 7/8	+ 3/8	+ 2.36	19 1/2	14 1/4	8	7,272	118,170
MEREDITH	MOP	N	16 7/8	15 3/4	+ 1 1/8	+ 7.14	17 5/8	10 1/4	4	3,041	51,316
METROMEDIA	MET	N	27 3/4	27 1/8	+ 5/8	+ 2.30	27 3/4	15	10	6,553	181,845
MULTIMEDIA	MMED	O	18	17 1/2	+ 1/2	+ 2.85	19 1/2	14 1/4	11	4,390	79,020
NEW YORK TIMES CO.	NYKA	A	13 5/8	12 7/8	+ 3/4	+ 5.82	17 3/8	11 1/2	13	10,931	148,934
OUTLET CO.	DTU	N	17 1/8	17	+ 1/8	+ .73	19	12 7/8	5	1,391	23,820
POST CORP.**	POST	O	10 1/2	10 1/2		.00	10 1/2	8		871	9,145
REEVES TELECOM**	RBT	A	1 5/8	1 5/8		.00	2 1/4	1 1/8		2,376	3,861
ROLLINS	RDL	N	22 3/4	22 3/4		.00	27 3/8	20 3/4	14	13,404	304,941
RUST CRAFT	RUS	A	8 3/8	8 1/4	+ 1/8	+ 1.51	9 7/8	5 5/8	7	2,291	19,187
SAN JUAN RACING	SJR	N	8 3/8	7 7/8	+ 1/2	+ 6.34	9 1/4	7 1/4	6	2,509	21,012
SCHERING-PLOUGH	SGP	N	50 3/4	51	- 1/4	- .49	59 3/4	47 1/2	19	53,995	2,740,246
SONDERLING	SDS	A	11 1/2	10 1/2	+ 1	+ 9.52	13	6 3/4	5	729	8,383
TECH OPERATIONS**	TO	A	3 1/8	3 3/8	- 1/4	- 7.40	4 3/4	2 7/8		1,344	4,200
TIMES MIRROR CO.	TMC	N	22 1/4	21 1/8	+ 1 1/8	+ 5.32	23	18 1/4	15	33,881	753,852
WASHINGTON POST CO.	WPO	A	32 5/8	32 1/8	+ 1/2	+ 1.55	35	21 3/4	10	4,546	148,313
WQWTCO	WOM	N	17 1/8	16 5/8	+ 1/2	+ 3.00	19 1/2	13	8	6,292	107,750
TOTAL									376,414	9,064,647	

Cablecasting

AMECO**	ACO	O	1/2	1/2		.00	1/2	3/8		1,200	600
AMER. ELECT. LABS**	AELBA	O	1	1 1/4	- 1/4	- 20.00	2 1/8	3/4		1,672	1,672
AMERICAN TV & COMM.	AMTV	O	19 1/4	19	+ 1/4	+ 1.31	21 3/4	13 1/2	21	3,322	63,948
ATHENA COMM.**	A	O	3/8	3/8		.00	1/2	1/8		2,125	796
BURNUP & SIMS**	BSIM	O	4 3/4	4 3/4		.00	6 1/2	4 5/8		8,351	39,667
CABLECOM-GENERAL	CCG	A	6	6 1/8	- 1/8	- 2.04	8 1/8	5 1/2	5	2,560	15,360
CABLE INFO.	C	O	1/2	1/2		.00	1/2	1/4	3	663	331
COMCAST	C	O	3 1/8	3 1/8		.00	3 1/8	1 7/8	39	1,708	5,337
COMMUN. PROPERTIES**	COMU	O	3 3/4	3 1/2	+ 1/4	+ 7.14	3 3/4	1 7/8		4,761	17,853
COX CABLE	CXC	A	16	14 3/4	+ 1 1/4	+ 8.47	17 3/4	13	19	3,560	56,960
ENTRON	ENT	O	1 1/2	1 1/2		.00	1 3/4	1 1/2	2	979	1,468
GENERAL INSTRUMENT	GRL	N	16 1/8	15	+ 1 1/8	+ 7.50	16 1/8	8 1/4	21	7,178	115,745
GENEVE CORP.	GENV	O	9	9		.00	9 3/4	6 1/2	60	1,121	10,089
TELE-COMMUNICATION**	TCOM	O	3	3		.00	5 1/4	2 7/8		5,181	15,543
TELEPROMPTER**	TP	N	7 1/2	7 1/2		.00	9 3/8	5 3/4		16,634	124,755
TIME INC.	TL	N	60 1/4	57 7/8	+ 2 3/8	+ 4.10	69 1/2	57 7/8	13	10,036	604,869
TOCOM	TCOM	O	2 3/4	2 7/8	- 1/8	- 4.34	3 1/4	1 5/8	10	617	1,696
UA-COLUMBIA CABLE	UACC	O	12 1/4	12 1/4		.00	13	9	12	1,700	20,825
UNITED CABLE TV**	UCTV	O	2 3/8	2 3/8		.00	3	1 5/8		1,879	4,462
VIACOM	VIA	N	8 1/8	8 3/8	- 1/4	- 2.98	11 3/4	7 7/8	9	3,654	29,688
VIKOA	VIK	A	3	3 3/8	- 3/8	- 11.11	3 3/4	1 1/8	150	2,529	7,587
TOTAL									81,430	1,139,051	

Stock symbol	Exch.	Closing Wed. June 23	Closing Wed. June 16	Net change in week	% change in week	High	Low	1976	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
Programing													
COLUMBIA PICTURES	CPS	N	6 1/8	5 1/2	+	5/8	+	11.36	7 7/8	4 1/2	6	6,748	41,331
DISNEY	DIS	N	55 3/4	54 1/4	+	1 1/2	+	2.76	63	50 1/8	25	31,005	1,728,528
FILMWAYS	FWY	A	7	7				.00	10 1/4	5 1/4	7	2,164	15,148
FOUR STAR			1/2	1/2				.00	5/8	3/8	5	666	333
GULF + WESTERN	GW	N	24 7/8	25	-	1/8	-	.50	26 7/8	19 5/8	5	30,058	747,692
MCA	MCA	N	32 1/2	31 3/8	+	1 1/8	+	3.58	79 1/8	29 3/8	6	17,344	563,680
MGM	MGM	N	14 1/8	13 1/2	+	5/8	+	4.62	15 3/4	12 7/8	7	13,091	184,910
TELETRONICS INTL.	O		5	4 3/4	+	1/4	+	5.26	9 5/8	3 3/4	8	837	4,185
TRANSAMERICA	TA	N	11 1/8	10 7/8	+	1/4	+	2.29	11 5/8	8 1/4	9	64,947	722,535
20TH CENTURY-FDX	TF	N	10 3/4	10	+	3/4	+	7.50	15	8 7/8	6	7,558	81,248
WALTER REAOE	WALT	O	1/8	1/8				.00	3/8	1/8	6	4,296	537
WARNER	WCI	N	21	19 3/4	+	1 1/4	+	6.32	24	17 1/2	32	17,728	372,288
WRATHER	WCO	A	4	4 1/2	-	1/2	-	11.11	5 1/8	3 1/8	13	2,244	8,976
TOTAL										198,686	4,471,391		
Service													
BBDO INC.	BBDO	O	19 3/4	19 3/4				.00	21	16 3/4	8	2,513	49,631
CDMSAT	CO	N	25 5/8	25 3/4	-	1/8	-	.48	31 3/4	23 7/8	6	10,000	256,250
DOYLE DANE BERNBACH	DOYL	O	12	12				.00	13	8 7/8	8	1,816	21,792
FOOTE CONE & BELDING	FCB	N	12 5/8	12 1/8	+	1/2	+	4.12	14	10 1/4	7	2,130	26,891
GREY ADVERTISING	GREY	O	11 7/8	11 1/2	+	3/8	+	3.26	11 7/8	6 7/8	7	1,213	14,404
INTERPUBLIC GROUP	IPG	N	23 1/2	22 7/8	+	5/8	+	2.73	26 5/8	16 3/8	7	2,290	53,815
MARVIN JOSEPHSON	MRVN	O	7 1/8	7 5/8	-	1/2	-	6.55	10 3/8	7	7	1,952	13,908
MCI COMMUNICATIONS**	MCIC	O	1 5/8	1 1/2	+	1/8	+	8.33	3 3/8	1 3/8	8	15,826	25,717
MOVIELAB	MOV	A	1 1/2	1 3/8	+	1/8	+	9.09	2 5/8	1	7	1,407	2,110
MPO VIDEOTECHNICS**	MPO	A	3 1/2	3 5/8	-	1/8	-	3.44	3 5/8	2 3/8	8	537	1,879
NEEDHAM, HARPER	NHMA	O	6 1/8	6 1/8				.00	6 7/8	5 5/8	4	816	4,998
A. C. NIELSEN	NIELB	O	19 1/4	18	+	1 1/4	+	6.94	24 5/8	16 3/4	13	10,598	204,011
OGILVY & MATHER	OGIL	O	24 1/2	26 1/4	-	1 3/4	-	6.66	27 1/2	17	8	1,805	44,222
J. WALTER THOMPSON	JWT	N	10 3/4	10 1/4	+	1/2	+	4.87	13 7/8	7 7/8	9	2,649	28,476
TOTAL										55,552	748,104		
Electronics/Manufacturing													
AMPDEX	APX	N	7 1/2	7 5/8	-	1/8	-	1.63	8 1/8	4 3/4	75	10,885	81,637
ARVIN INDUSTRIES	ARV	N	13 3/4	13 7/8	-	1/8	-	.90	16	9 5/8	7	5,959	81,936
CETEC	CEC	A	1 3/4	2	-	1/4	-	12.50	2 3/4	1 1/4	12	2,319	4,058
COHU, INC.	CDH	A	2 1/4	2 1/2	-	1/4	-	10.00	3 5/8	2	11	1,617	3,638
CONRAC	CAX	N	23	23 1/8	-	1/8	-	.54	24	20	8	1,282	29,486
EASTMAN KODAK	EASKD	N	101	101 1/4	-	1/4	-	.24	116 3/4	96 1/4	26	161,347	16,296,047
FARINON ELECTRIC	FARN	O	10 1/4	9 3/4	+	1/2	+	5.12	11 1/2	7	19	3,925	40,231
GENERAL ELECTRIC	GE	N	56 3/8	55	+	1 3/8	+	2.50	56 3/4	46	16	184,427	10,397,072
HARRIS CORP.	HRS	N	48 1/8	46 1/4	+	1 7/8	+	4.05	48 1/8	33 3/4	12	6,066	291,926
HARVEL INDUSTRIES *	HARV	O	6	6				.00	6	6	16	480	2,880
INTL. VIDEO CORP.	IYCP	O	1 7/8	1 3/4	+	1/8	+	7.14	3 1/8	1 1/8	8	2,701	5,064
MICROWAVE ASSOC. INC	MAI	N	18 1/8	17 3/4	+	3/8	+	2.11	20	13 3/4	11	1,320	23,925
3M	MMM	N	58	56 3/8	+	1 5/8	+	2.88	63 1/2	52 1/2	24	114,240	6,625,920
MOTOROLA	MOT	N	57	57 3/4	-	3/4	-	1.29	57 3/4	41 1/4	32	28,300	1,613,100
N. AMERICAN PHILIPS	NPH	N	29	28	+	1	+	3.57	33	19 7/8	9	12,033	348,957
OAK INDUSTRIES	OEN	N	11	10 5/8	+	3/8	+	3.52	11 1/2	7 1/4	27	1,639	18,029
RCA	RCA	N	27 7/8	26 1/4	+	1 5/8	+	6.19	27 7/8	18 7/8	17	74,627	2,080,227
ROCKWELL INTL.	RDK	N	29 5/8	29 1/4	+	3/8	+	1.28	32 1/2	23 3/8	9	31,200	924,300
RSC INDUSTRIES	RSC	A	1 3/4	1 3/4				.00	2 1/2	1 3/8	9	3,440	6,020
SCIENTIFIC-ATLANTA	SFA	A	14 1/4	14 1/8	+	1/8	+	.88	18 5/8	10 1/4	11	1,387	19,764
SONY CORP.	SNE	N	9 3/4	9 7/8	-	1/8	-	1.26	9 7/8	7 1/4	36	172,500	1,681,875
TEKTRONIX	TEK	N	60 1/2	57 3/8	+	3 1/8	+	5.44	62 1/2	44 1/4	19	8,671	524,595
TELEMATION	TMT	O	1/2	1/2				.00	1	1/2	1	1,050	525
VARIAN ASSOCIATES	VAR	N	14 7/8	14	+	7/8	+	6.25	17 1/4	12	13	6,838	101,715
WESTINGHOUSE	WX	N	16 1/8	16 1/8				.00	17 3/4	13	8	87,498	1,410,905
ZENITH	ZE	N	34 3/8	32 3/8	+	2	+	6.17	38 1/4	23 5/8	19	18,799	646,215
TOTAL										944,550	43,260,047		
GRAND TOTAL										1,733,100	61,902,041		

Standard & Poor's Industrial Average 115.8 114.7 +1.1

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

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.

Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:

Campton Industries	1/8	10/2/74
CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/4/75
Etkins Institute	1/8	11/20/74
Heritage Communications	3	6/8/76
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75

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.

Taker-on of challenges: Ted Turner of Atlanta

Much has been written about Ted Turner. His sailing ventures have put him in the pages of *Sports Illustrated*, *Yachting* and the *New York Times*. His skippering of the *Mariner* and then the *Valiant* in the 1974 America's Cup competition prompted a book, *The Grand Gesture*, by Roger Vaughan.

He's been characterized as a man who seeks adversity and will go out of his way to find an odds-against-him fight. The trophies from his victories at sea stand as evidence of his spirit.

On land, Ted Turner competes in communications—as board chairman of Turner Communications Corp., Atlanta, a broadcasting and outdoor advertising firm. And earlier this year he tossed his hat onto the baseball diamond when he bought the Atlanta Braves.

Ted Turner had corporate responsibilities thrust upon him at 24 when his father's death left him in control of several outdoor advertising companies in the South. Instead of grabbing what he could and pursuing a full-time sailing career, young Turner decided to bring his father's company back into the black. "The challenge was the big thing," he recalls, and besides, he had a company, "even though it was way overextended."

Ted Turner not only brought the outdoor advertising companies back on their feet but also entered the broadcast business. Irwin Mazo, a personal friend and former Turner business consultant, recalls that the "preponderance of advice" was that the merger with Rice Communications for WTCG(TV) Atlanta and the purchase of WRET-TV Charlotte, N.C., were bad investments. WGOW(AM) and WYNQ(FM) Chattanooga, Tenn., were also acquired along the way. Mr. Mazo claims that Ted Turner purchased the UHF television stations to prove his advisers wrong. He did just that and, says Mr. Mazo, "I wouldn't want to compete with him."

Mike Kievman, vice president for programming for Cox Broadcasting's WSB-TV Atlanta, is one who has to compete. He credits Mr. Turner with generating audience excitement for independent television stations. And, as an example of how Mr. Turner throws himself into his causes, Mr. Kievman recalled four years ago when Mr. Turner went on WRET-TV to ask the public to come to the aid of the financially strapped station by contributing the price of two theater tickets. A total of \$22,682 was collected with the promise that if the station was successful, the loans would be repaid with interest. Earlier this year he did just that, at 6%.

Building his independent stations into profit-making operations took much re-



Robert Edward (Ted) Turner III—board chairman, Turner Communications Corp., Atlanta, and president, Atlanta Braves; b. Nov. 19, 1938, Cincinnati; attended Brown University, 1956-60; general manager, Turner Advertising, Macon, Ga., 1960; various capacities for Turner companies, Atlanta, 1962; president and chief executive officer, Turner companies, 1963; m. Jane Shirley Smith of Birmingham, Ala., 1965; five children—Laura Lee, 14, and Teddy, 13 (by previous marriage); Rhett, 9; Beauregard, 8, and Sarah Jean, 7.

search, Mr. Turner said, including study of what made the Metromedia group successful. He went for youngsters in the afternoon and added a heavy schedule of sports. This year WTCG originates the Atlanta Braves games for a six-state regional network of 29 stations. And in an unusual programming move, many of the games are replayed at 1 a.m. Broadcast rights this year became academic when Mr. Turner purchased the team from the Atlanta/LaSalle Corp.

On the news end, Mr. Turner likes to look at his stations as "cheery." He claims he doesn't really go in for reporting the violence and scandal and equates a good deal of television news with the *National Enquirer*. "There's a lot of yellow journalism," he asserts, believing that news operations often are "accentuating the negative." Mr. Turner claims that the "one percent" of the public that gets in trouble is afforded "80%" of news coverage because the media "constantly harp on it." As an example, he cites the scandal

surrounding Congressman Wayne Hays. "We're becoming regional stations," Mr. Turner says of his television operations. Currently his channel 17 in Atlanta is carried by terrestrial microwave to 95 cable systems in six states where it reaches 440,000 homes.

Bigger plans, however, are in the works. According to Terry McGuirk, channel 17 director of cable relations, an application is pending at the FCC to operate a send-and-receive earth station at WTCG. Southern Satellite Systems (which Turner Communications incorporated and then divested because it didn't want to enter the common-carrier business) would deliver WTCG's signal to cable systems at a charge of 10 cents per subscriber. While interest has come from as far away as Idaho, the main effort will be in the Southeast. Mr. McGuirk says it wouldn't be unreasonable to have a one-million-homes goal in that region. Sports events such as Atlanta Braves away games could also be brought in via the satellite, which Mr. McGuirk hopes will be operating by middle to late August.

Mr. Turner, a member of the National Cable Television Association, views the National Association of Broadcasters as an "anticable lobbying association." He doesn't believe that cable should be able to supplant broadcasting but is glad some restrictions over the medium have been taken away. Although his radio stations belong to the NAB, Mr. Turner claims that it is dominated by those who "want to perpetuate control."

On the surface it appears that Mr. Turner's business career has been marked only by success. Yet he is quick to point out that everything hasn't been profit-making, although "the failures go unnoticed." Two such failures were in the screen printing and boat-building businesses.

He looks at these ventures philosophically. "Winning doesn't mean anything unless you lose too," he says, believing that there's "no real exhilaration unless you've been in the valley to begin with."

Ted Turner is sailing now, as a member of the U.S. Orion Patch team. He manages about six weeks off a year to sail because "we've got a heck of a good operation" and good management. And rather than just waiting for him to return to their Marietta, Ga., home his wife, Jane, and five children frequently meet him on foreign docks.

Mr. Turner has had some of his favorite expressions printed on miniature billboards. One which sat on his desk for a while reads: "Either lead, follow or get out of the way." He has succeeded in sailing and communications. Now he hopes to eventually lead the World Series to Atlanta.

The crunch

Against continued opposition among affiliates of all three television networks, the lengthening of the networks' evening news programs is changing from vague idea to probability. It is almost as though the process had been orchestrated.

Rumors that ABC-TV was thinking of expanding its 30-minute news to 45 minutes began circulating when the network hired Barbara Walters to co-anchor the program with Harry Reasoner. That was only two months ago (BROADCASTING, April 26). Within a week it became known that all three networks were thinking of longer news. Within two weeks the seriousness of the networks' intentions became evident when Arthur Taylor, president of CBS Inc., raised the subject at the annual convention of CBS-TV affiliates. Longer news was the principal topic of debate during the ABC-TV affiliates convention two weeks later and during the NBC-TV affiliates convention last week.

In those two months, the length and scheduling of longer news have also come into clearer focus. At the outset the talk was of a 45-minute program at 7-7:45 p.m. New York time, or perhaps at 6:45-7:30. Now the talk is of an hour at 6-7 p.m. NYT, or perhaps at 5:30-6:30.

The timetable for introduction has also been advancing. At first ABC-TV officials said they hoped to bring in a longer program some time before the fall of 1977. CBS-TV officials, at their affiliates convention, refused to speculate on a date. At the ABC-TV convention, the affiliates were assured that they would be given at least six months notice before a program change became effective and that no one knew when that notice would go out. Last week, the clock moved ahead with the word at NBC-TV that a proposal might be submitted to affiliates within a couple of months.

All three networks recognize that their desires for longer news cannot be realized without some special compensation to affiliates that collectively stand to lose perhaps as much as \$100 million a year in nonnetwork advertising revenues if network news is expanded into what is now station time. The search for a quid pro quo is obviously delaying the network introduction of the programs.

So far, however, no network seems to be responding to suggestions that journalistic ambitions be exercised in some way other than the lengthening of the evening news. Westinghouse's Don McGannon, for example, has attracted no discernible support for his proposal of a half-hour of network news at 9-9:30 p.m. At the moment the pressure is building for an hour of evening news, and affiliates are privately, if grudgingly, acknowledging its inevitability. The trade-off, however, must preserve the affiliates' independence to serve their own communities in their own ways.

First step

Directors of the National Association of Broadcasters have ostensibly composed the differences that arose at their winter board meeting. As reported here a week ago, the association's joint board has appointed a task force to do something about the recommendations that a special fact-finding committee submitted. Principal among the recommendations is the recruitment of a high-level executive, presumably to take over the management of the operation and free the president, Vincent Wasilewski, for larger things.

The directors are hoping to find another Grover Cobb, a former broadcaster who died with a heart attack while the NAB's senior executive vice president. The Cobb tenure is seen in hindsight as a period of fruitfulness that the board yearns to recapture. There may be stronger traces of nostalgia than history in this remem-

bered past, but who knows? Maybe another Grover Cobb is out there waiting for the broadcasters' call.

Even if he is discovered, however, the gratification of the broadcasters' desires will be subject to delay. License-renewal relief is not about to spring full-bodied from Capitol Hill, nor is suppressive cable legislation or a pro-broadcasting copyright bill. At the FCC, regulation of broadcast content has never been worse. The engagement of a Mr. Miracle by the NAB will be no guarantee that peace in Washington is just around the corner.

The times favor a more comprehensive review of broadcaster representation than the NAB board has decreed. It is not merely a question of whether the NAB is functioning at optimum efficiency. What about the other organizations that broadcasters underwrite in the hope of improving their government and public relations? How long has it been, for example, since a careful appraisal was made of the Television Information Office and its budget of \$800,000 a year? Are funds being productively spent? Are consolidations in order? Are broadcasters spending enough?

Questions such as those, it has seemed to us, could be most usefully asked of a disinterested management analyst. The NAB board, however, has chosen to stay within its own council, and that decision probably postpones larger considerations.

The board's action represents a start in the right direction. It is certainly to be preferred over the rancorous dissension of the recent past, and it may even lead to measurable improvements in the operation. Wilson Wearn of Multimedia, the even-handed chairman, steered a careful course between extremes. The broadcasters were lucky to have him.

Of age

With infinitely greater competition among broadcasters than among newspapers or magazines, the promotion person has become an identifiable, even indispensable communicator in his own right. It was 21 years ago that the Broadcasters Promotion Association held its first convention in Chicago. For the most part its members were condoned by ownerships as perhaps unavoidable overhead.

That is in contrast to the seminar in Washington June 16-19 which sparkled with freshness, originality and professionalism and a BPA attendance of 400 that might have averaged out to 35 years of age.

Happily there are now notable examples of the elevation of promotion people to top management and ownerships. Based on what we observed at the Statler-Hilton in Washington a fortnight ago, more are bound to follow.



Drawn for BROADCASTING by Jack Schmidt

"It's the national weather service. They'd like to know what your forecast is going to be."



HEAR YE!

HEAR YE!

We, the People of Channel-10 Television, in order to provide the general public with a better and more informative and entertaining daily program schedule, do hereby solemnly pledge our professionalism, our twenty years of service, and our interest and concern for the viewing public to accomplish this goal and to provide each citizen and each home with the good life, free TV, and the pursuit of total television happiness.



MULTIMEDIA

A station of Multimedia Broadcasting Company. Affiliated with WFBC-TV, Greenville, S.C., WMAZ-TV, Macon, Georgia, and WXII-TV, Winston-Salem, North Carolina.



wbir

TELEVISION

CHANNEL 10

KNOXVILLE

TENNESSEE

Represented by KATZ

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

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

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

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

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

"Not long ago, we covered a story

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

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

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

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

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

Film is good news.

