

**FCC calls showdown with courts on format control  
In detail: TV's big year before this bigger one**

# Broadcasting Aug 2

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

**NEWSPAPER**

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# GET READY! FOR A WHALE

"Music Hall America" comes to television this Fall! With more joy and jubilation and eye-popping production for 52 non-stop weeks than viewers have ever applauded before.

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Each song-filled hour—backed by a 26-piece orchestra—showcases big-name artists and groups; mixes vocalists with instrumentalists and fast-stepping dancers; and spices the musical parade with plenty of sparkling comedy routines.

The result is one whale of a show! Every week of the year!

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---

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Chicago	Milwaukee	Grand Rapids-Kalamazoo	Shreveport
Philadelphia	Cincinnati	Albany-S-Troy	Jacksonville
Boston	Buffalo	Dayton	Toledo
San Francisco	Kansas City	Wilkes Barre-Scranton	Knoxville
Detroit	Sacramento-Stockton	Orlando-Daytona Beach	Raleigh-Durham
Washington, D.C.	Denver	Charleston-Huntington	Omaha
Cleveland	Providence	Lancaster-H-L-York	Mobile-Pensacola
Dallas-Ft. Worth	Nashville	Syracuse-Elmira	Green Bay
St. Louis	San Diego	San Antonio	Roanoke-Lynchburg
Minneapolis-St. Paul	Charlotte	Salt Lake City	Davenport-R. I.-Moline
Atlanta	Columbus, O.	Norfolk-Ports-N. News	Fresno
Miami-Ft. Lauderdale	New Orleans	Greensboro-H. P.-W. Salem	Champaign-S-Decatur
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# AMERICA!! OF A SHOW!!

"Music Hall America" is produced in its entirety at Nashville's magnificent Opryland, USA entertainment complex, which houses the world's finest new television production facility and is rightfully called "the home of American music."

With 128 stations that cover 9 out of every 10 homes in the nation, "Music Hall America" has a star-spangled network all its own. And it's still growing!

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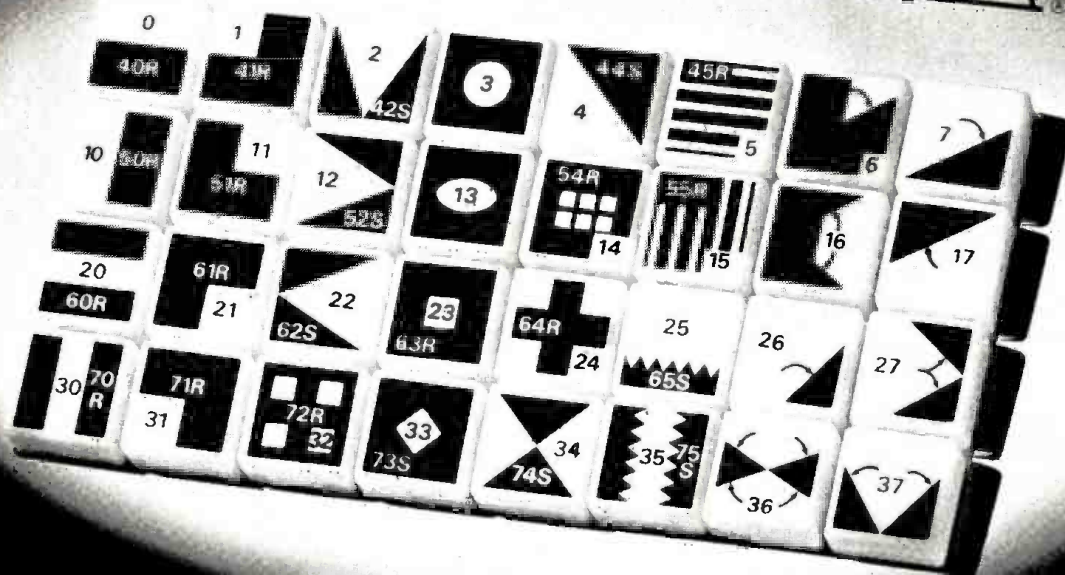
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Model 1600-7K is also available in PAL and PAL-M versions. For additional information on the system, including a demonstration video tape, contact your nearest Grass Valley Group field office.

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# The Week in Brief

**FCC OPPOSES MEDDLING** □ Defending the licensee's right to choose a radio format, the commission asks the appeals court to reverse decisions imposing federal control, which the commission feels is unconstitutional. **PAGE 21.**

**FCC'S UHF TASK FORCE** □ Concerned about piecemeal approach to requests for part of that band, the commission sets up its own group to find an objective policy. **PAGE 24.**

**UP TO THE HILL** □ FCC nominees Margita White and Joseph Fogarty will have hearings before Pastore on Aug. 24. **PAGE 26.**

**UNDER WAY ON CABLE EEO** □ FCC cranks up a rulemaking on equal-employment rules for CATV industry. Biggest question hinges on number of system employees it would take to trigger EEO requirements. **PAGE 26.**

**VIOLENCE AND ADVERTISERS** □ The National Citizens Committee for Broadcasting announces results of a six-week monitoring in which sponsors and program content are tied together. **PAGE 26.**

**COPYRIGHT MARK-UP** □ Kastenmeier's subcommittee completes six months of labor on the revised legislation. Much of the work was devoted to the controversial section on cable. Reaction: NCTA likes it; the NAB will fight it. **PAGE 28.**

**KISSINGER HELP** □ A group of 18 senators, led by Commerce Committee Chairman Magnuson, tries to light some fires under the State Department. They seek help against Canadian rulings affecting over-the-border television and advertising. **PAGE 29.**

**RESHAPE OTP'S MISSION** □ That is the recommendation of McKinsey report as a prerequisite to finding a proper place under the government sun for the office. It's part of the research that OTP had commissioned under former Acting Director Eger. **PAGE 30.**

**THE BOTTOM LINE** □ Television financial figures for 1975 have been released by the FCC and reveal a record year. **PAGE 34.** Revenue, expense and profit breakdowns for the TV industry appear on **PAGE 38.** Figures for 134 television markets can be compared on **PAGE 40** and per-home revenues for them are on **PAGE 44.** Complete breakouts

for the three networks and their O&O's are listed on **PAGE 46.** Profit and loss ranges, investment and employment statistics run on **PAGE 48.**

**SUNSHINE BILL** □ The House approves by 390-to-5 vote legislation that will require federal agencies to open their meetings to the public. The measure is similar to one passed last year in the Senate. **PAGE 48.**

**INTRAMARKET STATION TRADING** □ California permittee protests application of Thunderbird Broadcasting to sell its KUZZ(AM) Bakersfield, Calif., and subsequently buy KBIS(AM) in the same market. Thunderbird is playing game of "musical stations" and engaging in anticompetitive practices, petitioner charges. **PAGE 48.**

**SAME OLD SONG** □ Pay cable pros and cons are aired again in Washington before the House Communications Subcommittee. The hearing also touches on rate jurisdiction and pole disputes. **PAGE 53.**

**CLUTTER STRATEGY** □ Two AAAA-sponsored studies look at how advertisers can reduce negative effects of strings of commercials. **PAGE 56.**

**THUMBS UP** □ The Senate Commerce Committee takes only 10 minutes to approve the nomination of David Clanton to the Federal Trade Commission. **PAGE 57.**

**PRESEASON PREDICTIONS** □ Dancer-Fitzgerald-Sample looks at the networks' upcoming fall schedules and picks winners and losers. **PAGE 57.**

**FINISHING TOUCH** □ Olympic coverage gives ABC first place in the ratings over CBS by one-tenth of a point for ABC's best season ever. **PAGE 58.**

**MORE CB ROOM** □ FCC allocates 17 more channels to citizen band. Question persists whether there is sufficient protection from interference to TV and radio. **PAGE 59.**

**HOUSER'S REPRISE** □ The new OTP director is no stranger in government circles. He established a good performance record while shuttling between private law practice and the public sector, including a 1971 stint as FCC commissioner. His objective now, he says, is to get OTP firmly established with a secure role in government. **PAGE 81.**

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## Hairbreadth Hartke

Senator Vance Hartke (D-Ind.), next in line for chairmanship of Communications Subcommittee, will have "run of his life," Indians say, in race for fourth Senate term this fall against former Indianapolis Mayor Richard Lugar. Signs look bad for Mr. Hartke: Three-week-old Republican poll shows him as much as 12 percentage points behind Mr. Lugar. Farm magazine in Indiana will release poll this week showing Mr. Hartke behind two-to-one in farm community. Mr. Hartke ran dangerously close primary race against congressman challenger who had no statewide recognition at start. Mr. Hartke is pressing Mr. Lugar for televised debates, and Mr. Lugar is stiff-arming him; that's reversal of traditional roles for incumbent and challenger.

All of this might be alarming to Hartke people if it weren't so familiar. They acknowledge that it's "characteristic" of Mr. Hartke to start from behind, and even his detractors have healthy respect for his prowess as campaigner. "He's uncanny," said one Indiana newsman. "He's a genius at working American Legion picnics and union gatherings," said another. "This election's gonna be a honey," said a third.

## Heat's off

Flurry of talks among multimedia owners exploring ways to disperse newspaper-broadcast holdings has subsided, brokers say. Talk was generated when Justice Department's Antitrust Division began filing petitions to deny license renewals to stations it considered parts of local media concentrations. Some publishers began scouting possibilities of trading off television stations co-located with newspapers for stations of at least equal value in other cities.

Word now, however, is that such interest is dying down for at least two reasons: It's difficult for multimedia owners to trade up—selling co-located station, buying better one—in what remains seller's market. There's less fear of government divestiture action since FCC denied Justice petition filed against Stauffer Publications' WIBW-AM-FM-TV Topeka, Kan. (BROADCASTING, May 24).

## The whip

FCC Chairman Richard E. Wiley is closing in on last objective in his war on administrative delay. He has imposed 120-day deadline on Broadcast Bureau to deal with rulemaking—to propose either issuance of notice or dismissal—though extension will be given for good cause. (Commission last month acted on petition

two-and-a-half years old.) Earlier, commission adopted rules to speed up adjudicatory process, and three-month calendars chairman issues act as deadline-setting mechanism for commission and staff.

Chairman notes with pride that of items scheduled for action in last seven months, only three have had to be postponed until fall: definition of cable system, standards to be used in determining whether distant but viewable signal should be blacked out to protect local station and—big ticket item—VHF drop-ins.

## Vulnerables

ABC-TV's *Captain and Tennille* (Monday, 8-9 p.m., NYT), CBS-TV's *Spencer's Pilots* (Friday, 8-9 p.m.) and NBC-TV's *Baa Baa Black Sheep* (Tuesday, 8-9 p.m.) look to have biggest clearance problems in fall schedules that kick off next month, according to network-affiliate sources. If enough affiliates reject these series, they could end up with too little audience base to get anything but marginal ratings in three-network cutthroat competition.

Last September, ABC's *Barbary Coast*, CBS's *Three for the Road* and NBC's *The Montefuscos* and *Fay* were handicapped right from start (and were canceled early) when pre-empted by affiliates that either had their own locally produced hours to put in prime time or had expensive syndication properties such as ITC's *Space 1999* that needed prime-time airing to recoup price.

## Half-million mark

Home Box Office computers told it that 500,000th subscriber to its pay-cable service was signed last week but didn't say who it was. As soon as identification is made, HBO will arrange appropriate reward and ceremony. In addition, 180,000 other subscribers were taken into HBO fold last week as it closed purchase of Telemation Program Services (BROADCASTING, June 28). HBO supplies cable systems with full program package; Telemation mediates between program distributors and CATV operator allowing "customized" programming schedule.

## Rostrum for debates

Former FCC Chairman Newton Minow will be named co-chairman (with partner yet to be announced) of League of Women Voters' project to arrange debates between Democrats' Jimmy Carter and Republican nominee for President. Project director, Jim Karayn, who headed now defunct National Public Affairs Center for

Television, says he has assurances that commercial television networks will cover debates if they can be brought off—as he thinks they can. Refusal by President Ford to accept challenge by Ronald Reagan for debate at forthcoming Republican convention (BROADCASTING, July 26) isn't seen as sign that Mr. Ford, if nominated, would duck debate with Mr. Carter.

During primaries, League staged four debates among Democratic candidates. Debates were carried by noncommercial radio and television. Four debates are envisioned for presidential finals. As were those in primaries, these would be bona fide news events exempt from demands by minor candidates for equal time.

## Waning prospects

Chances for passage this year of resolution to permit daily broadcasts from inside U.S. House of Representatives chamber are slim, but next year they'll be slimmer. Resolution is pending in Rules Committee, whose chairman, Ray Madden (D-Ind.), is opposed to it because it would place broadcast coverage primarily in hands of networks. Despite his opposition, Mr. Madden has permitted resolution to be discussed. But next year he won't be in Rules chair, having lost bid for re-election in primary this year. His likely successor, Representative James Delaney (D-N.Y.), is absolutely opposed to idea of broadcasting, has said it would turn House into "hippodrome" or "burlesque."

It is unlikely Mr. Delaney would reappoint Subcommittee on Broadcasting, which, under Representative B.F. Sisk (D-Calif.), wrote pending resolution. Mr. Sisk is still trying to find votes to get resolution, once defeated (BROADCASTING, March 29), through Rules Committee this year.

## No love lost

Spokesmen for National Association of Broadcasters and rival National Radio Broadcasters Association claim relations between them are congenial, but their actions say something else. July 9 missive from NRBA executive director Abe Voron called on radio stations to write House Judiciary Committee to urge reversal of copyright subcommittee's decision not to give radio right to sue cablecasters in copyright bill (see page 28). "Don't depend on the so-called Washington lobby to do it for you," he said. Few weeks later subcommittee reversed its decision giving radio right to sue (BROADCASTING, July 26). NAB's Washington lobbyists gleefully accepted credit and ran Voron letter up flagpole.

# Business Briefly

**National Airlines** □ Spot TV will be beneficiary to largest portion of year-long advertising amounting to \$12 million to be spent by National Airlines to advance its new theme: "National Airlines, take me, I'm yours." Spot TV and radio will be carried in 10 major markets, with first flight to start this week and others to be picked up throughout year. Flights will vary from three to six weeks. Campaign is first created by Ted Bates & Co., New York, since acquiring account several months ago. Target audience is men, 25-49.

**Jos. Schlitz Brewing** □ Schlitz Malt Liquor continues earlier campaign in 50 TV markets, with some network TV, Sept. 27 for four weeks and Nov. 8 for four weeks. Fringe and prime-time 30's targeted to men, 18-49, are handled by Leo Burnett, Chicago.

**ITT Continental Baking** □ New Fresh Horizons bread is being introduced to consumers this summer and fall through two separate TV flights: first one kicked

off last week for 10 weeks and second will take off Oct. 11 for five weeks. Total of 98 markets will be used, with company earmarking about \$5 million, principally in spot TV, over next six months. Ted Bates & Co., New York, is centering its campaign primarily to women, 35 and older.

**A & W Distributing** □ A & W root beer will wrap up media plans for year in three-week flight beginning Sept. 27 in 50 TV markets. Fringe and prime-time 30's will rotate 10 different commercials, targeted variously to women, 18-49, and teens. Some introductory markets will get additional flights. Humphrey Browning MacDougall, Boston, is agency.

**Borden Inc.** □ Borden's food division, handled by six advertising agencies, has selected Campbell-Ewald Inc., Detroit, to be responsible for all spot TV and radio buying. Media planning will continue to be assigned to agencies serving individual brands. Borden Foods had earlier assigned network buying to Grey Advertising, New York, except for network

**Rep appointments**

- KVAL-TV Eugene, Ore.: Katz Television Continental.
- KIXI-AM-FM Seattle and KORD-AM-FM Pasco, all Wash.: Simpson/Reilly & Associates, Seattle, appointed representative for Seattle, Spokane and Portland.
- WOND(AM) Pleasantville - WMGM(FM) Atlantic City, both N.J. and WENY-AM-FM Elmira, N.Y.: McGavren-Guild, New York.
- KALE(AM) Richland, Wash.: Tacher Co., Seattle.
- WKOX(AM) Framingham, Mass.: Kadetsky Broadcast Properties, Boston, appointed New England representative.

TV children's programing buying, handed over to Bozell & Jacobs, Chicago. Division's other agencies are Tracy-Locke, Dallas; Conahay and Lyons, New York and Hicks & Greist, New York. Food division spends almost \$20 million in advertising, of which estimated \$16 million is in television, divided about equally between spot and network.

## Fiat Motors of North America

□ Lancia of America division of car company has signed up Wally Schirra (r), one of seven original U.S. astronauts, to appear in radio commercials. Mr. Schirra is a sports car enthusiast. Shown with Mr. Schirra is D. E. Manning, president of Fiat Motors of North America.

**Stokley-Van Camp** □ Frozen fruit and vegetables will be spotlighted on spot-TV and radio push in approximately 35 markets. Campaign is set on TV for 11 weeks starting in early September and on radio for nine weeks starting in late August. Clinton E. Frank, Chicago, is setting sights on women, 18-49.

**Lehn & Fink** □ Lysol powder cleaner will finish year's campaign with flight Oct. 4 lasting four weeks in dozen markets. Late fringe and prime-time TV 30's have been targeted to women, 35 and up. SSC&B, New York, is agency.

**Bristol-Myers** □ Company's Clairol Herbal Essence shampoo is sole national sponsor of syndicated radio series called *Earth News*. Series is sent out to stations in units made up of 14 five-minute segments. Clairol gets opener, tease and 60-second commercial within each five-minute unit. Stations get *Earth News* free

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Exclusive:

## THE LOW DOWN

- Power day timer
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- Best ratings in market
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Price: \$240,000  
• \$30,000 (12%) down  
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# Your Wife Is Back Where She Belongs.

With people who love her just as much as you need her!  
Your WIFE has people behind her now who have the know-how to keep her on top. She has new owners. Ten aware and involved business people from all corners of Central Indiana, help guide your WIFE—and maintain her image with advertisers and listeners.

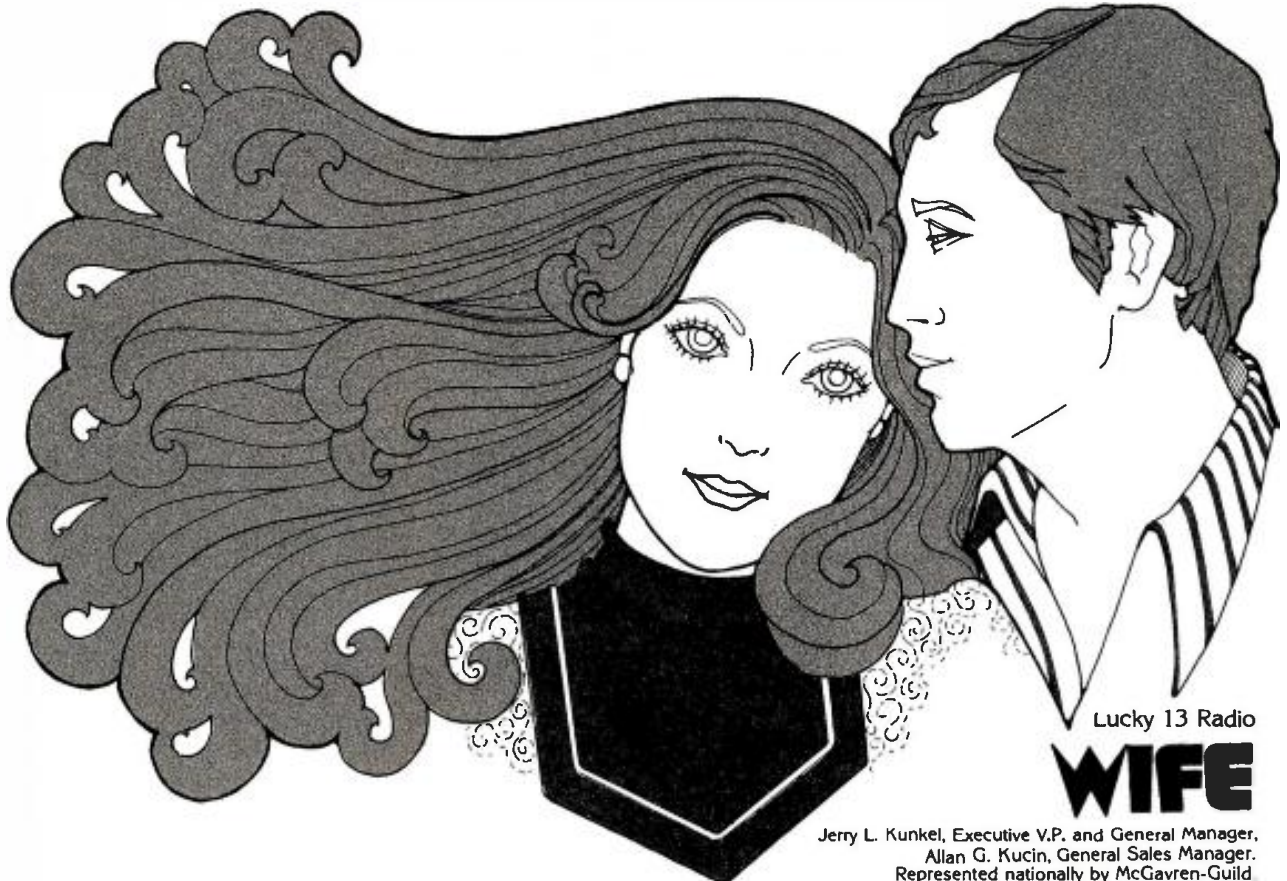
WIFE has new people to manage her, too. People like Jerry Kunkel, the Executive Vice President and General Manager. He knows broadcasting from the ground floor up . . . He started as a disc jockey, and learned every step of the way, how to become the kind of General Manager WIFE needs. Al Kucin, Sales Manager has 14 years experience as a Broadcast Executive, including 2½ years with RKO Radio. They're two of the top guys in the industry who know what your WIFE needs.

**With great new sounds and personalities.**  
Now Indiana can listen to the best contemporary music, sprinkled with gold from yesteryear almost non-stop. 'Cause now great jocks like Jack Armstrong and Jay Reynolds fill their hours with music and . . .

**With the things that put us on top.**  
Your WIFE is dedicated to serving the most important people she knows . . . So she's opening her doors to public events and charities. And she'll program "news you can use" . . . 24 hours a day. And because she wants to know what the community thinks, the "Window on the World" lets the audience "talk back" whenever they like.

**Your WIFE has what you need for the audience you want.**  
And if you want to know more about the liveliest radio station in Indianapolis

contact:  
Allan G. Kucin, WIFE's General Sales Manager  
1440 N. Meridian, Indianapolis, IN 46202



Lucky 13 Radio

## WIFE

Jerry L. Kunkel, Executive V.P. and General Manager,  
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## BAR reports television-network sales as of July 11

ABC \$453,589,800 (30.9%) 11 CBS \$520,584,100 (35.4%) 11 NBC \$494,531,100 (33.7%)

Day parts	Total minutes week ended July 11	Total dollars week ended July 11	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.	144	\$ 644,500	3,727	\$ 19,355,400	\$ 17,449,400	+10.9
Monday-Friday 10 a.m.-6 p.m.	1,010	10,469,100	27,631	327,115,800	277,502,500	+17.9
Saturday-Sunday Sign-on-6 p.m.	295	3,600,200	8,560	162,393,400	124,394,400	+30.5
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,373,300	2,805	79,260,600	66,638,400	+18.9
Sunday 6 p.m.-7:30 p.m.	19	527,400	590	24,215,300	10,605,800	+128.3
Monday-Sunday 7:30 p.m.-11 p.m.	418	22,040,900	11,481	753,648,700	657,995,800	+14.5
Monday-Sunday 11 p.m.-Sign-off	208	3,965,400	5,544	102,715,800	85,570,100	+20.0
<b>Total</b>	<b>2,194</b>	<b>\$43,620,800</b>	<b>60,338</b>	<b>\$1,468,705,000</b>	<b>\$1,240,156,400</b>	<b>+18.4</b>

Source: Broadcast Advertisers Reports

and can sell adjacencies. Three hundred twenty stations now receive *Earth News*, among them WNEW-FM New York, KIQI(FM) Los Angeles, WDAI(FM) Chicago and WIFM(FM) Philadelphia. Series, hosted by Lew Irwin and produced on West Coast, is made up of youth-oriented news features, ranging from interviews with pop-culture idols to takeouts on porno in recorded music to sidebars on life-after-death experiments in cryobiology. Demographic target is teen-agers and young adults, with result that rock stations predominate in Mr. Irwin's barter pattern for *Earth News*.

**Armour Food** □ Two spot-radio flights are in preparation for company's frankfurters: first wave is set to roll for four weeks, starting Aug. 16, and second for another four weeks, starting in early October. Nine major markets will be tapped, including New York, Seattle and Pittsburgh. Young & Rubicam, Los Angeles, is zeroing in on women, 25-49.

**Hormel** □ Cure 81 ham will be promoted in 20 TV markets and network TV (*Today* and *Tonight* shows, NBC), Aug. 23 to Oct. 22. Target audience for prime-time 30's is total women. Theme is "Dependability worth paying for." BBDO, Minneapolis, is agency.

**Wm. Underwood** □ Meat spreads will be showcased in spot-TV flight to begin Aug. 30 for three weeks in 36 markets. Separate TV effort for Accent sauce will be scheduled for three weeks, starting Sept. 6 in 20 markets. Kenyon & Eckhardt, Boston, is seeking periods to reach women, 25-49, for meat spreads and women, 18-49, for Accent.

**Litton Microwave Cooking Products** □ Countertop microwave ovens receive campaign push in September. New line of ovens includes one with memory system

and infinite number of cooking power settings between 65 and 650 watts. Advertising includes 27 network shows and local TV spots in 12 markets. Promotion, handled by Campbell-Mithun, Minneapolis, makes use of advertising budget of \$11 million, up 35% from last year.

### Lawn Boy Division of OMC

□ Company's line of lawn mowers will buttress its advertising on CBS, NBC and ABC radio networks with two-week schedule in spot radio in 30 major markets, including Atlanta, Chicago, Houston and Milwaukee, starting in mid-September. Valentine-Radford Inc., Kansas City, Mo., is focusing on men, 25 and older.

**Intergold Ltd.** □ Marketing arm of South Africa Chamber of Mines will invest estimated \$4 million, principally in spot TV, for fourth quarter of year in 25 top markets. Promoted will be Kruggerand one-ounce gold coins. Intergold tested spot TV in fourth quarter of 1975 in three markets—Houston, Philadelphia and Los Angeles—and reported 95% spurt in sales in those regions. Added inducement for sale of coins is consistent drop in price of gold, which has fallen to 31-month low in world markets. Doyle Dane Bernbach, New York, is targeting men and women, 25-54.

**Farmland Industries** □ Agricultural cooperative based in Kansas City, Mo., will make its first foray into network television with \$1 million-plus buy into two John Denver specials on ABC. Farmland has purchased half of new John Denver special to be telecast on Nov. 17 (9-10 p.m. NYT) and full sponsorship of Dec. 11 repeat of Mr. Denver's Rocky Mountain Christmas special (8-9 p.m.). Because Farmland is "owned by 2,200 local cooperatives," spots will focus on

corporate image-type presentations of importance of farmer to free-enterprise system. Sources at Farmland's agency, Brewer Advertising Inc., Kansas City (division of Young & Rubicam International), say they're going for total-mass-audience demographics. Brewer Advertising is not planning any spot-television campaign directly related to Denver's specials, but spot-TV buys are not ruled out in future.

**Lever Brothers** □ Household products company, through BBDO, along with Block Drug Co. (also BBDO), has added batch of new stations to September line-up for their prime-access series *Dolly!* Lever and Block take both national minutes with each half-hour; stations, which get series free, are given three minutes to sell to local advertisers. Ninety-three stations have now agreed to take *Dolly!* variety show starring country singer Dolly Parton. Recent signees include WFLD-TV Chicago, WTTG Washington, WKYC TV Cleveland, WPHL-TV Philadelphia and WPLG TV Miami. Lever and Block are looking for adults, 18-49, as demographic targets. Show Biz Inc., Nashville, is doing bartering.

**Key Industries** □ In preparation are two spot-TV flights scheduled for this summer and fall on behalf of company's line of men's work clothes. Flights will run in 75 markets. First is scheduled to break in late August for two weeks and second in early October for five weeks. Bernstein/Rein & Boasberg, Kansas City, Mo., is aiming to reach men and women, 18-34.

**Sambo's Restaurant** □ Family chain of restaurants is in process of putting together spot-TV campaign to begin in early September and continue for six months in upwards of 100 markets. Larson/Batemn, Santa Barbara, Calif., is aiming its commercials at adults, 25-54, and children, 6-11.

**Honeywell** □ Smoke detector is set for TV flight Oct. 3 for one week in number of markets. Fringe, daytime and prime-time 30's are targeted to homeowners and adults, 25-54. Campbell-Mithun, Minneapolis, is agency.

**Warner Lambert** □ Company, through Ted Bates, continues as sole national sponsor of radio series *Hot News*. Warner Lambert sells Certs, Dentyne and Dynamints in two 30-second spots within each five-minute unit. Stations get *Hot News* free and can sell adjacencies to local advertisers. Current station total has reached 207, among them KWST(FM) Los Angeles, KEZY(AM) Anaheim, Calif., WYSP(FM) Philadelphia and WYDD(FM) Pittsburgh. Series is presided over by Sally Smaller and features stories that reflect lifestyle of people under 30. Series is produced on West Coast by same people who do *Earth News*.

**Ask not for whom  
"The Gong Show" gongs.  
It's ringing the ratings bell—  
and opening doors for talent, too!**



What's happening to the audience-level of NBC's zany new daytime program is making network veterans blink (and smile). It gained in every week of its first four — and by the fifth week ratings were up 37% over Week 1!

That's nice for us. But "The Gong Show" has also been nice to a lot of previously unknown performers. It's provided a springboard for amateurs who — before the show gave them a chance — couldn't get arrested.

Like fire-baton twirler Rhonda Ward, whom Phyllis Diller hired for her show at Knotts Berry Farm.

Like mime-magician Armando Lucero and the novelty dance act, "The Steppin' Stones," who won one-week engagements at Dangerfield's in New York.

And like singer Nyna Shannon, who got a call from a recording company while the last notes of "On A Clear Day" were still ringing in the studio.

So "The Gong Show" is zany, all right, but it's a real talent showcase, too — as full of opportunity as it is of laughs.

**Monday through Friday/12:30 PM EDT**



Source: NTL Wks. 6/14-18, 6/21-25, 6/28-7/2, 7/5-9, 7/12-16. Subject to qualifications available on request.

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Richard A.R. Pinkham, vice chairman, Ted Bates & Co., New York

## Thinking small: advertising as if audiences fragmented

If you were to draw a simple graph of the power and glory of network television as an advertising medium (and let's say network from now on because spot has to follow where network leads), you certainly would describe a curve steeply ascending through the 1950's and the 1960's as the number of sets pursued their climb.

I suggest that the curve of network selling power started to plateau in the 1970's, however, and that it will follow a long and gentle decline through the remainder of this century and into the future. I don't predict extinction, just a steady erosion of impact.

I would say there are four factors contributing to this erosion. First, television homes are now close to maximum saturation. Second, programming innovation is running out of gas. I see little possibility of any fresh program formats with mass audience appeal left to explore. Third, it seems TV programming is moving counter to the thrust of American society. We are an increasingly educated and sophisticated society, but with a few wonderful exceptions, television shows continue their relentless search for the lowest common denominator. And the fourth villain is the hero that made the whole thing possible—technology: two-way electronic communication, video disks, direct satellite-to-home transmission, cable television.

Now is the time for advertisers and agencies to think about the ground-floor opportunities that lie in the new era ahead.

Way back in 1948, Texaco was the first to understand the potential of network television. The company hired Milton Berle and put him on at 8 p.m. on Tuesday on NBC and controlled that golden time period for five years.

Will there be opportunities like that staring you in the face as CATV and satellite transmission emerge? Will there be opportunities for your company to own its own programming, tailor-made to attract precisely your target audience, no matter how small, protected from the escalation of network costs, providing in-show star commercials and generating the gratitude factor we all lost when we went to scatter? I'll bet the answer is yes.

Now I can already hear the cynics pointing out that if creative sterility has already set in on television, how can the 20 networks be programmed on cable to attract a salable audience—let alone 60? My answer is a cavalier one, the blithe optimism of a man who won't be in this industry 10 years from today. I anticipate that the audience will fragment into special interest groups that will be attracted to special interest programming just as radio



Richard A.R. Pinkham is vice chairman of Ted Bates & Co., New York. He joined the agency in 1957 as vice president in charge of radio and television, becoming senior vice president in charge of media in 1959. Previously he served with NBC-TV, where he was the first executive producer of *Today*, *Home and Tonight*, and then vice president in charge of television programs. He entered the television world from the *New York Herald Tribune*, where he was a member of the board of directors. Mr. Pinkham is past president of the International Radio and Television Society and a director and member of the executive committee of the Educational Broadcasting Corp. licensee of WNET(TV) New York.

did—and these groups will nibble at the big network common-denominator audiences. I think advertisers will be willing to sponsor less expensive programs reaching smaller, but more select, audiences.

Less expensive? One of the greatest low-cost programming ideas I ever heard was proposed way back in the 1950's when daytime was opening up. Aim a single vidicon camera at a table and a pair of hands just working dice all afternoon. All over America the bets would be faded. It's this kind of ingenuity I see coming because the explosion of programming opportunities will entice young people to enter into the creative fields. When the three-network stranglehold on programming is loosed, and with it their tendency to buy from the same, familiar sources again and again, the manifold opportunities and the kind of money implicit will lure thousands of talented young college graduates to become writers, directors, producers and performers.

Should we start a training school for writers and performers? Are the local theater groups potential sources of programming for advertisers? Ideas like this might pay out if control of programming produces market dominance. And it might.

How much thought have you given to

the marketing potential of two-way communications? As an advertiser, for example, what should your company do to get there first? At least one of our clients is already experimenting with techniques to exploit this kind of one-to-one contact with the consumer in her living room. Are you working on it? What will facsimile printout from the television set do for you? Should you start now to devise a sponsored women's page or crossword puzzle or sports section? Will you be able to devise a TV commercial with printed recipes or perhaps a coupon? Here's a medium that will combine the news impact of newspapers with the visual demonstrations of television. It could be a blockbuster combination.

Are sponsored video disks a possibility? Have you thought of using CATV's low rates to buy time for your sales force to demonstrate your product or show its position on the counter or announce a special cents-off promotion? Should you start now to train them as television salesmen?

How will you harness worldwide satellite-to-home transmission to your international marketing challenge? Will universal sponsorship become available? How will you compensate for the 12 different time zones? And what about the language barrier?

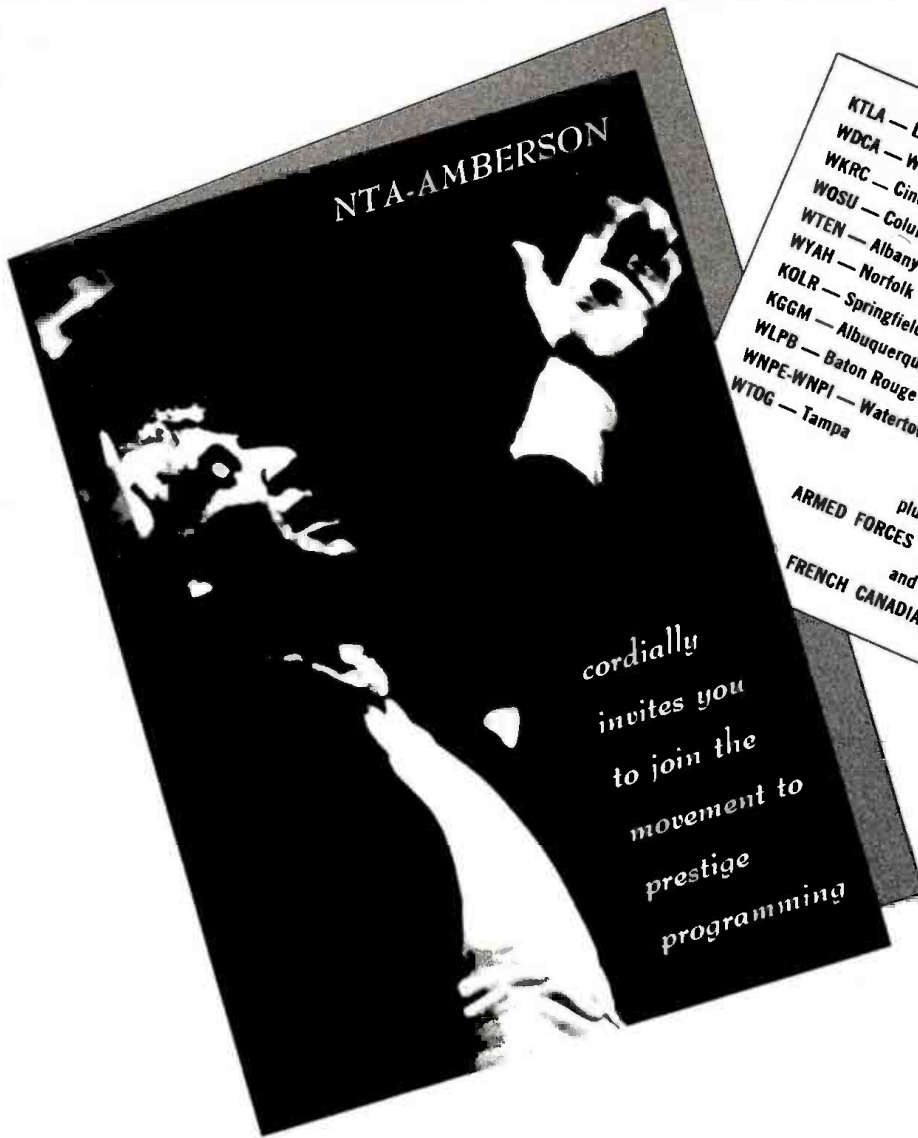
These are some of the challenges of the future as television nears the brink of drastic change.

I suspect there is someone sitting out there reading these remarks who will make the first breakthrough into effective use of these new technological developments as marketing instruments. It is the new generation that is going to have to harness these new forces to compensate for the diminution of impact of our most pervasive and persuasive advertising medium.

National media are dwindling down to a precious few. *Life* and *Look* and the *Saturday Evening Post* are gone. Network radio is pretty well limited to news on the hour. *Reader's Digest*, *TV Guide* and network television are just about all we have left to reach everybody, everywhere, with one advertising burst.

Obviously we must search for alternative methods to accomplish our national objectives. No doubt we will. My suggestion is that it's best to be first with a solution, and the solution may lie in creating your own vehicles to carry your advertising.

Forget "Jaws" and *All in the Family*—think small. The future is in fragmented audiences, in informational and low-cost programming—and that takes ingenuity and guts. Start thinking about this. Let today be the good old days for your competition, but not for you.



- KTLA — Los Angeles
- WDCA — Washington, D.C.
- WBZ — Boston
- WKRC — Cincinnati
- WPBT — Miami
- WOSU — Columbus
- WNED — Buffalo
- WTEN — Albany
- KPHO — Phoenix
- WYAH — Norfolk
- WMFE — Orlando
- KOLR — Springfield, Mo.
- WHEC — Rochester
- KGGM — Albuquerque
- WINK — Fort Myers
- WLPB — Baton Rouge
- KMST — Monterey
- WNPE-WNPI — Watertown
- KCOY — Santa Maria
- WTOG — Tampa
- WLIO — Lima
- WPBO — Portsmouth, Oh.

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■ indicates new or revised listing

## This week

**Aug. 3-5**—Hearings on cable television regulation before *House Communications Subcommittee*. Room 2123. Rayburn House Office building, Washington.

**Aug. 5-8**—Seventh annual conference of the *Concert Music Broadcasters Association* with WFMT Inc., Chicago, and the Chicago Symphony Orchestra as hosts. Open to commercial and noncommercial broadcasters. agenda will include all facets of programming and sales in conjunction with classical music as well as equipment and program exhibits. Sheraton Plaza hotel, Chicago.

## Also in August

**Aug. 9-10**—Hearings on public broadcasting's record of minority hiring before *House Communications Subcommittee*. Washington.

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

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

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

**Aug. 11**—*Connecticut Broadcasters Association* summer sales seminar. Waverly Inn, Cheshire.

**Aug. 12-13**—*Arkansas Broadcasters Association* summer convention. Speakers: Saidie Adwon of KTUL-TV Tulsa, Okla., president of American Women in Radio and Television; Donald Jones, KFIZ(AM) Fond du Lac, Wis., chairman of National Association of Broadcasters radio board, Degray State Park lodge and convention center, Arkadelphia.

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

**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. 20**—*National Public Radio* board of directors meeting. Fashing Haus, Aspen, Colo. Request for reserved seating and to address the board should be sent to: Secretary, National Public Radio, 2025 M Street, N.W., Washington 20036.

**Aug. 23**—FCC's deadline for comments on proposal to require TV receivers to come equipped with an attached UHF antenna. Reply comments are due Sept. 13. FCC. Washington.

**Aug. 24**—FCC's new deadline for its proposal to allow circular polarization for TV transmissions (Docket 20802). Replies are now due Sept. 6. FCC. Washington.

**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. 1**—FCC's deadline for comments on request by Public Media Center of San Francisco to institute inquiry and rulemaking on airing of public service announcements by broadcasters (RM-2712). 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, P.O. Box 465, Tuscaloosa, Ala. 35401; (205) 758-2157.

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

**Sept. 12-15**—Sixteenth annual conference of the *Institute of Broadcasting Financial Management*. FCC Chairman Richard Wiley will be Monday luncheon speaker; Cox Broadcasting President Clifford Kirtland will be Tuesday luncheon speaker. Sheraton-Boston hotel, Boston.

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

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

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

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

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

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

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

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

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

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

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

**Sept. 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 0BJ

**Sept. 23-28**—*Videocom, International Market of Videocommunications* software/hardware exhibit, Palais des Festivals, Cannes, France. US 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, and FCC Commissioner Abbott Washburn will speak, Lincoln Hilton, Lincoln

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

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

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

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

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

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

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

## October

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

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

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

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

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

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

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

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

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

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

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

**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

## 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. 9-11, 1977**—*Association of Independent Television Stations (INTV)* fourth annual convention, Fairmont hotel, San Francisco

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

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

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

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

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

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

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

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# Meet the TK-46 from RCA.

## Successor to the world's most successful TV studio cameras.

### Chronology of a winner.

The TK-46 is a new camera.  
But far from unproved.

It is actually the distillation of years of brilliant camera performance. With features introduced to the industry on the TK-44 and its successors.

Features proved in more than 1,300 of these cameras. In the largest camera universe of any manufacturer.

Features improved, where possible, for the TK-46. To make it the worthy successor to the world's most successful TV cameras.

Feature	Year Introduced	69	70	71	72	73	74	75	76
High Efficiency Prism Optics		•	•	•	•	•	•	•	•
Wide Range Voltage Regulation		•	•	•	•	•	•	•	•
Comb Filter and Coring		•	•	•	•	•	•	•	•
Chromacomp		•	•	•	•	•	•	•	•
Electromechanical Lens Cap		•	•	•	•	•	•	•	•
Small Diameter Mini Cable			•	•	•	•	•	•	•
Joystick Remote Control Panel			•	•	•	•	•	•	•
Internal Bias Light	TK-44A			•	•	•	•	•	•
Extended Sensitivity				•	•	•	•	•	•
Scene Contrast Compression				•	•	•	•	•	•
Compact Camera Control Unit				TK-44B	•	•	•	•	•
Simplified Set-Up Controls					•	•	•	•	•
Automatic Color Balance					•	•	•	•	•
Automatic Iris Control					•	•	•	•	•
Automatic Centering Control					•	•	•	•	•
Indoor/Outdoor Switch					•	•	•	•	•
Super Quiet Switch					•	•	•	•	•
Out of Band Aperture Equalization						•	•	•	•
Shared CCU with Portable Camera Head							•	•	•
New State-of-the-Art Preamps						TK-45		•	•
Tilting Viewfinder								•	•
Simplified Control Panel Layout								•	•
Accident-Proof Set-Up Controls								•	•
Simultaneous In/Out of Band Aperture Equalization								•	•
Operations-Oriented Styling								•	•
									TK-46

Above are 25 good reasons why the new TK-46 produces such high quality pictures.

### Innovation and improvement.

The TK-46 includes the latest version of high efficiency prism optics for superior low-light pictures; the comb filter and coring that set a new standard for signal-to-noise ratio; and Chromacomp, RCA's colorimetry adjustment. All standard.

Chromacomp allows colorimetry adjustment without affecting picture luminance. Hue and saturation of primary colors may be changed without altering grey scale balance. Matching to other cameras is simple.



Such innovations made the TK-44 and 44A the best-selling TV cameras. And further developments made sales leaders of their successors.

### **Age of the automatics.**

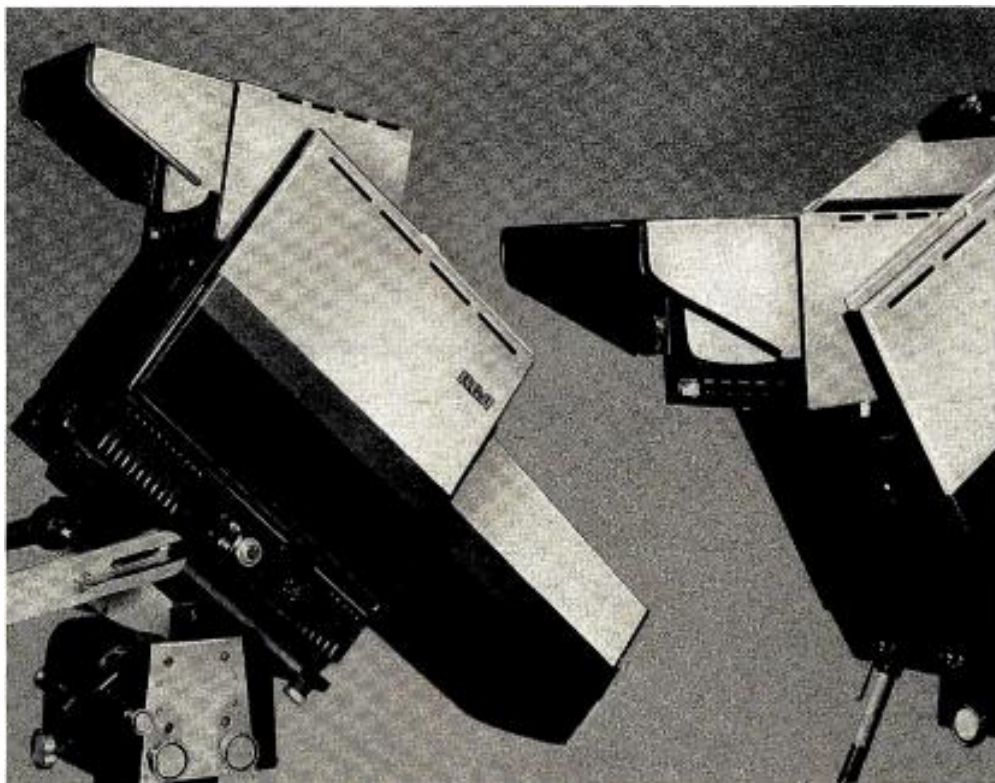
The TK-44B and TK-45 launched the automatic TV camera age. Automatics that simplify or eliminate subjective operator judgements were introduced on these cameras. They include automatic iris, operated by reflected light levels; automatic white balance and automatic black

### **What's new on the TK-46?**

Better signal-to-noise ratio, for one thing. In low light, a new, advanced preamp design improved signal-to-noise ratio by 3 dB—especially useful in multiple-generation tape production.

Also new for the TK-46 is a tiltable viewfinder with an 8" diagonal screen. The cameraman can hold a horizontal view while tilting the camera through a 30° arc.

Simultaneous in- and out-of-band contours with combing and coring are standard on the TK-46. Our



# **RCA**

balance; automatic centering control.

Another notable development was internal bias light. It minimizes lag and permits camera operation with as few as five foot-candles of incident light.

Scene Contrast Compression gave users another important benefit. With this control, the cameraman can pull details out of shadow areas (in sports arenas, for instance) without a shift in color balance. He can pan into bright light without overexposure, too.

These proved performance advantages are also yours on the TK-46.

chart will show you all the advantages and how long they have been performance proved. A look at the TK-46 will show how well it performs today, and for many tomorrows.

### **The one camera truly worth looking into.**

If you are planning to invest in a quality TV camera, look into the TK-46 soon. You'll find it's the one state-of-the-art camera with outstanding proof of performance behind its many features.

To see what all the TK-46 excitement is about, see your RCA Representative.

advertising. FTC regional office. 500 South Ervay Street.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Oct. 28**—*FCC* regional meeting with broadcasters and members of the public from Missouri, Kansas, Nebraska, Iowa, North Dakota, South Dakota and Minnesota. Meeting with broadcasters in Crown Center hotel. Kansas City. Meeting with public in Kansas City municipal auditorium.

**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. 10-12**—International Film & TV Festival, sponsored by *International F.T.F. Corp.*, New York. Americana hotel. New York.

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

**Nov. 11-12**—*National Association of Broadcasters* regional conference. Waldorf Astoria hotel. New York.

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

**Nov. 12-14**—*American Women in Radio and Television* board of directors meeting. Radisson hotel. Downtown, Minneapolis.

**Nov. 15**—Public hearings begin in Washington on first phase of *Federal Trade Commission's* proposed trade regulation regarding information and claims in food advertising. FTC, 6th and Pennsylvania Avenue.

# Open Mike®

## Memorabilia

EDITOR: Watching all that network coverage of the Democratic national convention, I was reminded that, back in the late forties, when NBC-TV decided to augment its 15-minute *Camel News Caravan* (which consisted of John Cameron Swayze reading tear clips from the wire service machines in front of one live camera), the network approached Warner Pathe News to produce newfilm. When NBC brass broached the idea to Jack Warner, major domo of Pathe, he quickly brushed aside this "absurd" plan. In private, he announced to Walton C. Ament, then Pathe's news chief, that "TV news is a passing fancy." How ironic that the only thing that kept the Warner studios in Burbank from closing for the next decade was TV.—*James A. Connolly, Washington.*

## Not the same

EDITOR: One more comment concerning the postal service's recognition of broadcasting with a stamp... The retort of Richard Winslow of WTHE(AM) Mineola, N.Y., ("Open Mike," July 19) misses the whole point. I stated that the print media have been honored with stamps but broad-

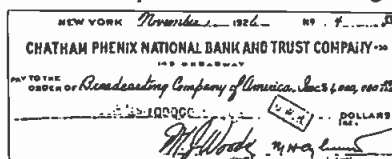
casting has not. And the post office's reasoning that a stamp recognizing amateur radio "is sufficient" leaves me cold.

Amateur radio, like commercial radio, is an entity unto itself, and serves a useful purpose. As for recognition, the post office only remembers us when they need free help.—*B.D. Thornton, president and general manager, KMAM(AM)-KMOE-FM Butler, Mo.*

## At the start

EDITOR: I would have loved to be in New York for NBC's golden anniversary gala. Of course, it has been so many years, and I have not been in too close touch with the industry.

Nov. 1 this year would have been my 50th anniversary with NBC. I was one of the original officers and, I believe, may be the only one who is still trotting the face of the earth. Just for fun, I am attaching a copy of a check which M.H. Aylesworth [NBC's first president] and I signed



purchasing the broadcasting business from AT&T.—*Mark Woods, president, Boomhower Inc., realtors, Sarasota, Fla.*

(Broadcasting Co. of America was an AT&T subsidiary that was the licensee of WEA(AM) New York, which became NBC's first owned station (now WNBC). Mr. Woods, as WEA manager, went to NBC with the deal and signed the check pictured above on his first day at work as NBC assistant treasurer. He later became president of ABC after its separation from NBC and acquisition by the late Edward J. Noble.)

## Left out

EDITOR: I really enjoyed reading the lead article in the July 12 issue dealing with Bicentennial programming. I was somewhat disappointed that no mention was made of the Bicentennial special that had its beginnings long before the rest of the nation got very excited about the Bicentennial programming.

The *Stars and Stripes Show*, aired on NBC Wednesday, June 30 from 9 to 11 p.m., was the eighth annual telecast of this patriotic program offered by the Oklahoma City Association of Broadcasters as a birthday gift to the nation. The first year it was seen on a regional network of Southwestern stations. The next two years it was syndicated, and the last five it has been seen on the full NBC network.—*Joe Jerkins, assistant general manager, KTVY(TV) Oklahoma City.*

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The newsweekly of broadcasting and allied arts

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

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



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NAME \_\_\_\_\_ PHONE \_\_\_\_\_

TITLE \_\_\_\_\_ STATION: \_\_\_\_\_

ADDRESS \_\_\_\_\_

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\*Audience estimates for WKXI (FM) total persons 18+, Spring 1976 Pulse, Mon.-Fri., 6 a.m.-Mid., RSA, and subject to qualifications issued by rating service.

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**Gottlieb/Taffner Programs Inc**  
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# Broadcasting Aug 2

Vol. 91 No. 5

## Top of the Week

### FCC defends licensee right to choose radio formats

**It asks appellate court to reverse decisions imposing federal control which it calls unconstitutional; Supreme Court test in prospect**

The FCC moved last week to draw the line on the issue of entertainment formats. It held that government involvement in the decisions broadcasters make on formats is inconsistent with its statutory authority and unconstitutional—and will result in an administrative nightmare in which long and costly hearings are held on renewal applications of broadcasters who alter what are alleged to be unique formats ("Closed Circuit," July 26).

Determination of entertainment for-

ats, the commission said, is to be left to the discretion of licensees and to the regulation of the marketplace.

The commission thus takes issue with a series of decisions of the U.S. Court of Appeals in Washington requiring it to hold hearings in certain station-sale cases involving format changes, and makes clear it expects a court challenge, presumably by one or another of the citizen groups that brought the format cases. The commission said it will stay implementation of its policy statement for 60 days and, if that is appealed, until the litigation is completed. The commission expects the issue to be decided ultimately by the Supreme Court.

The commission's position is contained in an order, adopted 5-to-1, with Commissioner Benjamin L. Hooks dissenting, that concludes an inquiry begun in December. The inquiry was the commission's response to the series of appeals court decisions beginning in 1970 in a case involving WGKA-AM-FM Atlanta and culminating in 1974 in a case involving WEFM(FM) Chicago. In those two cases, the issue was classical music, but in some others, it was rock. And the court's message was that the commission must hold a public hearing to determine the public interest in cases involving a station sale when members of the public protest

the proposed purchaser's plans to abandon a format not otherwise available in the market.

The record in the inquiry, the commission said, "clearly points to the conclusion that [government regulation of entertainment formats] would not be compatible with our statutory duty to promote the public convenience, interest and necessity, and we so find."

The commission also said the record supports the view that the marketplace is the best vehicle for allocating formats in radio, whether the desired goal is the First Amendment aim of promoting the greatest diversity or listening choices or the economic one of maximizing the welfare of listeners. The system may not be perfect, the commission acknowledged—"the market for radio advertisers is not a completely faithful mirror of the listening preferences of the public at large"—but it is "the best available..." For support, it cited a National Association of Broadcasters survey of radio station service in Washington and New York which, it said, shows "an almost bewildering array of diversity."

The commission cited another advantage it sees in marketplace as opposed to government regulation of formats: It gives consumers a chance to indicate whether

## Origins of the format-change controversy

Ever since 1970, citizen groups with a devotion to a particular station's format have known they did not have to lose the format even if the owner sold the station. *The Citizens Committee to Preserve the Voice of the Arts in Atlanta (WGKA-AM-FM) v. FCC* told them that. The case was the first in which the U.S. Court of Appeals in Washington ruled that, under some circumstances, the FCC must hold a hearing to determine the public interest if a group protests the loss of a format not available elsewhere in the market.

The case—in which a classical music format was preserved—was followed by a number of others in which proposed buyers had announced intentions to change a format. The commission's rejections of citizen group protests were not always overruled, but they have been often enough to make prospective buyers think twice about buying a station.

It was the court decision involving WEFM(FM) Chicago in 1974 that shocked the commission and caused it to consider the steps that led to what is in effect the challenge it hurled at the court in the order issued last week (see above).

Again, the format involved was classical

music. Zenith Radio Corp., the owner, had employed it since the station went on the air in 1940. And when the proposed purchaser, GCC Communications of Chicago, announced its plan to substitute a contemporary sound, citizen groups swung into action, petitioning the FCC to deny the \$1 million sale.

They lost at the commission, and a panel of the appeals court denied their appeal. But 10 judges of the D.C. circuit agreed to rehear the case and, in a 7-to-3 decision, ordered the commission to hold a hearing on the sale. Almost two years later the administrative law judge has yet to issue an initial decision.

Not all cases in which the court orders a hearing go that route. Midwestern Broadcasting Co. avoided a hearing on its purchase of WXEZ(FM) (formerly WGLN(FM) Sylvania, Ohio, by reaching an agreement with the protesting group—the Citizens Committee to Keep Progressive Rock. But that wasn't easy, either. The original version of the agreement was disapproved by the FCC on the ground it would have precluded the new licensee from exercising programming judgment.

Sometimes, the threat of a challenge

from a citizen group will persuade a prospective buyer to scrap, not his plans to buy, but to change a format. Truth Publishing Co., confronted with a citizen group concerned about even a slight deviation from the format of beautiful music and news and public affairs of Post Newsweek's WCKY(AM) Cincinnati, decided in February to pay the \$3.6 million and to forgo plans for a country and western format or even for a simple reduction in nonentertainment programming.

Meanwhile, the commission is the arena for another fight over a proposed sale involving a format change. The Citizens Committee to Save Jazz Broadcasting is opposing the sale of Riverside Church's WRVR(FM) New York to Sonderling Broadcasting at least in part on the ground that Sonderling intends to reduce the station's heavy emphasis on jazz.

Regardless of the ultimate outcome, the case is bound to make prospective buyers more cautious and to provide an additional argument for those who say that the power citizen groups have been given by the courts to influence format decisions will "chill" broadcasters' interests in experimenting with new formats.

their preference for diversity within a format outweighs the desire for diversity among different formats. The commission said that conclusion emerged from a staff study of audience ratings for major market radio stations.

And that free-wheeling competition is what Congress intended for broadcasters when it adopted the Communications Act of 1934, the commission said. It quoted the Supreme Court in a 1940 case as saying: "Congress intended to leave competition in the business of broadcasting where it found it, to permit a licensee . . . to survive or succumb according to his ability to make his programs attractive to the public." Broadcasters, the commission said, are not common carriers "obliged to continue service"; yet that is the kind of obligation the court is attempting to impose on them.

Furthermore, the commission said, there are "practical considerations with constitutional overtones" which help persuade it that it should steer clear of format regulation. One is that although the court decisions have dealt only with cases involving station sales, the commission must make a public-interest finding in renewal cases as well. As a result, the commission said, broadcasters who abandon formats during a license period are subject to petitions to deny renewal by citizen groups that want the format retained.

And the hearing that would be required "is not a brief or summary affair but large-scale litigation which imposes enormous costs on the participants and the commission alike." Rather than face the costs and the uncertainties of such a hearing, the commission said, many broadcasters might simply forgo "innovative or novel programming."

Thus, "the existence of the obligation to continue service," the commission added, "inevitably deprives the public of the best efforts of the broadcast industry and results in an inhibition of constitutionally protected forms of communication with no offsetting justifications, either in terms of specific First Amendment or diversity-related values or in broader public-interest terms."

Even if it regarded format regulation as desirable and within its authority, the commission said, it would face the practical problem of determining whether a format change had in fact occurred. The commission asked: How does it define what constitutes a particular entertainment format? What distinguishes one format from a neighboring format? It said "classical music" probably would not be a sufficiently precise category to meet the court's conception of the commission's public interest mandate, for the court, speaking of the other end of the musical spectrum, required the agency to distinguish "progressive rock music from the other species of the rock genre."

The commission made some effort in the nine-page statement to soften what is otherwise a sharp, as well as unusual, challenge to the appeals court. It quoted the court itself as noting that the adminis-

## In Brief



Summers

**John B. Summers**, National Association of Broadcasters executive vice president and general counsel, was elevated to **new NAB post of executive vice president and general manager** last Thursday, making him second in command to NAB President Vincent Wasilewski. Summers promotion was first step in organizational reforms approved by NAB board last June (BROADCASTING, June 21). Association is now hunting for someone—from outside Washington office—to fill another job, vice president for television. Mr. Summers was appointed by Mr. Wasilewski with approval of special task force for implementing reforms (made up of executive committee members plus four other board members) and executive committee, both of which met in Washington Thursday and Friday. He gave his acceptance to Mr. Wasilewski over telephone from Germany, where he was on vacation last week. No consideration had been given yet to replacement for him as general counsel. Mr. Summers's new job will be to "supervise, coordinate and motivate" other department heads, according to Board Chairman Wilson Wearn, as well as to run association in Mr. Wasilewski's absence. Mr. Wasilewski, freed from some administrative detail, said he plans to spend more time on contacts with NAB board and government. Mr. Summers, 45, has been at NAB in legal department since 1967. Before that he worked in general counsel's office at FCC. Also considered for new general manager's job was James Hulbert, NAB executive vice president for public relations.

- **FCC rejected petition of Sandy Frank Program Sales** for rulemaking to ban "multiple exposures" of programs in prime-time access periods. Frank wanted periods left available for once-a-week programs it and other syndicators distribute. FCC said it wasn't government's business to prohibit oftener-than-once-a-week showings of ongoing shows "if that is what stations choose to present and their audiences choose to watch."
- NBC-TV has picked Sunday, Nov. 7, at 8-11 p.m. NYT, and Monday, Nov. 8, at 8-10 p.m. NYT, for its two-part telecast of "**Gone with the Wind.**" Monday show will play at 9-11 Pacific time to minimize conflict with local-interest Los Angeles Rams-Cincinnati Bengals football game scheduled on ABC-TV. Air dates will be in separate weekly Nielsen reports and in both Nielsen and Arbitron October-November sweeps.
- Consumers overwhelmingly **appreciate essential nature of advertising**, and although they've become more skeptical about it, nine out of 10 (89%) do not feel "concern" about it. Those are among findings in 253-page book, "Advertisers and Consumers: New Perspectives," based on national study, being published today (Aug. 2) by American Association of Advertising Agencies. Book, by Rena Bartos of J. Walter Thompson Co. and Theodore F. Dunn of Benton & Bowles, refines and expands but does not materially revise preliminary survey findings reported over year ago (BROADCASTING, March 24, 1975). AAAA will distribute copies in governmental, educational and other opinion-leader circles and offer copies for sale at \$5 each to AAAA members, \$10 to nonmembers.
- FCC ordered hearing on **renewal of license** of WMJX(FM) Miami on allegations station falsified contests, news and advertising charges.
- **ABC Inc. reported record earnings** for second quarter and first half of 1976, based largely on broadcasting and said TV prime time was virtually sold out into 1977. Net income for second quarter this year was \$20,679,000 (\$1.18 per share) on revenues of \$315,946,000, compared with income of \$13,616,000 (79 cents per share) on revenues of \$257,346,000 in same quarter last year. Net income for first half 1976 was \$30,410,000 (\$1.74 per share) on revenues of \$629,637,000, up from \$20,665,000 (\$1.20 per share) on \$508,239,000 last year.
- **Net profit of incorporated advertising agencies increased** in 1975 to average of 3.91% of gross income or 0.77% of billing from 3.43% of gross income or 0.65% of billing in 1974, according to American Association of Advertising Agencies, which ascribed improvement to "good control of payroll costs." Payroll declined from 64.11% of gross income in 1974 to 63.23% in 1975, lowest percentage since AAAA started keeping records 47 years ago.
- **Needham, Harper & Steers**, New York, reported net income of \$1,017,000 (\$1.25 a share) and revenues of \$17,699,000 for first six months of 1976 compared with \$167,000 (20 cents a share) and \$14,653,000 for first half 1975.

- **Guests at White House dinner** last week for Australian prime minister included John Gambling, WOR(AM) New York; Paul Harvey, ABC News, Chicago; Richard S. Stakes, Evening Star Newspaper Co., Washington, and Mike Wallace, CBS News, New York, all with wives.
- **FCC deleted rule** requiring local franchising authorities to regulate cable systems' subscriber rates, thus leaving matter to local discretion, as expected ("Closed Circuit," July 26).
- As **Montreal Olympics** neared conclusion, speculation began shifting to TV coverage of 1980 summer games in Moscow. Russians have told U.S. networks they'll entertain written bids in early fall, and asking price is reportedly escalating: \$80 million at one point last week, \$100 million later. ABC-TV paid \$25 million for Montreal games.
- Thomas J. Houser, new director of **Office of Telecommunications Policy**, has assigned four missions to new Office of Policy and Planning to be headed by Sidney Goldman, former assistant chief of FCC's Common Carrier Bureau (BROADCASTING, July 5): "outreach" to be headed by Ronald A. Eisenberg, former head of public affairs at Civil Aeronautics Board and to conduct liaison with industry in detecting new technology; common carriers to be headed by Larry Darby; research, by Vincent Sardella, and information-privacy for which no chief is yet named.
- Five church and civil rights organizations **appealed FCC's new equal employment opportunity rules** for broadcasting to U.S. Court of Appeals in New York. Chief target is provision exempting stations with 10 or fewer employees from filing affirmative-action programs. Petitioners are United Church of Christ, National Urban League, National Association for the Advancement of Colored People, Communication Commission of the National Council of Churches of Christ in the U.S.A. and UNDA-USA, the organization of Roman Catholic communicators.
- **Broad Street Communications Corp.**, New Haven, Conn., has sold its three cable systems, with 35,000 subscribers total, in Millville, N.J.; Greensburg, Pa., and Port Huron, Mich., to Mid New York Broadcasting, Utica, N.Y., for cash reported at \$10.5 million. Broad Street retains its Covenant Broadcasting subsidiary. Mid New York owns WMTW-TV Portland (Poland Springs), Me., WKTV(TV) Utica and 32,000-subscriber cable system in Utica. Broker: Daniels & Associates, Denver.
- **FCC dismissed complaints** against 53 of 73 Mississippi stations originally cited in petitions to deny filed by citizen groups including branch of National Association for the Advancement of Colored People (BROADCASTING, May 10). Petitions were downgraded to "informal objections" by FCC. Thirty-eight of the 53 stations were renewed; other 15 held up for other reasons. Of remaining 20 stations, 18 were asked for more detailed EEO information (subject of all complaints), and two, WELO-AM-FM Tupelo, will be considered in separate petition to deny filed by Lee county, Miss., chapter of NAACP.
- **FCC refused last-minute request by Star Stations** to continue operating WIFE-FM Indianapolis, KOIL(AM)-KEFM(FM) Omaha and KISN(AM) Vancouver, Wash., beyond Sept. 1 date FCC had set earlier to quit broadcasting. FCC stripped Star of licenses last year (BROADCASTING, Feb. 3, 1975). Star wanted to keep stations on air until other operators were chosen.
- **David A. Clanton**, former counsel to Senate Commerce Committee and to Senator Robert Griffin (R-Mich.), confirmed by Senate to be member of Federal Trade Commission (see page 57). □ **William T. McClanaghan**, who resigned as VP and general manager, Arbitron Radio (BROADCASTING, June 7), will join Schuik Radio Productions Inc. (formerly Stereo Radio Productions), South Plainfield, N.J., as VP, sales marketing and administration in September. □ **William H. Carruthers**, independent television producer, Los Angeles, is temporary replacement for Bob Mead, resigned, as television adviser to President Ford and is among those under consideration for permanent appointment. □ **Edward Cowling**, legal assistant to FCC Commissioner Abbott Washburn, has resigned in expectation of working in President Ford's campaign.



Clanton

trative process "combines judicial supervision with a salutary principle of judicial restraint, an awareness that agencies and courts together constitute a 'partnership' in furtherance of the public interest, and are collaborative instrumentalities of justice."

"If the tension implicit in that relationship is to be creative rather than destructive," the commission added, when the partners reach a fundamental disagreement, "it is incumbent upon us to step back and rethink our entire position. This docket is the occasion for the commission to reconsider its policy on entertainment formats."

As for the court-ordered hearing in the WEFM case which sparked the inquiry leading to the policy statement, that will not be affected. At issue is Zenith Radio Corp.'s proposal to sell the station to GCC Communication of Chicago for \$1 million. The commission said its statement "should not be viewed as a prejudgment of that proceeding, but rather as an expression of what, upon further serious reflection, we view to be an extremely unwise policy in which we and the court have both become entangled."

Commissioner Hooks's dissent was based not on disagreement with the thrust of the majority's argument but on what the commissioner said was the majority's failure to provide a mechanism to insure service to significant minority tastes and needs if market forces do not. He also expressed the hope that, if the courts agree with the commission, present case law on format review is "overly intrusive," they provide guidance as to the steps the commission may take to correct neglect of minority needs and interests.

The commissioner's concerns led to a flat disagreement with the majority on one point. He expressly stood by the statement of then-Chairman Dean Burch in 1973 in the WEFM case that the commission "will take an extra hard look at the reasonableness of any proposal which would deprive a community of its only source of a particular type of programming." Commissioner Hooks and four other commissioners—including two other present members, Chairmen Richard E. Wiley and Robert E. Lee—joined in that statement.

The commission majority formally disavowed that position in its opinion. "We have concluded that such a position is neither administratively tenable nor necessary in the public interest."

Commissioner Glen O. Robinson, in one of his last acts before leaving the commission on Friday, filed a separate statement in which he recalled a point he had made in supporting the commission's notice of inquiry into the question of format regulation—a point that goes to the equities of the issue.

If the commission is responsible for regulating formats to assure that all major cultural groups are served—as the court has said—it is "unthinkable" that the burden of providing that diversity should fall only on those seeking assignment authorization, he said. The commission, he

added, would have no alternative to "market-by-market allocation proceedings which would determine what array of formats a particular community required, together with which station would be allowed to use which format."

That consideration, the commissioner said last week, "meshes with those that the commission addresses and fortifies our conclusion that the regulation of formats is a business from which we should altogether abstain."

## FCC will try to get on top of UHF sharing

**Commission sets up task force to draw up objective plan for dealing out that part of spectrum; Plans and Policy will head study**

The FCC, concerned about the piecemeal approach it has been taking to requests from nonbroadcast sources for permission to share UHF frequencies, has decided to develop a master plan that would, officials say, enable it to respond to such requests in the future on a sound analytical basis.

The plan, to be developed principally by a task force drawn from the commission staff, will be designed to indicate how much of the UHF spectrum should be retained for broadcasting and how much might be available for sharing, and where.

The commission decided on the master-plan approach in considering a request by Off-Shore Telephone Co. for permission to use channel 17 to provide telephone service between inland points on the Gulf of Mexico and off-shore oil-drilling rigs.

The commission approved the request, noting that there are no channel 17 television stations in the area either on the air or in prospect. But it also decided to establish the special task force and to refrain from making any more ad hoc decisions on requests for UHF-sharing pending the completion of the master plan, expected in about a year.

Chairman Richard E. Wiley suggested

creation of the task force after Wallace Johnson, chief of the Broadcast Bureau, had expressed concern about the commission's ad hoc approach and some commissioners, notably Robert E. Lee, talked of requests such as the one for off-shore radio telephone service as being "a foot in the door." (Sharing of UHF channels with land-mobile radio was another example of "nibbling" mentioned last week.)

The commission's Office of Plans and Policy will be in over-all charge of designing the study and establishing the task force. Representatives of the Office of Chief Engineer and the Broadcast Bureau, as well as Plans and Policy, will be members of the task force; so, probably, will be representatives of the Safety and Special Radio Services and Common Carrier Bureaus.

Besides the commission's immediate need for a long-range analysis of UHF development, the plan, officials say, will be useful to the commission in helping to develop the U.S. position for the World Administrative Radio Conference to be held in 1979.

Officials indicated that the study would probably not be entirely in-house. Some participation by industry might be invited at some point, and the possibility of a relationship between the task force and the Committee for UHF Broadcasting, which is promoting technical rules changes to aid UHF broadcasters, was mentioned.

Dale Hatfield, chief of the Office of Plans and Policy, had not had time last week to give the matter much thought. But he said some work had already been done that could be useful—the Rand Corp. report projecting the growth of UHF television, which was turned over to the commission in April (BROADCASTING, May 3), for instance. A research project the commission has commissioned to develop an improved television set that would permit reduction of UHF taboos might also produce helpful data, he said.

One question in the minds of some connected with the study is whether political considerations can be avoided in trying to develop a sound, rational plan. One official expressed the hope that members chosen for the task force are concerned not with

protecting anyone's "turf" or with reflecting political power but with doing an analytical, objective job.

The decision to give leadership to the Office of Plans and Policy was cited in that connection. One official said the office is "the source of the most neutral analytical talent" in the agency.

## Hearing set for FCC nominations

**Senate Commerce Committee to meet Aug. 24 to look at White and Fogarty appointments**

The Senate Commerce Committee will hold a hearing on Aug. 24 on the nominations of Margita White and Joseph Fogarty to be members of the FCC. The committee made the announcement on Friday, after a week in which Mrs. White and White House aides involved in the nomination-selection process conferred with committee members in an effort to resolve what Senator John O. Pastore (D-R.I.), chairman of the committee's Communications Subcommittee, saw as possible conflict of interest in Mrs. White's appointment to the FCC. Her husband, Stuart, is a partner in a law firm which counts AT&T and some broadcasters among its clients (Broadcasting, July 26).

It was not clear whether the announcement of a hearing was a sign that Senator Pastore's concern had been eased. White House aides who talked to the senator explained the steps Mr. White, who is a White House assistant news secretary, and her husband plan to take to guard against a conflict of interest if her nomination is confirmed. (Republicans on the committee and staff members had been briefed on those steps before Mrs. White's nomination was announced.) But it seemed more likely that Senator Pastore will simply use the hearing as a forum for a thorough examination of the question.

Mrs. White, a Republican, has been named to the seven-year term made available by the decision of Democrat Glen O. Robinson not to seek reappointment. Mr. Fogarty, a Democrat who is counsel to the Senate Communications Subcommittee, was nominated to complete the two years remaining in the term of Republican Commissioner Charlotte Reid, who resigned.

## Ad Council protests proposal to limit access for its PSA's

The Advertising Council, which produces and places radio and television announcements as well as print ads for The Red Cross, U.S. Savings Bonds and some 100 other public service campaigns each year, has weighed in at the FCC with objections to a petition for rulemaking aimed at limiting the number of Ad Council spots broadcasters can air.

The petition was filed by the Public

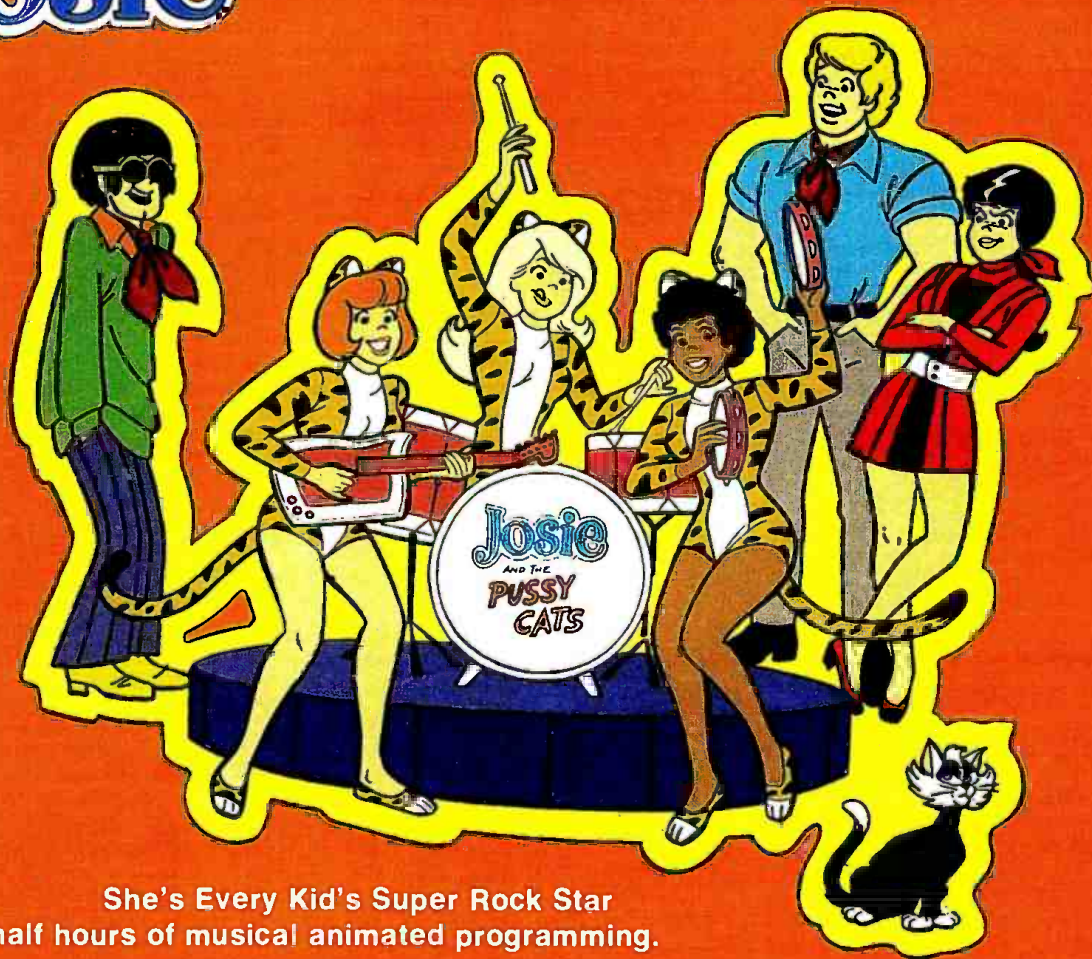


**The line-up.** There were some heavy hitters (and a heavy pitcher) in a charity softball game last week between broadcast regulators and regulatees sponsored by the Washington chapter of American Women in Radio and Television. At the bat (l-r): House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), Lou Frey (R-Fla.), the ranking Republican on the subcommittee, and FCC Chairman Richard E. Wiley. On the mound: FCC Commissioner Benjamin L. Hooks. The government, as it often does when up against the industry, won, 20-15, against a team of local station people. The Children's hospital of Washington also won, as AWRT collected about \$800 to provide video-tape programs for the institution.



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Media Center, some 60 other public interest groups and five members of Congress (BROADCASTING, May 31). Their concern is that Ad Council spots so dominate station schedules that local groups are severely limited in the time available for their PSA's.

Specifically, the petition would require broadcasters to air at least three public service announcements during each two hours of broadcasting, including prime time and drive time, and 23% would have to be local in origin. No one source could contribute more than 20%—a provision aimed at the Ad Council.

The Ad Council expressed the view that the proposed rule would violate the First Amendment.

It also objected to a second feature of the proposed rulemaking, one that would require broadcasters to provide time, whether they want to or not, for advocacy positions. The Ad Council says the petitioners are actually seeking "public debating announcements." That is their privilege, the Ad Council says, "But we believe it unjust for them to attempt to restrain or hamper the council from carrying out its stated objectives along conventional PSA lines as it has been doing for the past 34 years."

## FCC moves ahead, nervously, on EEO for cable TV

**Commission starts up rulemaking, wondering whether it has power to impose any rules at all**

The FCC has moved to strengthen the equal employment opportunity rules it obliges cable television operators to follow, but at the same time it has raised a question as to whether it has the authority to regulate cable operators' EEO practices.

The commission raised the question in light of a Supreme Court decision involving the Federal Power Commission, in which the court held that the public interest standard by itself is not a sufficient basis for regulatory agencies to regulate the equal employment opportunity practices of industries under their jurisdiction (BROADCASTING, May 31).

The court said the commission's EEO regulation of broadcasting is necessary to enable the commission to satisfy its obligation to assure that broadcasters' programming reflects the tastes and viewpoints of minority groups. Some commission officials wonder whether the same kind of standard can be found to apply to cable.

For the most part, a notice of inquiry and proposed rulemaking issued last week by the FCC tracks the EEO guidelines the commission adopted for broadcasters on June 22 (BROADCASTING, June 28). One area of controversy sure to develop is over the size of the cable unit that would be required to file affirmative action programs. The commission asks for comments on whether it should be units with five or more full-time employees (the size unit re-

## NCCB ties together advertisers and violent programs

**Nick Johnson-led group announces results of six weeks' monitoring; Tegrin said to sponsor the most action-oriented shows; 'SWAT' said to have highest level of violence**

A monitoring report ranking TV programs and advertisers by the extent to which they are identified with violence was announced last week by the National Citizens Committee for Broadcasting.

For the six weeks covered by the report, Tegrin shampoo was said to have been the advertiser that supported the most violence on prime-time TV, and ABC's *SWAT* was ranked ahead of all other programs in violent content.

Nicholas Johnson, former FCC commissioner who now heads the NCCB, and Ted Carpenter, NCCB executive director, disclosed the findings at a news conference Thursday (July 29) in New York. They were assisted by Roger Wagner, president of b.i. Associates of Washington, which

did the monitoring, and Dr. Nancy Signorielli, who with Michael Eeley, is a consultant on TV violence to the NCCB. Dr. Signorielli and Mr. Eeley are also consultants to Dr. George Gerbner of the University of Pennsylvania, who maintains a violence index on network programing.

Using a violence definition employed by Dr. Gerbner and taking into account both the number and duration of violent episodes in prime-time programing, the NCCB said the following advertisers supported the most violence in the six weeks ended July 23 (with violence index numbers in parentheses): Tegrin (932), Burger King (867), Clorox (812), Colgate-Palmolive products (791), Gillette hair products (754), Breck (734), Ford (719), Johnson & Johnson (687), American Motors (656) and Lysol products (629).

In contrast, NCCB said, the following supported the least violence during the period: Aramid radial tires, IBM, Lipton products, No Nonsense hose, Oscar Mayer, Procter & Gamble food, Raid, Frito Lay products, Chrysler Corp. and Holiday Inn. Their indices ranged from zero for the first four to 88 for the last two.

The identify of Aramid tires mystified broadcasters and also Broadcast Advertisers Reports, which monitors 75 markets one week per month but said it had no record of Aramid. NCCB spokesman said they were sure the name "wasn't made up" by its monitoring firm.

NCCB ranked the following as the 10 most violent programs of the six weeks: *SWAT* (ABC), *Rookies* (ABC), *Sara* (CBS), *Sunday Movie* (ABC), *Friday Movie* (CBS), *Rockford Files* (NBC), *Starsky and Hutch* (ABC), *McMillan/Columbo* (NBC), *Saturday Movie* (NBC) and *Joe Forrester* (NBC). The period's least violent programs were identified (in ascending order of violence as *Bob Newhart Show* (CBS), *Mary Tyler Moore Show* (CBS), *Welcome Back, Kotter* (ABC), *Chico and the Man* (NBC), *Rhoda* (CBS), *Doc* (CBS), *The Practice* (NBC), *The Waltons* (CBS), *Little House on the Prairie* (NBC) and *Barney Miller* (ABC).

By the NCCB calculations, NBC had the most violence in programing, with a cumulative index of 6,581; ABC was second with 6,329 and CBS had 4,993.

The report drew immediate comment from all three networks in effect dismissing it as useless if not meaningless.

Mr. Carpenter, NCCB's executive director, said the organization expects to make the monitoring program "an ongoing service." He said NCCB plans another six-week study in the fall "on our own." And with b.i. Associates, the monitoring firm, NCCB has developed a rate card under which advertisers, agencies and others may order various computer-based profiles, analyses and summaries at prices ranging from \$100 for a multiweek summary ranking to \$2,000 a week for a "delineated violence-commercial profile."

The initial study was financed under a \$10,000 grant from the LARAS fund. NCCB identified LARAS as a small family foundation in Corte Madera, Calif.

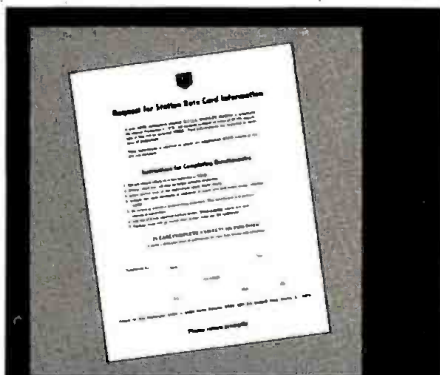
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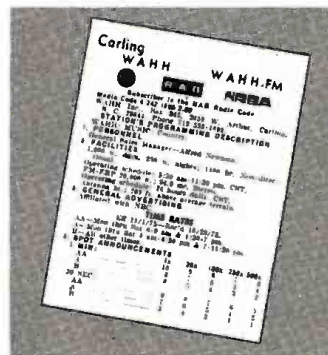
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## Kastenmeier unit wraps up on copyright

**It's a bill that NCTA is happy with and one that the NAB will fight in full Judiciary Committee**

Representative Robert Kastenmeier's (D-Wis.) Judiciary subcommittee all but wrapped up its mark-up of the copyright revision bill last week. The product of six months' labor, much of it devoted to the controversial section on cable television, the new bill meets with the approval of the National Cable Television Association, but is opposed by the National Association of Broadcasters.

"We would support the bill as it now stands," NCTA's executive vice president, Tom Wheeler, said last week. "It's a balanced piece of legislation and we feel it is worthy of enactment."

NAB, on the other hand, finds the bill incomplete, and has begun a campaign to create grass-roots pressure for changes in the measure when it reaches the full Judiciary Committee in the House.

(Odds on the full committee accepting any changes vary with the source. Committee staffers think it unlikely with a bill so big and issues so complex the subcommittee's work will stand as is. A staff

member in the Senate, where a different copyright bill has passed, recalls, however, that lack of understanding did not prevent members of the Senate Judiciary Committee from making amendments there.)

Early in the deliberations of the Kastenmeier subcommittee—the Subcommittee on Courts, Civil Liberties and the Administration of Justice—the NAB set a goal comprising six points it wanted to achieve in the copyright bill. The sum of them was designed to prevent the copyright bill from opening the door to cable and pay cable expansion at the expense of broadcasting.

NAB won parts of three of the six points: the right of both radio and TV stations to sue cable systems for copyright infringements; the imposition of a government-fixed extra charge on new distant signals for cable systems inside broadcast markets; and a prohibition against substitution of commercials by cables on broadcast signals.

The three points not attained: (1) insuring that the small system exemption from the regular rate schedule is not extended to multiple system cable operators; (2) imposition of full marketplace liability on additional distant signals for cable systems outside broadcast markets (under current FCC rule, there is no limit on the number of signals systems outside a 35-mile zone can carry); and (3) imposition of full marketplace liability on all distant signals on systems carrying pay cable programs if the FCC weakens its antisiphoning rules.

But there was a major victory for the broadcasters in the course of the Kastenmeier panel's mark-up: the tabling of the performer's royalty amendment. Offered by Representative George Danielson (D-Calif.), the amendment would have required broadcasters to pay royalties to record performers and manufacturers (BROADCASTING, May 31). It was sidetracked pending a two-year study by the U.S. register of copyrights.

Differences between the House subcommittee's new bill and the bill the Senate passed in February are significant in some areas but not so radical as to foreclose passage of a copyright bill in this Congress. Thomas Brennan, counsel for the Senate Copyright Subcommittee, said last week, "I do not believe that there will be any issues that cannot be resolved in conference." He was unwilling to say that the Senate would buy outright all the changes made by the House subcommittee in the cable and broadcast-related provisions, but he speculated that the major alterations would come in the section dealing with a rate-review panel.

Following is a list of the major provisions of the copyright bill and a comparison to the Senate's S. 22, the bill that was the raw stock for the House subcommittee.

- A compulsory license is established for cable television, enabling cablecasters to use copyrighted works without having to negotiate clearance with each author, composer or artist. Instead, they would pay flat semiannual fees based on the number of distant signals they carry and on their subscriber receipts. The money

**And then they said.** Lippincott & Margulies, the design firm that created NBC's "N" logo, now says that press reports exaggerated the cost to NBC for its identification program and that NBC is to blame for the uproar created when it was discovered that the Nebraska Educational Television Network had designed and used publicly the same "N" symbol before NBC had. Walter Margulies, president of L&M, said the cost for the design of the "N" came to \$62,000 and the fee for the over-all corporate design program was "much, much less than the widely reported \$750,000 figure." He also said L&M's contracts with all clients place responsibility for copyright registration on the client. L&M recommends, he said, that the client undertake a search of existing corporate trademarks, trade names and designs registered to companies in similar fields.

would go into a single pool administered and distributed by the register of copyrights.

The fee scale set by the House subcommittee would have systems pay 0.675% of their gross receipts for the first distant signal (they would pay that even with no distant signals). Systems would pay 0.425% for the second, third and fourth distant signals, then 0.2% for each signal over four.

There is a modification in that fee schedule for small systems. The Hathaway amendment, so called for its author in the Senate, William Hathaway (D-Me.), would give a break to systems with up to \$80,000 semiannual income. Although the complicated formula provided could significantly lower the amount a system would have to pay, the amendment would guarantee that the system pay at least \$30 a year.

There is still another modification of the fee schedule to apply to cable systems with revenues of from \$80,000 to \$160,000 semiannually. They would pay 0.5% of their first \$80,000, 1% of the second \$80,000. The top 25 multiple-system cable operators would be forbidden from applying this exemption to their individual systems.

The Senate's royalty rate schedule is different, basing rates solely on subscriber receipts. Under it, systems with quarterly gross receipts of up to \$40,000 would pay 0.5% of receipts every quarter; systems with from \$40,000 to \$80,000 would pay 1%; systems with from \$80,000 to \$120,000 would pay 1.5%; systems with from \$120,000 to \$160,000 would pay 2%, and systems with more than \$160,000 would pay 2.5%.

The senate bill has in it the Hathaway amendment, but without the further modification for medium systems the House's has.

- The House subcommittee bill would establish a new copyright royalty commission to review and reset the rates for holders of compulsory licenses, such as cable TV systems. A three-member commission of presidential appointees, the

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panel would meet every five years to review cable rates and could change them then only to compensate for inflation or deflation or changes in cable subscriber rates. However, special meetings of the commission would be "triggered" whenever the FCC changes its syndicated exclusivity rules or adds to the number of distant signals cables can carry.

The commission would be required, under an amendment by Tom Railsback (R-Ill.), to assess impact of newly granted distant signals on copyright owners and users. Owners in this case include broadcasters. That is a watered-down version of an amendment NAB wanted, to discourage the grant by the FCC of new distant signals.

The copyright commission provision is a major departure from the Senate bill, which provides instead for a copyright tribunal, a panel whose members would be selected by the American Arbitration Association. It would not be bound by a Railsback amendment, and its meetings would be every 10 years, instead of five.

The House subcommittee bill would permit local broadcasters, including radio stations, to sue cable systems that alter commercials on imported broadcast signals. The penalty for such copyright infringement would be loss of compulsory license by the cable system for that signal for up to 30 days.

The right to sue is considered implicit in the Senate bill, but no penalty is specified.

■ The House bill extends the compulsory license to broadcast signals imported by American cable systems from Canada and Mexico. In the case of Mexican signals, however, the license does not extend to systems beyond the reach of the original over-the-air signals. In the case of Canadian signals, the cable systems have to be within 150 miles of the Canadian border.

The Senate bill has no provision like that.

■ The House version recognizes the interests of sports in a provision that would require cable operators to report to the register of copyrights all programs they substituted voluntarily on their signals (this single-program substitution is called cherry-picking). The sports interests wanted this provision to make sure their names would be on the register's list when it came time to pass out royalties. This provision also recognizes radio by advising the register of stations' possible claims to money in the copyright pool.

There is no comparable provision in the Senate bill.

■ The House subcommittee bill grants permission to libraries to copy network news programs and lend them out for research purposes, but with assurance that the borrowers cannot make their own copies. This is intended to guard against borrowers using the networks' news for commercial or political gain.

The Senate's bill has a similar, although less refined provision. The original author of the thought was Senator Howard Baker (R-Tenn.), whose interest was in permitting Vanderbilt University's TV news

archives to continue copying and lending network news. The university currently is in court with CBS, which is suing to stop the practice.

■ The House subcommittee version also permits the librarian of Congress to request copies of local broadcast programming for filing in the Library of Congress or the National Archives. But at the request of the broadcasters, the subcommittee worded it to insure that broadcasters would not be forced to bear copying costs.

■ Finally, the House subcommittee bill gives public broadcasters a compulsory license, to help them cope with their new copyright liability. The license applies to music, graphics, sculpture and pictorial works, but not to dramatic or literary works. The public broadcasters are strongly encouraged to negotiate their own royalty rates. Failing that, however, the fees would be set by the royalty commission. Administration of the fees would be left to the private parties, rather than to the register of copyrights.

The Senate bill differs on this score in that it would give public broadcasters a compulsory license similar to that for cable operators. Nondramatic literary works would be included within its scope and the fees, left blank in the bill, would be distributed by the register of copyrights.

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## Senators light a fire under Canadian issues

**Group of 18 led by Magnuson pushes Kissinger for talks, proposes retaliatory legislation**

A group of 18 senators last week pressed Secretary of State Henry Kissinger for thorough negotiations soon on Canadian policies affecting American border broadcast stations.

Led by Senate Commerce Committee Chairman Warren Magnuson (D-Wash.), the group protested two Canadian actions—the proposed policy of deleting American commercials from TV signals carried on Canadian cable systems, and legislation passed by Parliament three weeks ago denying as a business tax deduction any advertising purchased on American broadcast stations.

The group proposed retaliatory measures against Canada if that government refuses to compromise on the two issues. Two possible actions were a bill to prevent importation of Canadian feature films and TV programs, and records and other sound recordings.

Until now, attention has focused on the ad deletion problem. But Senator Magnuson wants equal emphasis placed in any negotiations on the potential harm done American broadcasters by the tax bill. Senator Magnuson and fellow Washington Senator Henry Jackson (D) have attempted before to persuade the State

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Department and Canada to treat the two issues as one, notably in a telegram to Mr. Kissinger last January. But the two senators and 16 of their colleagues saw the Canadian Parliament's passage of the controversial tax measure as evidence that the Canadians think the two issues are "separable." Said the senators to Mr. Kissinger, "This matter should be immediately clarified with the Canadian government."

Although the tax bill has passed both houses of the Canadian parliament, it is not law until promulgated by the government of Prime Minister Pierre Trudeau. And that will not happen until the Canadian minister of communications first determines if there would be sufficient time available on Canada's own stations to satisfy the country's advertising needs.

The senators asked that before the Canadian bill is promulgated, Secretary Kissinger "contact the Canadian government and indicate the United States' interest in proceeding with immediate negotiations on the entire range of Canadian policies adversely affecting U.S. border broadcast stations."

The senators said, "We continue to believe that both the United States and Canada should make good faith efforts to accommodate adequately the legitimate broadcasting interests of both nations." But, they added, "We had hoped that neither side would act precipitously in a legislative environment before negotiations were completed. However, if Canada insists on promulgating Bill C-58, we believe it is appropriate that the United States seriously consider a legislative response."

That response, drafted but not yet introduced, was included in the letter to Secretary Kissinger. Under the proposed bill, the FCC would issue a "certification" if it finds that any foreign government has acted in a manner or has laws unfair to American broadcast stations. The certification would be given to the President, who could then impose a ban on the importation of foreign films, television tapes and films longer than five minutes, and sound recordings. He could also impose an excise tax of up to 50% of purchase price on all TV products leaving this country.

With Senators Magnuson and Jackson, the letter last week was signed by Senators John Tower (R-Tex.), Bill Brock (R-Tenn.), Harrison Williams (D-N.J.), Richard Schweiker (R-Pa.), Patrick Leahy (D-Vt.), Richard Stone (D-Fla.), Howard Baker (R-Tenn.), Lawton Chiles (D-Fla.), Jesse Helms (R-N.C.), Robert Stafford (R-Vt.), James Allen (D-Ala.), John Tunney (D-Calif.), Hugh Scott (R-Pa.), Jacob Javits (R-N.Y.), James Buckley (C-R-N.Y.) and Hubert Humphrey (D-Minn.).

## SBA loan policy questioned

The Massachusetts Broadcasters Association has asked the Small Business Administration to reconsider its policy of not granting government loans to broad-

casters. MBA's executive secretary, Douglas Rowe, has written John Wettach, SBA administrator for finance and investment, saying "the idea of First Amendment conflicts that government loans may generate is to be considered, but it is far outweighed by benefits to broadcasters as they serve the public interest."

Mr. Rowe argued that small broadcasters, like other small businessmen, have difficulty obtaining conventional financing, especially because their service is "intangible." Mr. Rowe said that in the past, when broadcasters have had to default on loans, government-appointed receivers have operated stations without First Amendment objections being raised.

## McKinsey study urges reshaping of OTP's mission

**Change in emphasis recommended as prerequisite to finding new place under the government sun for office**

The Office of Telecommunications Policy, established in 1970 as the President's principal adviser on telecommunications matters and as a focal point of executive branch telecommunications policy formulation, is undergoing somewhat of an identity crisis. For about a year and a half, since the White House drew back from a plan to dismantle OTP, White House and OTP officials have been attempting to map a future for OTP—or a successor organization.

And in the past two weeks, research studies bearing on the subject that were contracted for by OTP under its former acting director, John Eger, have surfaced. One \$100,000 project by the Arthur D. Little Co., contains five imaginative scenarios of how various aspects of telecommunications could develop over the next 15 years (BROADCASTING, July 26).

The other, dealing more directly with the question of OTP's future, was done by McKinsey & Co. Inc. for \$90,000, and outlines the advantages and disadvantages of placing OTP's functions in any one of six bureaucratic slots—a policy counselor group in the White House's Domestic Council, an Executive Office of the President Telecommunications Office, an assistant secretariat, a policy-oriented independent agency, a policy and operations-oriented independent agency, and a department of telecommunications.

The study—it is still in the form of a "discussion draft"—does not make any recommendations as to the slot in which OTP's functions should be located. But it does conclude that "a significant reshaping" of OTP's mission, or that of its successor agency, is required if the executive branch's effectiveness in telecommunications matters is to be improved.

Specifically, the report calls for a shifting of emphasis, it says the office should

strengthen its analytical capabilities in policy planning and limit its management-resource activities, primarily in coordinating telecommunications planning, procurement and operations. The study would not affect OTP's spectrum management activities, which, it says, have been "effective."

The report makes the point that bureaucratic location is not the only factor likely to affect performance. Another factor is credibility. In an apparent reference to actions under OTP's first director, Clay T. Whitehead, the report said, "OTP's external credibility was damaged by earlier initiatives that were perceived to tread on sensitive First Amendment privileges of the broadcast media and the press."

McKinsey & Co., in a covering letter to Mr. Eger, outlined some of the concerns prompting the search for a new shape and/or location for OTP. It mentioned staff reductions and other constraints on resources, "a resurgence of the perennial pressures to reduce the size of the Executive Office of the President," which fueled an ongoing debate about where OTP should be located, and congressional interest in the problems of the relationship among OTP, the FCC and the Department of Commerce's Office of Telecommunications.

The reorganization study is being conducted under the aegis of what has come to be called the "client committee." It consists of representatives of the Office of

Management and Budget, the Domestic Council, the National Security Council, and the White House, as well as OTP.

OTP's new director, Thomas Houser, has been asked to follow through on the project. He has a committee working on recommendations as to what OTP's role and objectives should be, while the White House group is focusing on the location. The functions that are decided on will "determine to some degree where the office will be located," Mr. Houser said. And it might be decided, he noted, to leave the office where it is.

## Schweiker, ally of broadcasters, would be Reagan running mate

**Pennsylvania senator spearheaded NAB's renewal bill two years ago**

Ronald Reagan's pledge last week that if he were the Republican nominee to choose Senator Richard Schweiker (R-Pa.) as his vice presidential running mate elevated to the national spotlight a legislator with a fairly consistent record of support for broadcast causes.

In some instances, Senator Schweiker's posture has gone beyond mere support to advocacy on behalf of radio and television. He was chief sponsor in the 92d and 93d Congresses of National Association of

Broadcasters-drafted license renewal legislation. And he has been the leading advocate in Congress for removing the prohibition against the use of radio and television for military recruitment advertising.

Regarding the latter, Senator Schweiker won passage by the Senate in 1972 of an amendment to a funding bill that would prohibit discrimination in spending by the Department of Defense against radio and TV. That amendment died in conference, but it and subsequent attempts by the senator to put pressure on the military undoubtedly contributed to DOD's recent policy reversal on recruitment ads. DOD announced in letters to House and Senate committees two weeks ago that it will permit all services to begin using radio and TV (BROADCASTING, July 26).

The senator has supported broadcasters in other areas where they claim they are discriminated against. He has backed attempts to repeal Section 315, the equal-time requirement in the Communications Act, for example, and he contributed to the 1974 law reversing the prohibition against radio and TV stations carrying information and advertising on state-run lotteries.

At the same time, however, Senator Schweiker has voted against broadcasters on issues they say discriminate against them. For instance, he voted with the majority of Congress in 1972 to ban broadcast advertising of cigarettes. He also voted for

## Get five boating safety radio programs free from State Farm.

This radio series doesn't advertise State Farm. It just gives your listeners sound tips on boating safety, and it's yours for the asking. Five four-minute programs. Plus six shorter messages in 60 and 30-second lengths.

State Farm Fire and Casualty is the nation's largest insurer of small pleasure craft. We know the problems a boatowner can run into on the water. These tapes are designed to help him steer clear of them. And help him protect his boat from burglars, too.

For a free tape and scripts, return the coupon below or call us collect at 309-662-2845.

Dave Hurst  
Public Relations Department  
State Farm Insurance Companies  
One State Farm Plaza  
Bloomington, Illinois 61701

Please send me your public service series on boating safety and boat theft prevention. I understand there is no charge.



Name \_\_\_\_\_  
Station \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
(No P.O. Box Numbers, please)



limits on broadcast advertising by political candidates. Those limits, in the 1971 campaign law, were removed in 1974.

Senator Schweiker has also supported newsmen's shield legislation, introducing his own bill in 1973 with qualified protection for journalists against being forced to divulge their sources and source information.

The senator is married to Clair Coleman, formerly Miss Claire on WFIL-TV Philadelphia's *Romper Room* program.

## Ex-Sonderling chief says name misused in WRVR case

Alan Henry, a former executive vice president for operations of Sonderling Broadcasting, has written to the FCC to complain that a citizen group opposing Sonderling's proposed acquisition of WRVR(FM) New York has used his name in a manner that represents the rankest form of "smear techniques."

The Citizens Committee to Save Jazz Radio had referred to Mr. Henry in a supplement to its petition to deny the station's transfer. The supplement noted that CCSJR had charged Sonderling with various violations of the commission's ascertainment of community needs procedures, including failure to provide identifying information for many of the community leaders listed. Then noted that, in a case involving Fairchild Broadcasting's proposed acquisition of KDTX(FM) Dallas, McLendon Corp., licensee of KNUS(FM) there, it directed a number of similar charges at Fairchild.

Alan Henry, CCSJR, said, may be the connection between the two cases. It said the KLIF ascertainment was conducted by Mr. Henry, who was president of Fairchild at the time but who previously was chief executive officer for Sonderling. (He has since left Fairchild.) CCSJR said Mr. Hen-

ry left Sonderling and joined Fairchild in September 1974, as the WWRL ascertainment was beginning.

CCSJR said it is reasonable to believe that those persons at WWRL who prepared the ascertainment lists for the application were acting under Mr. Henry's orders. Accordingly, it said, it believes the WWRL ascertainment may have been carried out with the same "crucial defects as are alleged in the KNUS petition," and it asked the commission to look into the matter. Mr. Henry, however, said CCSJR had not checked its facts. He said that on June 7, 1973, he notified Sonderling of his intention not to renew his employment contract and that he served in a "transitional" management role until his resignation became effective on April 1, 1974 (not the following September, as claimed by CCSJR). And, he said, he was not involved in the WWRL ascertainment.

Mr. Henry said the "inaccuracies" in the CCSJR supplement "are totally irresponsible, and represent the rankest form of 'smear techniques.'"

**Age before beauty.** That old saying apparently still holds true. In a trial in U.S. District Court in Oklahoma City, Ralph Combes brought suit against KWTW(TV) there under the Age Discrimination Act of 1967. Mr. Combes, 49, alleged that he was fired from his job as anchorman at the CBS affiliate in January because it wanted a younger person. The station said his dismissal had nothing to do with age, but rather was caused by alleged insubordination, continued threats that he would quit and his inability to get along with other employees. The verdict of the four-man, two-woman jury was in favor of Mr. Combes. The judge will hold a hearing to announce whether Mr. Combes must be given his job back and awarded back pay and whether damages should be paid.

## Video courtroom under construction

**Texas plan of maximum taping could speed future trials**

An experiment in video-taping courtroom trials that could lead to sweeping changes in trial procedures is set to start in a state district court in Brownsville, Tex., next month.

Judge Darrell Hester, in whose courtroom the continuing experiment will be conducted, described the plan to the Texas Associated Press Broadcasters convention a few weeks ago, and his bailiff, Oliva Salinas, brought details up to date in a telephone interview last week while Judge Hester was presiding over a trial in Edinsburg, Tex.

The pilot program is being financed by the Criminal Justice Council, a joint state and federal agency. It involves the installation of TV equipment, including four cameras, in Judge Hester's courtroom and more sophisticated equipment in a new "courtroom in the round" that is being built in a new Cameron county Hall of Justice now under construction and due for occupancy next year.

At the outset, Ms. Salinas said last week, trials will be completely video-taped and the tapes then used primarily for reference by the jury. When a jury wants to refresh its recollection of certain testimony, conventional practice is to have the court reporter read back the testimony. With tapes available, the testimony can be played back—as many times as desired—and in addition to hearing it the jurors will be able to observe the behavior and demeanor of the witness.

Ms. Salinas said the time saving from this feature alone would be substantial. Much of the time, she said, two trials are in progress simultaneously in Brownsville—one in the courtroom while

*continues on page 48*

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

Company	Period/Ended	Current and change				Per Share	Year earlier		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
American TV and Communications....	Year 6/30	41,670,000	+23.8%	4,050,000	+64.2%	1.08	33,707,360	2,465,959	.61
Cohu.....	6 mo. 6/30	7,313,348	- .8%	111,864	- 35%	.07	7,371,888	171,882	.10
Combined Communications.....	6 mo. 6/30	101,026,834	+54.6%	6,248,538	+97.6%	1.02	65,324,479	3,161,286	.68
Cox Broadcasting.....	6 mo. 6/30	64,892,000	+ 22%	10,039,000	+ 49%	1.71	53,117,000	6,752,000	1.16
Cox Cable.....	6 mo. 6/30	17,887,838	+ 31%	1,705,977	+ 35%	.48	13,622,077	1,263,418	.35
Eastman Kodak.....	24 wks. 8/13	2,373,703,000	+12.8%	258,390,000	+14.2%	1.80	2,103,363,000	226,070,000	1.40
Haite-Hanka.....	6 mo. 6/30	53,574,000	+26.3%	4,795,000	+33.3%	1.09	42,416,000	3,597,000	.82
MGM.....	9 mo. 5/31	196,471,000	+ 3.2%	17,526,000	-28.6%	1.34	190,230,000	24,537,000	1.90
Metromedia.....	26 wks. 7/4	123,867,039	+22.9%	13,820,712 <sup>1</sup>	+150.3%	2.06	100,727,211	5,519,631	.84
3M.....	6 mo. 6/30	1,719,000,000	+12.2%	164,400,000	+29.2%	1.43	1,529,000,000	127,200,000	1.11
Schering-Plough.....	6 mo. 6/30	439,736,000	+ 9.3%	80,134,000	+12.4%	1.48	402,189,000	71,273,000	1.32
Storer.....	6 mo. 6/30	60,073,000	+27.3%	7,080,000	+ 3.7%	1.44	47,172,000	6,827,000	1.37
Vikoa.....	6 mo. 6/30	5,002,000	+17.5%	274,000	*	.07	4,257,000	(298,000)	(1.2)
Warner Communications.....	6 mo. 6/30	376,576,000	+15.5%	31,819,000	+14.6%	1.87	325,968,000	27,572,000	1.51

<sup>1</sup>Includes gain on sale of Foster & Kleiser Northwest Region amounting to approximately \$1,121,500 or \$.17 per share.

\*Change too great to be meaningful.



# Television

## Financial Data 1975

**Viacom Features I**

**VIACOM FEATURES II**

**Viacom Features III**

**VIACOM FEATURES IV**

**Viacom Movie Greats**

Viacom. Television's new major source for movies.

In 1975, the three television networks had revenues of \$1,673,800,000, their 15 owned and operated TV stations added another \$395,600,000, all other stations together contributed \$2,024,800,000 for an industry revenue total of \$4,094,100,000.

At the same time, the networks had expenses of \$1,465,300,000, their 15 owned stations had expenses of \$290,000,000, all other stations together had expenses of \$1,558,600,000, for an industry expenses total of \$3,313,800,000.

That produced network profits of \$208,500,000, down 7.4% from 1974, owned-station profits of \$105,700,000, the same as 1974, profits for all other stations of \$466,100,000, up 14.4% from 1974, and all-industry profits of \$780,300,000, up 5.7% over 1974.

# It was a very good year

The huge gains being made this year by television broadcasting in sales and profits (BROADCASTING, July 26) are being made on top of gains made in 1975, the best year in TV history. The 1975 annual report, being released by the FCC today (Aug. 2) puts television advertising expenditures at \$4.7 billion, 8.4% ahead of 1974; revenues of networks and stations at \$4.1 billion, an 8.3% gain, and profits before taxes at \$780.3 million, up 5.7% (see table 1, this page).

The advertising expenditures (which included \$755 million in agency commissions but not the costs of commercial or program production) included \$2.2 billion in network advertising, up 7.5% over 1974; \$1.4 billion in national and regional spot, up 8.4%, and \$1.1 billion in local, up 10.1% (table 4, page 46).

Television broadcasting expenses last year rose faster than sales or revenues. They totaled \$3.3 billion, up 8.9%.

Television station business in 1975 was better than networking. Net revenues in 1975 for all stations were \$2.4 billion (including \$67.4 million in barter and trade-out transactions), an increase of 8.5% over 1974 (table 2, page 38). Of that total, \$258.3 million came from network compensation, \$1.4 billion was from spot sales and \$1 billion from local advertising.

Total expenses for all the stations increased 8% to \$1.8 billion. Stations spent 10% more on programs at \$810.4 million and incurred a 1% gain in technical expenses at \$232.9 million, 6.3% in general and administrative costs at \$567.2 million and 9.2% in selling expenses at \$237.6 million. All this left the stations with \$571.8 million in pre-tax income, an 11.7% increase over 1974.

Network figures had been released earlier by the FCC (BROADCASTING, May 3). ABC, CBS and NBC collective profits from network operations dropped 5% to

## 1. The TV industry's 1975 totals of revenue, expense and profit

	1975	1974*	% increases 1974-1975
<b>Broadcast revenues<sup>1</sup></b>			
3 networks	\$1,673,800,000	\$1,545,900,000	8.3
15 network owned and-operated stations (all VHF)	395,600,000	375,200,000	5.4
All other stations			
477 VHF <sup>2</sup>	1,762,200,000	1,629,400,000	8.2
177 UHF <sup>3</sup>	262,600,000	230,900,000	13.7
Subtotal	2,024,800,000	1,860,300,000	8.9
<b>INDUSTRY TOTAL</b>	<b>4,094,100,000</b>	<b>3,781,400,000</b>	<b>8.3</b>
<b>Broadcast expenses</b>			
3 networks	1,465,300,000	1,320,800,000	10.9
15 network owned-and-operated stations (all VHF)	290,000,000	269,500,000	7.6
All other stations			
477 VHF <sup>2</sup>	1,305,800,000	1,215,900,000	7.4
177 UHF <sup>3</sup>	252,700,000	236,900,000	6.7
Subtotal	1,558,600,000	1,452,800,000	7.3
<b>INDUSTRY TOTAL</b>	<b>3,313,800,000</b>	<b>3,043,100,000</b>	<b>8.9</b>
<b>Broadcast income (before federal income tax)</b>			
3 networks	208,500,000	225,100,000	(7.4%)
15 network-owned-and-operated stations (all VHF)	105,700,000	105,700,000	0
All other stations			
477 VHF <sup>2</sup>	456,200,000	413,600,000	10.3
177 UHF <sup>3</sup>	9,900,000	(6,100,000)	—
Subtotal	466,100,000	407,500,000	14.4
<b>INDUSTRY TOTAL</b>	<b>780,300,000</b>	<b>738,300,000</b>	<b>5.7</b>

<sup>1</sup>Net after commissions to agencies, representatives and brokers, after cash discounts.

<sup>2</sup>The 477 VHF stations represent 498 operations including 21 satellite stations that filed a combined report with their parent stations. The 1974 data reflects 479 VHF stations representing 500 operations including 21 satellites that filed a combined report with their parent stations.

<sup>3</sup>The 177 UHF stations represent 180 operations including three satellites that filed a combined report with their parent stations. The 1974 data reflects 175 UHF stations representing 179 operations including four satellites that filed a combined report with their parent stations.

Note: Last digits may not add to totals because of rounding. ( ) denotes loss

\*Revised from previous report.

FCC DATA AND BLAIR PROJECTIONS

CONFIRM...

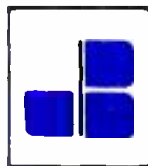
**Spot Television  
has entered its  
Second Golden Age  
of Growth.**

**1975: 1.4 billion.\***

**1980: 2.9 billion.\*\***

**And Blair Television  
is helping to make  
it happen.**

\*F.C.C. 1975 Television Broadcast Financial Data  
\*\*Blair Television projection. Additional projections and the  
industry's most extensive compilation and analysis of broadcast  
financial data will appear in the forthcoming 13th edition of  
Statistical Trends in Broadcasting. This is published annually, following  
the release of F.C.C. Radio Broadcast Financial Data, by  
Blair Television and Blair Radio... divisions of



**John Blair  
& Company**

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\$314.2 million, while their owned-and-operated stations' income stayed the same at \$105.7 million. Revenues rose 8.3% for the networks to \$1.7 billion but expenses climbed by 10.9% to \$1.465 billion. The three networks spent \$1.27 billion on programming—a 10.8% rise over the bill for 1974.

The 432 VHF network affiliates reported revenues at \$1.9 billion (with \$48.20 million in barter and trade-outs) in 1975; up from \$1.79 billion the year earlier. Profits had a 6.5% increase to \$537.7 million.

The 114 UHF affiliates showed revenues of \$142.5 million (\$5.36 million in barter and trade-outs), a 10.3% rise from \$129.15 million. Their profits were \$6.02 million, down slightly from the \$6.04 million in 1974.

Also up in 1975 were the 30 independent VHF stations which had revenues rising 13.2% from \$201.1 million to \$227.8 million. Profits, which had been declining since 1972, jumped over 100% from \$10.9 million in 1974 to \$24.2 million in 1975.

Last year was the biggest so far for independent UHF outlets. It was the first year that these 56 stations as a group showed a profit. In 1975 revenues of \$120 million were posted and expenses of \$116.1 million for a profit of \$3.8 million. In 1974 they lost \$10.9 million in revenues of \$99 million.

Small-market stations (those outside the top 100) had net revenues of \$343.6 million (including \$8.6 million in barter and trade-out transactions) and income of \$38.15 million, up from 1974 totals of \$315.5 million and \$30.8 million.

Of the 628 stations reporting to the FCC (excluding satellites and including stations operating a full year), 398 VHF and 86 UHF, or 77% of the total, ended 1975 in the black (table seven, page 48). Of stations reporting losses 64 were V's and 80 were U's.

A breakdown of revenues and profits allowing market-by-market comparisons where three or more stations were in operation is provided in table three beginning on page 40. The revenue total for the 137 markets, \$2,420,382,422, was up 8.5% from the 1974 figure of \$2,230,297,000 while total income rose from \$511,871,000 in 1974 to \$571,829,573, an increase of 11.7%.

Leading the markets in both profit and revenue was New York with \$188 million in revenue (up 6.38%) and \$43.5 million in profits. Los Angeles was second in revenues with \$153.8 million (up 7.98%), but third in profits at \$26.5 million. Chicago was second in profit spot with \$32.9 million and third in revenues at \$117.7 million. Others in or near the top 10 included: Boston (six in revenues, nine in profits); Cleveland (nine and 10); Dallas-Fort Worth (10 and eight); Detroit (seven in both); Houston-Galveston (11 and six); Philadelphia (four in both); San Francisco-Oakland (five in both), and Washington (eight in revenues but 22 in profits).

On the other end were: Fort Myers-Naples, Fla. (130 and 137); Fort Smith, Ark. (136 and 130); Idaho Falls-Pocatello,

Idaho (135 and 135); Odessa-Midland-Monahans, Tex. (127 and 135); Pasco, Wash. (137 and 121), and Traverse City-Cadillac, Mich. (131 and 129).

The market leader in revenue gains was Idaho Falls-Pocatello, Idaho, which showed a 26.73% rise from \$1.8 million in 1974 to \$2.2 million in 1975. Other markets with strong gains were: Seattle-Tacoma (up 22% to \$29.2 million); Baton Rouge (up 21% to \$6.9 million); Anchorage (up 18.5% to \$2.5 million); Boise-Nampa, Idaho (up 17% to \$4.1 million); Washington (up 16.5% to \$53.4 million); Lincoln-Hastings-Kearney, Neb. (up 16.3% to \$5.7 million), and Honolulu (up 16.3% to \$13.7 million).

On the other end of the spectrum were four markets that declined in 1975. Those were: Chattanooga (down 0.27% to \$5.9 million); Fort Myers-Naples, Fla. (down 1.1% to \$2.8 million); Springfield-Decatur-Champaign-Urbana-Danville, Ill. (down 1.5% to \$9.6 million), and Traverse City-Cadillac, Mich. (down 6.5% to \$2.7 million).

Four markets were static, remaining at their 1974 levels: August, Ga., (\$5.3 million); Fort Smith, Ark. (\$2.2 million); Lafayette, La. (\$4 million), and Pasco, Wash. (\$1 million).

Another market-by-market breakdown is provided in table 10 on page 44. This one, compiled by BROADCASTING from FCC reports of revenue and Arbitron Television estimates of total TV households, gives the amount spent by advertisers per home in 134 ADI markets. The figures were derived by dividing the total revenues for the market by the number of ADI TV households listed by Arbitron.

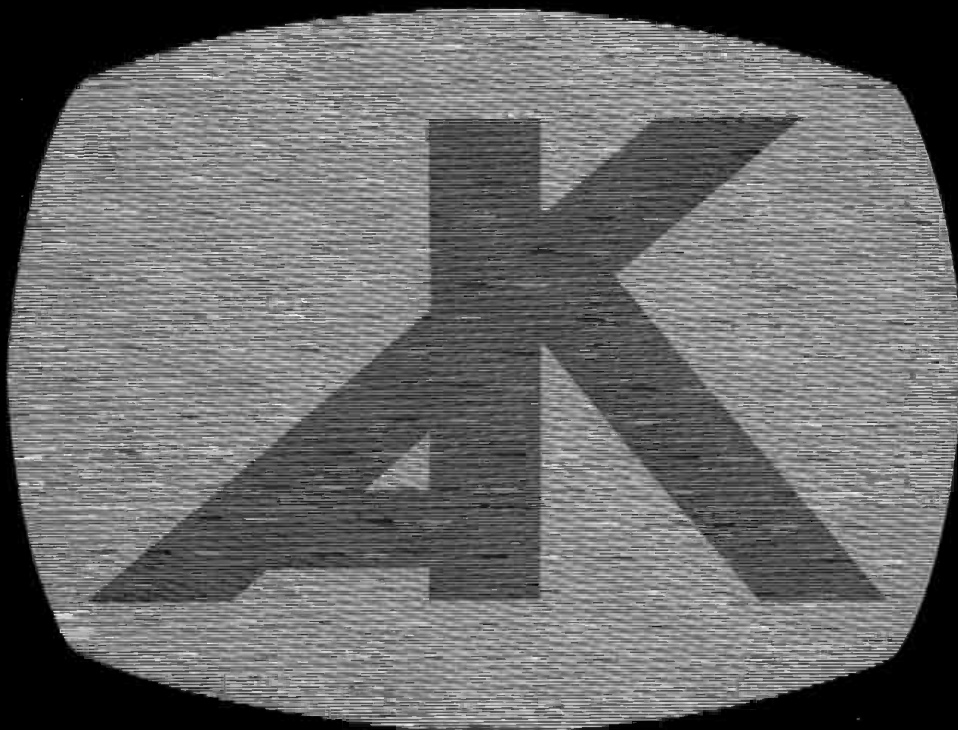
Leading the list was Las Vegas at \$60.38 per household. Next came Denver at \$53.51; Anchorage at \$50.18, and Buffalo, N.Y., at \$48.06. Buffalo's figure is inflated, however, since the ADI count omits the large number of Canadian households that are also targets of advertising placed in Buffalo stations. The rest of the top 20 run from \$45.79 for Miami at number five to \$39.66 for Bakersfield, Calif., at 20. New York was 78th at \$29.33. The lowest per-home revenue producer was Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill., at \$18.11.

Another figure on the upside in 1975 was the amount invested in tangible broadcast property (table eight, page 48). The networks reported having invested \$414 million or \$169 million after depreciation (including their O&O's). The remaining stations had investments totaling \$1.56 billion or \$681 million after depreciation.

Along with the rise in tangible investments was an increase in the number of people employed in TV broadcasting (table nine). The networks reported 11,508 full-time and 1,748 part-time employees; their O&O's had 4,893 full-time and 244 part-time. The 654 other stations reported 39,505 full-time and 4,377 part-time. The over-all total was 62,275, up 0.6% from the 1974 figure of 61,906.

More charts and figures beginning on page 38

# We've sharpened our focus.



Thirty-one years of aggressive, innovative selling have kept Avery-Knodel abreast... and ahead... of the competition.

And we've sharpened our focus.

We're now **Avery-Knodel Television**, a highly specialized, television-only representative. Television is our exclusive business... and we're good at it... we're better than the best.

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in-depth, on-target support services any representative can boast... performance-proved programming expertise... sales-effective promotion... the most advanced computerized research and marketing system available: COMP-AK.

**Avery-Knodel Television** is better qualified to serve you now than ever before. Join the five distinguished stations that recently named **Avery-Knodel Television** their exclusive national sales representative. We'll sharpen your profit picture.

 **AVERY-KNODEL  
TELEVISION**

New York, Chicago, Atlanta, Dallas, Denver, Detroit,  
Los Angeles, Minneapolis, San Francisco, St. Louis

## 2. Breakdowns of revenues and expenses for TV stations

	Individuals items	Totals
<b>Broadcast revenues</b>		
A. Revenues from the sale of station time		
(1) Network		
Sale of station time to networks:		
Sale of station time to major networks (ABC, CBS, NBC) before line or service charges.....	\$255,602,000	
Sale of station time to other networks before line or service charges.....	2,678,000	
Total.....		\$258,280,000
(2) Non-network		
After trade and special discounts but before cash discounts to advertiser and sponsors and before commissions to agencies, representatives and brokers)		
Sale of station time to national advertisers.....	1,441,365,000	
Sale of station time to local advertisers.....	1,079,813,000	
Total.....		2,521,178,000
<b>Total sale of station time.....</b>		<b>2,779,459,000</b>
B. Broadcast revenues other than from sale of station time (after deduction for trade discounts but before cash discounts and before commission):		
(1) Revenues from separate charges made for programs, materials, facilities, and services supplies to advertisers or sponsors in connection with sale of station time:		
(a) to national and regional advertisers or sponsors.....	7,864,000	
(b) to local advertisers or sponsors.....	36,356,000	
(2) Other broadcast revenues.....	38,322,000	
Total broadcast revenues, other than from time sales.....		82,542,000
C. Total broadcast revenues.....		2,862,001,000
(1) Less commission to agencies, representatives, and brokers (but not to staff salesmen or employes and less cash discounts).....	441,628,000	
<b>Net broadcast revenues<sup>1</sup>.....</b>		<b>2,420,373,000*</b>

### Broadcast expenses

Technical expenses:		
Technical payroll.....	156,190,000	
All other technical expenses.....	76,738,000	
Total technical expenses.....		232,928,000
Program expenses:		
Payroll for program employes.....	309,465,000	
Rental and amortization of film and tape.....	242,167,000	
Records and transcriptions.....	1,468,000	
Cost of outside news service.....	18,553,000	
Payments to talent other than above.....	11,200,000	
Music license fees.....	47,782,000	
Other performance and program rights.....	27,874,000	
All other program expenses.....	151,943,000	
Total program expenses.....		810,453,000
Selling expenses:		
Selling payroll.....	117,000,000	
All other selling expenses.....	120,750,000	
Total selling expenses.....		237,751,000*
General and administrative expenses:		
General and administrative payroll.....	96,005,000	
Depreciation and amortization.....	117,078,000	
Interest.....	37,273,000	
Allocated costs of management from home office or affiliates.....	64,535,000	
Other general and administrative expenses.....	252,359,000	
Total general and administrative expenses.....		567,250,000
Total Payroll <sup>2</sup> .....		678,660,000
<b>Total broadcast expenses.....</b>		<b>1,848,201,000</b>

### Broadcast income

Broadcast revenues.....	2,420,382,000
Broadcast expenses.....	1,848,553,000
Broadcast operating income or (loss).....	571,830,000

Total of any amounts included in above which represent payments (salaries, commissions, management fees, rents, etc.) for services or materials supplied by the owners or stockholders, or any close relative of such persons or any affiliated company under common control..... 65,930,000

<sup>1</sup> Includes \$67,379,236 from barter and trade-out transactions.

<sup>2</sup> Included in "Payroll for all other employes."

<sup>3</sup> Stations reporting less than \$25,000 in total revenues are not required to report items under revenues and expenses but are required to report total income. Therefore, totals under revenues and expenses are somewhat lower than totals under income.

Note: Last digits may not add to totals because of rounding.

# EMERY INTRODUCES A NEW T.V. PROGRAM.

You may not find it listed in the TV Guide, but Emery's new T.V. program has something dramatic to offer you.

New low rates. Specially designed for the T.V. film and production industry.

If you have a shipment moving to or from any of the country's major film and tape production capitals (New York, Los Angeles, Pittsburgh, Chicago) you can save as much as 30%.

And if you have multiple pick ups we have a multiple pick up rate that can save you even more.

Yet while you no longer pay extra with Emery, you still get the extras.

Like an instant tracking system that can give you an up to the minute picture of your film or tape in just ten seconds. Over 100 offices, worldwide, plus hundreds of agents.

What's more we're on practically every commercial airline that carries freight.

That's over 1000 jets a day. And we use hundreds of charter and commuter airlines, too. Wherever commercial airline service is weak.

So you won't have a wait for your shipment. Nor will you have a weight problem.

Because we have no size or weight restrictions. All this and more. For less.

If you'd like to get with the program, just tear out the coupon. Or call us.

To: Mr. Ben Scrimizzi, Domestic Marketing Coordinator BC82  
Emery Air Freight/Television Distribution Service  
World Headquarters, Wilton, Connecticut 06897

Yes! Your service sounds like it can provide the dependability and economy I've been looking for.

Please send me information     Please contact me immediately

I average \_\_\_\_\_ air shipments per month.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

**EMERY AIR FREIGHT**

The shortest distance between two points.

Turns  
America's  
music  
into  
a weekly  
cele-  
bration!

Top stars singing pop and country-rock. Plus high-stepping dancers, bands and sparkling comedy.

A dazzling hour of eye-popping production for all America to enjoy every week.

127 markets to date,  
84% national coverage.  
Sponsored by

Warner-Lambert,  
J. B. Williams and  
Procter & Gamble.

**Music Hall  
America**

from

**Viacom**

### 3. The market-by-market breakdown of

Market <i>(number of stations reporting in parentheses)</i>	Revenue rank	Profit rank	Time sales			
			Network		Spot	
			1975 (000)	1974 (000)	1975 (000)	1974 (000)
Albany-Schenectady-Troy, N.Y. (3)	<b>43</b>	<b>53</b>	\$ 2,178	\$ 2,139	\$ 7,063	\$ 6,901
*Albuquerque, N.M. (4)	<b>67</b>	<b>77</b>	953	924	3,241	2,993
Amarillo, Tex. (3)	<b>112</b>	<b>123</b>	669	644	1,481	1,320
Anchorage (3)	<b>133</b>	<b>119</b>	332	272	589	435
Atlanta (4)	<b>14</b>	<b>12</b>	2,138	2,179	24,068	22,880
Augusta, Ga. (3)	<b>98</b>	<b>73</b>	1,409	**	1,814	**
Austin, Tex. (3)	<b>82</b>	<b>71</b>	691	631	3,336	2,731
Bakersfield, Calif. (3)	<b>124</b>	<b>105</b>	780	621	1,811	1,616
Baltimore (4)	<b>18</b>	<b>21</b>	2,512	2,489	19,045	16,632
Bangor, Me. (3)	<b>132</b>	<b>120</b>	631	575	861	717
Baton Rouge (3)	<b>78</b>	<b>108</b>	912	888	1,962	1,579
Beaumont-Port Arthur, Tex. (3)	<b>109</b>	<b>96</b>	728	695	1,238	1,064
Binghamton, N.Y. (3)	<b>115</b>	<b>112</b>	972	944	2,011	1,881
Birmingham, Ala. (3)	<b>40</b>	<b>25</b>	3,008	2,966	7,492	6,649
Boise-Nampa, Idaho (3)	<b>114</b>	<b>134</b>	978	878	1,578	1,227
Boston (5)	<b>6</b>	<b>9</b>	4,875	4,641	48,902	47,388
Buffalo, N.Y. (4)	<b>19</b>	<b>17</b>	2,661	2,621	22,309	23,597
Burlington, Vt.-Plattsburg, N.Y. (3)	<b>105</b>	<b>89</b>	1,038	1,018	2,528	2,163
Cedar Rapids-Waterloo, Iowa (3)	<b>71</b>	<b>91</b>	1,186	1,151	3,389	2,795
Charleston, S.C. (3)	<b>107</b>	<b>116</b>	740	723	2,049	1,796
Charleston-Huntington, W.Va.-Ashland, Ky. (3)	<b>59</b>	<b>56</b>	1,992	1,932	5,304	3,976
Charlotte, N.C. (4)	<b>33</b>	<b>35</b>	2,662	2,510	9,810	8,899
Chattanooga (4)	<b>88</b>	<b>68</b>	848	828	2,464	2,306
Chicago (7)	<b>3</b>	<b>2</b>	7,280	7,112	90,418	85,185
Cincinnati (4)	<b>26</b>	<b>28</b>	2,707	2,617	11,239	10,947
*Cleveland (5)	<b>9</b>	<b>10</b>	4,671	4,513	32,453	27,071
Colorado Springs-Pueblo (3)	<b>102</b>	<b>81</b>	635	619	2,826	2,526
Columbia, S.C. (3)	<b>84</b>	<b>61</b>	1,003	853	2,667	2,125
Columbia-Jefferson City, Mo. (3)	<b>129</b>	<b>114</b>	612	562	1,087	1,017
Columbus, Ga. (3)	<b>103</b>	<b>84</b>	1,227	1,169	1,567	1,501
Columbus, Ohio (3)	<b>29</b>	<b>26</b>	2,015	1,949	11,561	9,676
Corpus Christi, Tex. (3)	<b>121</b>	<b>107</b>	574	558	1,229	1,069
Dallas-Fort Worth (4)	<b>10</b>	<b>8</b>	2,783	2,774	27,297	23,635
Davenport, Iowa-Rock Island-Moline, Ill. (3)	<b>68</b>	<b>69</b>	1,469	1,458	3,509	3,138
Dayton, Ohio (3)	<b>35</b>	<b>31</b>	2,281	2,175	8,186	7,572
Denver (4)	<b>17</b>	<b>11</b>	1,691	1,606	18,768	17,022
Des Moines-Ames, Iowa (3)	<b>66</b>	<b>67</b>	1,183	1,119	5,824	4,928
*Detroit (5)	<b>7</b>	<b>7</b>	5,411	5,374	40,103	40,056
Duluth, Minn.-Superior, Wis. (3)	<b>110</b>	<b>110</b>	1,057	1,037	1,633	1,449
El Paso (3)	<b>89</b>	<b>132</b>	609	582	1,635	1,443
Erie, Pa. (3)	<b>122</b>	<b>118</b>	867	831	1,207	1,249
Evansville, Ind. (3)	<b>93</b>	<b>82</b>	924	893	1,957	1,673
Fargo-Valley City, N.D. (3)	<b>106</b>	<b>106</b>	788	790	1,427	1,235
Flint-Saginaw-Bay City, Mich. (3)	<b>63</b>	<b>100</b>	1,496	1,403	4,603	4,669
Fort Myers-Naples, Fla. (3)	<b>130</b>	<b>137</b>	364	296	797	755
Fort Smith, Ark. (2)	<b>136</b>	<b>130</b>	576	**	524	**
Fort Wayne, Ind. (3)	<b>75</b>	<b>75</b>	781	869	3,451	3,164
Fresno-Hanford-Tulare-Visalia, Calif. (5)	<b>62</b>	<b>131</b>	1,037	992	4,226	3,971
Grand Rapids-Kalamazoo, Mich. (4)	<b>46</b>	<b>42</b>	2,352	2,205	7,357	7,236
Green Bay, Wis. (3)	<b>72</b>	<b>117</b>	1,209	1,180	3,047	3,119
Greensboro-High Point- Winston Salem, N.C. (3)	<b>55</b>	<b>44</b>	1,427	1,446	5,179	5,072
Greenville-Spartanburg, S.C.-Asheville, N.C. (5)	<b>52</b>	<b>38</b>	1,431	1,408	7,484	7,173
Greenville-Washington-New Bern, N.C. (3)	<b>91</b>	<b>79</b>	877	865	3,212	2,729
Harrisburg-Lancaster-York-Lebanon, Pa. (5)	<b>57</b>	<b>52</b>	1,742	1,733	6,516	5,717



# television revenue and profit in 1975

Local		Barter and trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses 1975 (000)	Total broadcast profit 1975 (000)
1975 (000)	1974 (000)	1975 (000)	1974 (000)	1975 (000)	1974 (000)			
\$ 6,509	\$ 5,706	\$491	\$ 270	\$13,711	\$12,711	<b>7.87</b>	11,321	2,391
5,152	5,222	229	196	8,146	7,812	<b>4.28</b>	6,692	1,454
2,547	2,317	107	86	4,274	3,956	<b>8.04</b>	4,104	169
1,743	1,432	94	130	2,559	2,158	<b>18.58</b>	2,349	210
15,874	15,040	765	530	35,849	34,022	<b>5.37</b>	23,724	12,125
2,403	**	181	**	5,303	**	-	3,687	1,616
3,213	2,867	76	83	6,421	5,539	<b>15.92</b>	4,771	1,650
1,739	1,622	118	98	3,807	3,336	<b>14.12</b>	3,276	531
13,677	11,809	1,244	1,287	29,618	26,303	<b>12.60</b>	20,733	8,885
1,293	1,179	75	97	2,576	2,341	<b>10.04</b>	2,372	205
4,815	3,797	172	164	6,874	5,678	<b>21.06</b>	6,378	496
2,753	2,584	44	41	4,364	3,994	<b>9.28</b>	3,680	684
1,654	1,714	205	158	4,090	4,025	<b>1.61</b>	3,776	315
5,985	5,704	295	276	14,355	13,399	<b>7.13</b>	7,308	7,047
1,918	1,682	114	46	4,103	3,506	<b>17.03</b>	4,276	-173
21,013	21,598	2,730	2,499	63,050	62,228	<b>1.32</b>	47,340	15,710
9,536	7,379	1,211	944	29,367	28,391	<b>3.44</b>	20,125	9,241
1,494	1,380	108	28	4,698	4,143	<b>13.40</b>	3,812	886
4,014	3,612	218	160	7,616	6,760	<b>12.66</b>	6,823	793
2,304	2,196	138	134	4,569	4,118	<b>10.95</b>	4,320	249
3,673	3,495	271	138	9,841	8,548	<b>15.13</b>	7,512	2,329
7,056	6,257	966	762	16,959	15,358	<b>10.42</b>	12,603	4,356
3,366	3,565	184	144	5,983	5,999	<b>-0.27</b>	4,149	1,834
40,765	36,829	2,143	1,995	117,722	110,972	<b>6.08</b>	84,755	32,967
11,709	9,729	865	599	22,475	20,344	<b>10.47</b>	16,663	5,812
18,905	17,662	1,646	1,647	47,872	42,147	<b>13.58</b>	33,301	14,571
2,452	2,369	116	51	4,985	4,698	<b>6.11</b>	3,755	1,229
3,071	2,810	151	104	6,226	5,447	<b>14.30</b>	4,164	2,062
1,416	1,367	159	144	2,918	2,734	<b>6.73</b>	2,631	287
2,500	2,503	169	140	4,780	4,704	<b>1.62</b>	3,656	1,124
10,139	9,296	852	685	20,629	18,212	<b>13.27</b>	13,588	7,041
2,670	2,332	90	42	3,943	3,521	<b>11.99</b>	3,422	521
18,982	16,229	547	372	43,188	37,466	<b>15.27</b>	26,633	16,555
3,443	2,724	202	187	7,772	6,822	<b>13.93</b>	6,069	1,703
7,416	6,547	505	506	15,589	14,258	<b>9.34</b>	10,752	4,837
17,229	15,832	552	319	32,050	28,963	<b>10.66</b>	19,288	12,762
3,346	2,968	315	292	8,869	7,773	<b>14.10</b>	7,088	1,781
21,190	19,946	936	935	55,851	54,978	<b>1.59</b>	38,759	17,092
1,742	1,680	99	79	4,336	4,020	<b>7.86</b>	3,904	431
3,983	3,452	289	241	5,798	5,211	<b>11.26</b>	5,888	-90
2,256	2,027	170	172	3,929	3,738	<b>5.11</b>	3,716	213
3,314	3,105	89	74	5,560	5,111	<b>8.76</b>	4,349	1,211
2,620	2,244	43	42	4,576	4,084	<b>12.05</b>	4,050	526
4,700	4,635	338	242	9,423	9,280	<b>1.54</b>	8,839	583
1,793	1,918	84	44	2,830	2,862	<b>-1.12</b>	3,253	-423
1,334	**	**	**	2,228	**	-	2,209	19
4,010	3,633	303	319	7,142	6,686	<b>6.82</b>	5,645	1,497
5,403	4,479	473	388	9,458	8,346	<b>13.32</b>	9,455	3
5,619	5,263	334	365	13,139	12,613	<b>4.17</b>	9,684	3,455
4,282	3,931	109	92	7,585	7,435	<b>2.02</b>	7,353	231
5,683	5,234	302	287	10,699	10,331	<b>3.56</b>	7,492	3,206
4,118	3,792	490	396	11,360	10,767	<b>5.51</b>	7,622	3,738
2,161	2,139	63	67	5,684	5,239	<b>8.49</b>	4,282	1,403
3,782	3,477	216	197	10,205	9,272	<b>10.06</b>	7,798	2,408



The 25-E Emmy-winning sitcom starring everybody's sweetheart.

Get it now. And settle down to the pleasant sounds of spot buyers yelling for Moore.

**The Mary Tyler Moore Show**  
from **Viacom**

**Delivers  
the  
kind of  
audience  
you  
want  
most!**

**Women 18-49!**

50% more young women than year-ago programming in the time period in Los Angeles. 54% more in Washington. 200% more in Kansas City. 37% more in Phoenix.

Outperforms two game shows, a sitcom and a talk show presented in these markets last year.

**My Three Sons**  
from  
**Viacom**

Source: NSI. May 1978 and 1975. Audience estimates subject to qualifications available on request.

Market <i>(number of stations reporting in parentheses)</i>	Revenue rank	Profit rank	Time sales			
			Network		Spot	
			1975 (000)	1974 (000)	1975 (000)	1974 (000)
<b>Hartford-New Haven-</b> New Britain-Waterbury, Conn. (5)	<b>23</b>	<b>23</b>	3,366	3,021	16,743	15,870
Honolulu (4)	<b>44</b>	<b>76</b>	1,003	930	2,438	2,168
Houston-Galveston (5)	<b>11</b>	<b>6</b>	2,405	2,286	25,160	22,344
Huntsville, Ala.-Decatur, Ill. (3)	<b>119</b>	<b>127</b>	628	662	1,866	1,398
Idaho Falls-Pocatello, Idaho (3)	<b>135</b>	<b>136</b>	534	481	1,051	833
*Indianapolis (5)	<b>21</b>	<b>15</b>	2,070	2,010	15,475	14,937
Jackson, Miss. (3)	<b>85</b>	<b>93</b>	941	907	2,128	1,893
Jacksonville, Fla. (3)	<b>48</b>	<b>43</b>	1,456	1,335	7,634	7,597
Johnson City-Kingsport-Bristol, Tenn.-Va. (3)	<b>108</b>	<b>86</b>	823	775	1,859	1,787
Johnstown-Altoona, Pa. (3)	<b>99</b>	<b>88</b>	1,610	1,546	1,969	1,942
Joplin, Mo.-Pittsburg, Kan. (3)	<b>123</b>	<b>103</b>	1,011	992	1,294	1,234
Kansas City, Mo. (4)	<b>22</b>	<b>20</b>	2,160	2,120	14,564	13,836
Knoxville, Tenn. (3)	<b>73</b>	<b>60</b>	1,370	1,262	2,941	2,749
Lafayette, La. (2)	<b>117</b>	<b>83</b>	539	**	1,112	**
Las Vegas-Henderson, Nev. (4)	<b>81</b>	<b>125</b>	494	482	1,835	2,165
Lexington, Ky (3)	<b>96</b>	<b>113</b>	599	575	3,039	2,548
Lincoln-Hastings-Kearney, Neb. (5)	<b>90</b>	<b>93</b>	883	834	2,274	1,988
Little Rock, Ark. (3)	<b>61</b>	<b>64</b>	1,068	987	3,401	2,844
Los Angeles (11)	<b>2</b>	<b>3</b>	8,060	7,562	104,397	98,343
Louisville, Ky. (4)	<b>34</b>	<b>59</b>	2,196	1,966	7,744	7,130
Lubbock, Tex. (3)	<b>100</b>	<b>115</b>	948	924	1,395	1,144
Madison, Wis. (3)	<b>94</b>	<b>86</b>	841	817	3,176	2,830
Memphis (3)	<b>37</b>	<b>30</b>	1,834	1,857	7,824	7,227
Miami (6)	<b>12</b>	<b>14</b>	2,340	2,187	25,043	24,473
Milwaukee (4)	<b>25</b>	<b>27</b>	2,401	2,294	14,158	13,413
Minneapolis-St. Paul (4)	<b>16</b>	<b>16</b>	2,718	2,711	19,593	20,144
Mobile, Ala.-Pensacola, Fla. (3)	<b>74</b>	<b>58</b>	1,094	1,086	3,531	2,697
Monroe, La.-El Dorado, Ark. (3)	<b>111</b>	<b>109</b>	1,035	979	1,742	1,583
Montgomery, Ala. (3)	<b>101</b>	<b>70</b>	820	719	2,143	1,757
Nashville (3)	<b>39</b>	<b>55</b>	1,617	1,590	6,296	5,936
New Orleans (4)	<b>32</b>	<b>50</b>	1,847	1,771	8,351	7,674
New York (9)	<b>1</b>	<b>1</b>	14,986	14,490	141,612	143,007
Norfolk-Portsmouth-Newport News-Hampton, Va. (3)	<b>54</b>	<b>51</b>	1,542	1,518	4,510	3,949
Odessa-Midland-Monahans, Tex. (3)	<b>127</b>	<b>135</b>	622	592	1,080	916
Oklahoma City-Enid (3)	<b>36</b>	<b>34</b>	1,660	1,653	7,395	6,658
Omaha (3)	<b>53</b>	<b>46</b>	1,591	1,532	4,976	4,576
Orlando-Daytona Beach, Fla. (4)	<b>47</b>	<b>45</b>	1,224	1,168	7,487	6,545
*Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill. (4)	<b>97</b>	<b>78</b>	1,085	1,042	2,817	2,726
Pasco, Wash. (2)	<b>137</b>	<b>121</b>	162	**	398	**
Peoria, Ill. (3)	<b>83</b>	<b>98</b>	972	917	2,480	2,376
Philadelphia (6)	<b>4</b>	<b>4</b>	7,079	6,757	56,946	47,452
Phoenix-Mesa (5)	<b>28</b>	<b>29</b>	1,367	1,300	13,607	13,279
Pittsburgh (4)	<b>13</b>	<b>13</b>	3,940	3,587	26,313	23,196
Portland, Ore. (4)	<b>30</b>	<b>36</b>	1,869	1,878	12,947	11,178
Portland-Poland Springs, Me. (3)	<b>87</b>	<b>85</b>	1,068	1,026	3,040	2,830
Providence, R.I.-New Bedford, Mass. (3)	<b>41</b>	<b>40</b>	2,241	2,123	8,002	7,547
Raleigh-Durham, N.C. (3)	<b>58</b>	<b>49</b>	2,241	2,154	4,477	4,211
Reno (3)	<b>128</b>	<b>124</b>	465	453	926	958
Richmond-Petersburg, Va. (3)	<b>64</b>	<b>62</b>	1,269	1,276	4,752	4,315
Roanoke-Lynchburg, Va. (3)	<b>77</b>	<b>74</b>	1,124	1,101	3,451	3,264
Rochester, N.Y. (3)	<b>56</b>	<b>47</b>	1,481	1,448	5,618	5,495
Rochester-Austin, Minn.-Mason City, Iowa (3)	<b>125</b>	<b>97</b>	778	747	1,313	1,183
Rockford-Freeport, Ill. (3)	<b>86</b>	<b>92</b>	1,168	1,177	2,085	1,901
Sacramento-Stockton, Calif. (5)	<b>27</b>	<b>37</b>	1,912	2,012	11,942	10,967
St. Louis (5)	<b>15</b>	<b>18</b>	2,940	2,905	23,626	22,351
Salinas-Monterey-San Jose, Calif. (4)	<b>70</b>	<b>80</b>	895	865	3,134	2,544

Local		Barter and trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses 1975 (000)	Total broadcast profit 1975 (000)
1975 (000)	1974 (000)	1975 (000)	1974 (000)	1975 (000)	1974 (000)			
8.488	7.111	226	309	24.188	21.988	10.01	16.485	7.704
10.839	9.147	355	191	13.710	11.787	16.31	12.233	1.478
18.581	17.576	491	572	39.757	36.531	8.83	21.949	17.808
2.081	1.901	233	114	4.001	3.636	10.04	3.926	76
872	638	76	484	2.247	1.773	26.73	2.564	-317
15.183	13.739	532	698	28.045	26.355	6.41	17.844	10.201
3.578	3.346	73	197	6.173	5.592	10.39	5.412	760
4.747	4.456	228	220	11.838	11.429	3.58	8.527	3.311
2.222	2.075	175	150	4.399	4.181	5.21	3.477	921
2.032	1.853	135	135	5.287	5.048	4.73	4.380	907
1.816	1.751	56	58	3.866	3.740	3.37	3.326	541
12.113	11.433	613	389	24.689	23.387	5.57	15.727	8.962
4.074	4.077	191	281	7.521	7.386	1.83	5.393	2.127
2.643	**	**	**	4.066	**	-	2.862	1.203
5.038	4.459	313	197	6.702	6.466	3.85	6.558	144
2.383	2.088	101	116	5.419	4.740	14.32	5.126	293
3.107	2.531	172	99	5.751	4.943	16.35	4.991	760
5.984	5.964	415	289	9.480	8.810	7.60	7.603	1.877
64.522	60.123	4,953	4,859	153.857	142.484	7.98	127.361	26.496
8.302	7.033	504	346	16.212	14.417	12.45	13.983	2,230
3.120	2.930	213	151	5.107	4.771	7.04	4.820	286
2.278	1.919	128	294	5.556	4.881	13.83	4.635	921
7.794	7.298	239	231	15.173	14.282	6.24	10.063	5,110
17.267	17.593	1,443	1,413	38.601	37.500	2.94	26.874	11,727
11.150	9.562	506	382	23.841	21.823	9.25	17.814	6,027
17.561	14.251	770	822	34.237	32.256	6.14	24.962	9,275
3.687	3.848	32	16	7.312	6.717	8.86	5.071	2,241
2.032	1.593	221	179	4.276	3.644	17.34	3.792	484
2.554	2.461	95	96	5.070	4.583	10.63	3.414	1,656
8.168	7.502	224	327	14.514	13.695	5.98	12.167	2,347
11.315	9.506	716	587	19.716	17.239	14.37	16.965	2,751
64.818	49.518	4,437	5,058	188.059	176.779	6.38	144.580	43,479
6.402	6.207	253	205	11.033	10.359	6.51	8.459	2,574
1.741	1.611	87	60	3.247	2.929	10.86	3.464	-217
8.493	7.936	417	169	15.537	14.475	7.34	11.143	4,394
6.053	5.262	255	187	11.168	10.125	10.30	8.163	3,005
6.340	6.328	386	241	12.905	12.079	6.84	9.891	3,014
1.973	1.622	32	39	5.342	4.925	8.47	3.911	1,431
618	**	**	**	1.059	**	-	856	203
3.814	3.326	278	283	6.261	6.008	4.21	5.602	659
28.455	26.732	2,911	2,609	76.657	67.717	13.20	55.669	20,988
9.951	9.665	165	303	21.534	21.148	1.83	16.273	5,261
15.074	12.563	1,733	1,306	38.340	33.077	15.91	26.360	11,980
8.605	7.263	309	202	20.317	17.879	13.64	16.155	4,162
2.369	2.061	120	71	5.984	5.458	9.64	4.903	1,081
6.242	5.794	469	647	14.147	13.208	7.11	10.553	3,594
4.437	4.284	237	192	10.086	9.542	5.70	7.294	2,792
2.148	2.070	89	93	3.190	3.132	1.85	3.030	160
4.751	4.318	598	354	9.415	8.763	7.44	7.444	1,971
3.246	3.020	194	175	6.878	6.519	5.51	5.338	1,540
5.353	4.903	142	154	10.680	10.187	4.84	7.799	2,882
1.768	1.625	69	52	3.566	3.320	7.41	2.890	676
3.580	3.541	76	63	6.139	5.952	3.14	5.352	787
10.894	9.615	744	622	21.582	19.597	10.13	17.767	3,815
15.006	11.248	2,085	1,548	35.026	30.877	13.44	25.934	9,092
4.413	4.172	376	321	7.664	6.827	12.26	6.303	1,360



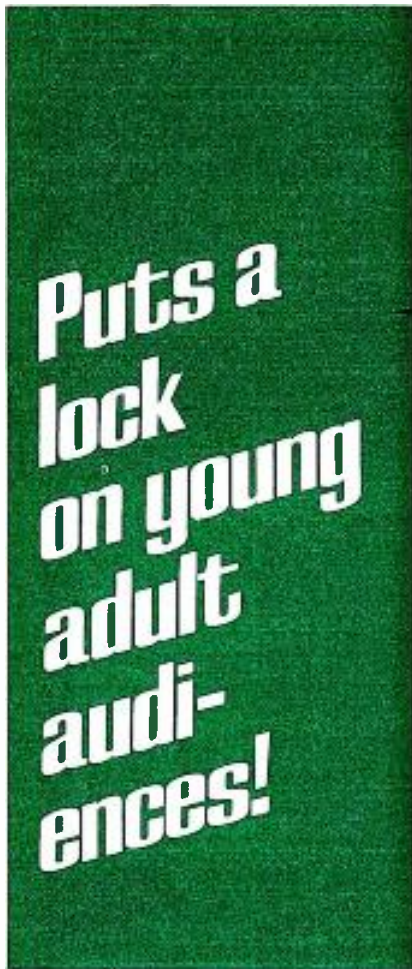
The Viacom sitcom formula!

Put three or more of Viacom's great sitcoms together to build a bigger, better fringe-time audience:

- "My Three Sons"
- "Family Affair"
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- "The Andy Griffith Show"
- "Gomer Pyle"
- "I Love Lucy"
- "The Dick Van Dyke Show"

All from

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The highest average number of young women and men viewers (both 18-34 and 18-49) in its time period over four prime-time seasons.

An audience profile showing 2/3 of all viewers as adults, 2/3 of all women as 18-49 and 2/3 of all men as 18-49.

## The Rookies from Viacom

Source: NTI  
1972-1975 Sept. I, Wk. II-March II  
1975-1978 Sept. I, Wk. II-April II  
Audience estimates subject to qualifications  
available on request.

Market (number of stations reporting in parentheses)	Revenue rank	Profit rank	Time sales			
			Network		Spot	
			1975 (000)	1974 (000)	1975 (000)	1974 (000)
Sall Lake City-Ogden-Provo (3)	45	48	1,328	1,310	7,356	6,378
San Antonio, Tex. (4)	42	32	1,338	1,702	5,689	4,799
San Diego (3)	31	33	2,214	2,122	12,883	10,936
*San Francisco-Oakland (7)	5	5	4,000	3,903	50,126	44,067
San Juan-Caguas, P.R. (3)	38	65	—	—	13,352	11,308
Savannah, Ga. (3)	126	111	591	534	1,278	1,178
*Seattle-Tacoma, Wash. (4)	20	24	2,412	2,200	18,422	15,519
Shreveport, La.-Texarkana, Tex. (3)	79	72	1,152	1,228	2,876	2,636
Sioux City, Iowa (3)	113	128	1,102	1,097	1,513	1,290
Sioux Falls-Mitchell, S.D. (3)	116	126	982	963	2,252	2,207
South Bend-Elkhart, Ind. (3)	92	102	851	759	2,193	2,119
Spokane, Wash. (3)	80	68	1,071	1,031	4,081	3,395
Springfield, Mo. (3)	104	99	783	720	1,995	1,889
Springfield-Decatur-Champaign- Urbana-Danville, Ill. (4)	60	63	1,405	1,368	4,123	3,631
Syracuse, N.Y. (3)	50	54	1,793	1,740	6,702	6,806
Tampa-St. Petersburg, Fla. (4)	24	19	2,157	2,088	14,441	13,040
Terre Haute, Ind. (3)	120	101	845	809	1,272	1,074
Toledo, Ohio (3)	51	39	2,493	2,372	5,259	4,839
Traverse City-Cadillac, Mich. (3)	131	129	577	546	1,086	1,144
Tucson, Ariz. (4)	76	104	546	527	3,419	3,072
Tulsa, Okla. (3)	49	41	1,296	1,304	4,673	3,796
Washington (5)	8	22	2,812	2,725	39,297	32,345
Wichita Falls, Tex.-Lawton, Okla. (3)	118	133	625	605	1,208	1,004
Wichita-Hutchinson, Kan. (3)	65	57	1,133	1,099	3,792	3,416
Wilkes Barre-Scranton, Pa. (3)	69	90	1,277	1,255	3,960	3,190
Yakima, Wash. (3)	134	122	503	488	1,095	786
Youngstown, Ohio (3)	95	95	770	751	3,872	3,033

\*One or more stations did not report data for full year

\*\*Data withheld to maintain confidentiality of individual station figures

### TV revenues per home: wide swings among markets

In the table below, total broadcast revenues for each FCC-reported market are divided by total TV households contained in that area of dominant influence, as defined by Arbitron Television for 1975. The figure at left of each listing is that market's ranking in per-home revenues. In parentheses is the number of reporting stations in each market.

Market	\$ per home
10. Chicago (7)	42.39
36. Cincinnati (4)	36.43
35. Cleveland (5)	36.57
77. Colorado Springs-Pueblo (3)	29.50
45. Columbia, S.C. (3)	34.98
121. Columbia-Jefferson City, Mo. (3)	21.94
69. Columbus, Ga. (3)	32.08
15. Columbus, Ohio (3)	41.18
75. Corpus Christi, Tex. (3)	29.87
14. Dallas-Fort Worth (4)	41.33
98. Davenport, Iowa-Rock Island- Moline, Ill. (3)	26.35
46. Dayton, Ohio (3)	34.95
2. Denver (4)	53.51
101. Des Moines-Ames, Iowa (3)	25.78
43. Detroit (5)	35.17
90. Duluth, Minn.-Superior, Wis. (3)	27.10
51. El Paso (3)	34.11
60. Erie, Pa. (3)	33.58
94. Evansville, Ind. (3)	26.60
116. Fargo-Valley City, N.D. (3)	23.47
107. Flint-Saginaw-Bay City, Mich. (3)	24.73
76. Fort Myers-Naples, Fla. (3)	29.79
126. Fort Smith, Ark. (2)	20.44
40. Fort Wayne, Ind. (3)	35.89
56. Fresno-Hanford-Tulare- Visalia, Calif. (5)	33.66
80. Grand Rapids-Kalamazoo, Mich. (4)	29.13
105. Green Bay, Wis. (3)	25.12
64. Greensboro-High Point- Winston Salem, N.C. (3)	33.23
113. Greenville-Spartanburg, S.C.- Asheville, N.C. (5)	23.57
81. Greenville-Washington- New Bern, N.C. (3)	29.00
109. Harrisburg-Lancaster- York-Lebanon, Pa. (5)	24.36
33. Hartford-New Haven-New Britain-Waterbury, Conn. (5)	36.98
7. Houston-Galveston (5)	45.08
119. Huntsville-Decatur, Ala. (3)	22.99
39. Idaho Falls-Pocatello, Idaho (3)	36.24
70. Albany-Schenectady-Troy, N.Y. (3)	31.89
52. Albuquerque, N.M. (4)	34.08
92. Amarillo, Tex. (3)	27.05
3. Anchorage (3)	50.18
8. Atlanta (4)	42.88
61. Augusta, Ga. (3)	33.56
21. Austin, Tex. (3)	39.15
20. Bakersfield, Calif. (3)	39.66
19. Baltimore (4)	39.70
100. Bangor, Me. (3)	26.02
24. Baton Rouge, La. (3)	38.84
63. Beaumont-Port Arthur, Tex. (3)	33.31
88. Binghamton, N.Y. (3)	27.27
38. Birmingham, Ala. (3)	36.25
22. Boise-Nampa, Idaho (3)	39.08
37. Boston (5)	36.32
4. Buffalo, N.Y. (4)	48.06
89. Burlington, Vt.- Plattsburgh, N.Y. (3)	27.16
97. Cedar Rapids- Waterloo, Iowa (3)	26.35
66. Charleston, S.C. (3)	33.11
120. Charleston-Huntington, W.Va.- Ashland, Ky. (3)	22.68
53. Charlotte, N.C. (4)	33.92
118. Chattanooga (4)	23.10

Local		Barter and trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses (000)	Total broadcast profit (000)
1975 (000)	1974 (000)	1975 (000)	1974 (000)	1975 (000)	1974 (000)			
6.646	6.386	553	715	13.635	12.654	7.75	10.823	2.811
8.818	7.857	738	570	14.135	12.802	10.41	9.382	4.753
8.619	8.582	478	481	20.250	18.764	7.92	15.788	4.462
31.481	32.426	2,334	2,387	71.355	67.455	5.78	52.691	18.664
2.314	2.010	248	326	15.022	11.312	8.42	13.172	1.850
1.623	1.596	18	23	3.279	3.129	4.79	2.907	372
13.621	10.232	743	655	29.193	23.907	22.11	22.141	7.052
3.659	3.083	165	138	6.844	6.281	8.98	5.195	1.649
1.873	1.700	219	214	4.206	3.827	9.90	4.135	71
1.039	1.220	155	71	4.068	4.054	0.35	3.951	117
3.411	3.343	289	236	5.677	5.473	3.73	5.123	554
2.680	2.322	173	118	6.743	5.900	14.29	5.017	1.726
2.505	2.579	158	43	4.762	4.675	1.86	4.135	627
4.627	4.293	212	172	9.621	9.773	-1.56	7.657	1.964
4.969	4.493	379	396	11.547	11.152	3.54	9.178	2.369
10.945	10.126	360	314	23.901	21.937	8.95	14.880	9.021
2.230	2.012	102	110	3.945	3.565	10.66	3.375	571
5.431	4.865	249	357	11.532	10.734	7.43	7.852	3.680
1.275	1.438	73	77	2.745	2.936	-6.51	2.706	39
3.885	3.912	200	170	6.934	6.532	6.15	6.402	532
7.310	6.737	179	177	11.731	10.626	10.40	8.271	3.459
20.217	18.299	1,062	1,127	53.408	45.844	16.50	45.196	8.213
2.472	2.544	93	133	4.042	3.989	1.33	4.206	-164
4.627	4.012	261	139	8.892	7.794	14.09	6.633	2.259
3.752	3.461	356	204	7.762	6.885	12.74	6.908	854
1.273	1.199	119	112	2.529	2.208	14.54	2.353	176
1.817	2.084	133	159	5.462	5.087	7.37	4.769	693

Market	\$ per home	Market	\$ per home
26. Indianapolis (4)	38.00	111. Portland-Poland Springs, Me. (3)	23.75
84. Jackson, Miss. (3)	28.06	112. Providence, R.I.-New Bedford, Mass. (3)	23.70
17. Jacksonville, Fla. (3)	40.13	96. Raleigh-Durham, N.C. (3)	26.54
127. Johnson City-Kingsport, Tenn.-Bristol, Va. (3)	20.09	65. Reno (3)	33.23
133. Johnstown-Altoona, Pa. (3)	18.55	99. Richmond-Petersburg, Va. (3)	26.23
102. Joplin, Mo.-Pittsburg, Kan. (3)	25.77	117. Roanoke-Lynchburg, Va. (3)	23.47
23. Kansas City, Mo. (4)	39.00	55. Rochester, N.Y. (3)	33.69
122. Knoxville, Tenn. (3)	21.49	103. Rochester, Minn.-Austin, Ill.-Mason City, Iowa (3)	25.65
95. Lafayette, La. (2)	26.58	32. Rockford-Freepport, Ill. (3)	37.21
1. Las Vegas-Henderson (4)	60.38	48. Sacramento-Stockton, Calif. (5)	34.37
83. Lexington, Ky. (3)	28.67	27. St. Louis (5)	37.70
110. Lincoln-Haslings-Kearney, Neb. (5)	24.16	12. Salinas-Monterey-San Jose, Calif. (4)	41.88
93. Little Rock, Ark. (3)	26.78	49. Salt Lake City-Ogden-Provo (3)	34.35
11. Los Angeles (11)	42.19	57. San Antonio, Tex. (4)	33.65
47. Louisville, Ky. (4)	34.57	29. San Diego (3)	37.36
13. Lubbock, Tex. (3)	41.52	9. San Francisco-Oakland (7)	42.42
54. Madison, Wis. (3)	33.88	104. Savannah, Ga. (3)	25.62
72. Memphis (3)	30.78	30. Seattle-Tacoma, Wash. (4)	37.28
5. Miami (6)	45.79	128. Shreveport, La.-Texarkana, Tex. (3)	20.01
31. Milwaukee (4)	37.25	82. Sioux City, Iowa (3)	28.81
28. Minneapolis-St. Paul (4)	37.66	130. Sioux Falls-Mitchell, S.D. (3)	19.56
115. Mobile, Ala.-Pensacola, Fla. (3)	23.51	124. South Bend-Elkhart, Ind. (3)	21.26
86. Monroe, La.-El Dorado, Ark. (3)	27.59	91. Spokane, Wash. (3)	27.08
34. Montgomery, Ala. (3)	36.74	123. Springfield, Mo. (3)	21.35
106. Nashville (3)	25.02	58. Springfield-Decatur-Champaign-Urbana-Danville, Ill. (4)	33.64
18. New Orleans (4)	40.07	79. Syracuse, N.Y. (3)	29.16
78. New York (9)	29.33	73. Tampa-St. Petersburg, Fla. (4)	30.18
85. Norfolk-Portsmouth-Newport News-Hampton, Va. (3)	27.72	108. Terre Haute, Ind. (3)	24.50
67. Odessa-Midland-Monahans, Tex. (3)	32.80	59. Toledo, Ohio (3)	33.62
44. Oklahoma City-Enid (3)	34.99	129. Traverse City-Cadillac, Mich. (3)	19.89
50. Omaha (3)	34.26	25. Tucson, Ariz. (4)	38.52
74. Orlando-Daytona Beach, Fla. (4)	30.08	41. Tulsa, Okla. (3)	35.44
134. Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill. (4)	18.11	16. Washington (5)	40.37
71. Peoria, Ill. (3)	31.62	87. Wichita Falls, Tex.-Lawton, Okla. (3)	27.50
62. Philadelphia (6)	33.39	114. Wichita-Hutchinson, Kan. (3)	23.52
6. Phoenix-Mesa (5)	45.24	132. Wilkes Barre-Scranton, Pa. (3)	19.12
42. Pittsburgh (4)	35.40	131. Yakima, Wash. (3)	19.45
68. Portland, Ore. (4)	32.25	125. Youngstown, Ohio (3)	21.25

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And against major competition representing almost every kind of programming format.

**Hawaii Five-O**  
from  
**Viacom**

Source: NTI Broadcast Season 1988-1978 Audience estimates subject to qualifications available on request.

# 4. Network and station breakouts

	Networks	% change over previous year	% 15 owned-and-operated TV stations	% change over previous year	878 other TV stations <sup>1</sup>	% change over previous year	Total three networks and 694 stations <sup>1</sup>	% change over previous year
<b>Broadcast revenues, expenses and income</b>								
Sales to advertisers for time, programs talent, facilities and services.								
Network sales	\$ 2,154.7	7.7						
Deduct payments to owned-and-operated stations	38.9	4.0						
Deduct payments to other affiliated stations	217.4	5.9						
Retained from network sales	1,898.4	8.0	\$ 39.0 <sup>2</sup>	4.0	\$ 219.3 <sup>2</sup>	3.9	\$2,156.7 <sup>3</sup>	7.5
Nonnetwork sales								
To national and regional advertisers <sup>3</sup>	—	—	290.7	1.5	1,158.5	10.2	1,449.2	8.4
To local advertisers <sup>3</sup>	—	—	145.1	15.9	971.1	9.3	1,116.2	10.1
Total nonnetwork sales	—	—	435.8	5.9	2,129.6	9.8	2,565.4	9.1
Total sales to advertisers	1,898.4	8.0	474.8	5.7	2,348.9	9.2	4,722.1	8.4
Sales to other than advertisers	99.7	10.5	6.2	6.9	32.1	1.6	138.0	8.2
Total sales	1,998.1	8.2	481.0	5.7	2,381.0	9.1	4,860.1	8.4
Deduct commission to agencies, representatives, etc.	324.4	7.7	85.4	7.0	358.3	10.8	766.1	9.0
<b>Total revenues</b>	<b>1,673.8</b>	<b>8.3</b>	<b>395.6</b>	<b>5.4</b>	<b>2,024.8</b>	<b>8.9</b>	<b>4,094.1</b>	<b>8.3</b>
<b>Total expense</b>	<b>1,465.3</b>	<b>10.9</b>	<b>290.0</b>	<b>7.6</b>	<b>1,558.8</b>	<b>7.3</b>	<b>3,313.8</b>	<b>8.9</b>
<b>Total income (before federal income tax)</b>	<b>208.5</b>	<b>(7.4)</b>	<b>105.7</b>	<b>0</b>	<b>466.1</b>	<b>14.4</b>	<b>780.3</b>	<b>5.7</b>

<sup>1</sup>Includes 58 satellites 24 of which filed combined reports with their parent stations.

<sup>2</sup>Includes payments from networks other than ABC, CBS or NBC.

<sup>3</sup>Includes sales of programs, materials, facilities and service made in connection with sales of time. Excludes sales made by five commercial stations that obtained most of their revenues from contributions: national and regional—\$1,077,882 and local—\$2,393,218. Because stations are not consistent in the way they classify national/regional versus local sales, year-to-year comparisons should be made with caution.

\*Figures in millions.

# 5. Network-only breakouts

## Network revenues:

Revenues from sale of time when program is supplied by advertiser	\$ 46,311,000
All other advertising revenues	2,108,420,000
Revenues from stations for cooperative programs	4,725,000
All other broadcast revenues	94,930,000
<b>TOTAL GROSS BROADCAST REVENUES</b>	<b>2,254,385,000</b>
Value of trade-out and barter transactions included in revenues	9,774,000
<b>DEDUCT:</b>	
Payments to stations	256,272,000
Commissions to advertising agencies, representatives, brokers and others, and cash discounts	324,359,000
<b>TOTAL DEDUCTIONS</b>	<b>580,631,000</b>
<b>NET BROADCAST REVENUES</b>	<b>1,673,754,000</b>

engaged in following categories:

Technical	204,987,000
Program	16,940,000
Selling	81,800,000
General and administrative	283,727,000
Total (All officers and employees)	18,594,000
Depreciation of tangible property	744,923,000
Amortization expense on programs obtained from others (total)	
Feature film shown or expected to be shown in U.S. theaters	130,786,000
All other feature film	22,457,000
All other programs	591,680,000
Records and transcriptions	3,627,000
Music license fees	8,455,000
Other performance or program rights	94,438,000
Cost of intercity and intracity program relay circuits	47,233,000
Total expense for news and public affairs <sup>2</sup>	159,537,000

## Network income

Broadcast revenues	\$1,673,754,000
Broadcast expenses	1,465,284,000
<b>Broadcast operating income</b>	<b>208,470,000</b>

<sup>1</sup>Because methods of treating technical and program expense differ among the networks, the two figures have been combined.

<sup>2</sup>This figure contains costs already shown above. Costs of sports programs are not included. Note: Last digits may not add to totals because of rounding.

## Network expenses

### GENERAL EXPENSE CATEGORIES

Technical expenses	1
Program expenses	\$1,273,241,000
Selling expenses	56,467,000
General and Administrative expenses	135,576,000
Total broadcast expenses	1,465,284,000

### SELECTED EXPENSE ITEMS

Salaries, wages and bonuses of officers and employees

# 6. Network and station expense items

Item	Technical	Program	Technical plus program	Selling	General and administrative	Total broadcast expenses
Three networks	2	2	\$1,273,241,000	\$ 56,467,000	\$ 135,576,000	\$1,465,284,000
15 Network owned-and-operated stations	\$ 35,505,000	\$ 167,951,000	203,456,000	35,044,000	51,480,000	289,980,000
417 Other VHF network-affiliated stations	134,557,000	437,907,000	572,464,000	140,813,000	375,561,000	1,088,838,000
113 UHF network-affiliated stations	21,056,000	43,979,000	65,035,000	19,011,000	49,598,000	133,644,000
Total 545 network-affiliated stations	191,118,000	649,837,000	840,955,000	194,668,000	476,638,000	1,512,262,000
30 VHF independent stations	22,861,000	108,346,000	131,207,000	21,254,000	51,172,000	203,633,000
52 UHF independent stations	15,607,000	47,150,000	62,757,000	18,732,000	32,633,000	114,122,000
Total 82 independent stations	38,468,000	155,496,000	193,964,000	39,986,000	83,805,000	317,755,000
Total 627 stations	229,586,000	805,333,000	1,034,919,000	234,854,000	560,443,000	1,830,017,000
Total three networks and 627 stations	—	—	2,308,160,000	291,121,000	696,019,000	3,295,301,000

<sup>1</sup>Excludes part-year stations, satellite stations and those with less than \$25,000 of time sales.

<sup>2</sup>Because methods of treating technical and program expenses differ among the networks, the two figures have been combined. Note: Last digits may not add to totals because of rounding.

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we have the chance to make  
some fine communities  
even better.**

Every day, when the Fetzer stations sign on in their respective communities, we look forward to another chance to meet the challenge of making some fine communities even better.

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

# 7. Winners and losers

	Total		Network Affiliated		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting	462	166	432	114	30	52
Number of stations reporting profits	398	86	376	59	22	27
Profitable stations as percent of total	86.1	51.8	87.0	51.8	73.3	51.9
Number of stations reporting profits of:						
\$5,000,000 or over	24		24			
3,000,000-5,000,000	32		29	3		
1,500,000-3,000,000	60	1	54		6	1
1,000,000-1,500,000	40	4	38	1	2	3
600,000-1,000,000	52	5	49	3	3	2
400,000-600,000	51	9	48	7	3	2
200,000-400,000	53	21	51	15	2	6
100,000-200,000	46	17	44	12	2	5
50,000-100,000	23	15	22	11	1	4
25,000-50,000	5	5	5	4		1
Less than 25,000	12	9	12	6		3
Number of stations reporting losses	64	80	56	55	8	25
Unprofitable stations as percent of total	13.9	48.2	13.0	48.2	26.7	48.1
Number of stations reporting losses of:						
Less than \$10,000	7	5	7	4		1
10,000-25,000	7	8	7	6		2
25,000-50,000	6	5	5	4	1	1
50,000-100,000	14	23	14	19		4
100,000-200,000	7	16	5	8	2	8
200,000-400,000	10	13	9	9	1	4
400,000 and over	13	10	9	5	4	5

\*Stations operating full year only excluding satellite stations. Profits are before federal income tax.

## 8. Network and station investments in tangible property

	Number of stations	Original cost	Original cost minus depreciation
Three networks	—	292,245	121,699
Network owned and operated stations	15	122,094	47,237
Other TV stations			
VHF	477	1,315,349	567,591
UHF	177	248,320	113,521
Total	669	1,978,006	850,048

Notes: Figures are in thousands of dollars. Last digits may not add to totals because of rounding.

## 9. Network and station employment

	Full time	Part time	Total
Three networks	11,508	1,748	13,256
15 network owned and operated stations	4,893	244	5,137
All other stations:			
VHF stations (477)	33,087	3,486	36,573
UHF stations (177)	6,418	891	7,309
Total three networks and 669 TV stations <sup>1</sup>	55,906	6,369	62,275

<sup>1</sup>The count of 669 stations represents 693 operations including 24 satellites whose figures were reported in the parent stations' reports.

Continues from page 32

a jury is deliberating on another case elsewhere in the building. When the jury wants to hear testimony read back, it must troop down to the courtroom and the other trial must adjourn until the jury has been accommodated. These interruptions and delays, she pointed out, will be eliminated by the tapes.

Judge Hester estimated in his speech to the Texas AP Broadcasters that taping could save as much as 50%-60% of the time spent conducting jury trials.

He envisioned the day when trials could be recorded at times convenient for witnesses, prosecutors and defense lawyers, the tapes then edited to remove objectionable comments or legal arguments not to be heard by the jury and the edited tapes then shown to the jury at a time convenient to the jurors—perhaps during evening hours.

Ms. Salinas said the local bar may also use the tapes to help train young attorneys—or help established attorneys improve their techniques—by studying the techniques of prosecutors and defense counsels in actual courtroom conditions.

The TV equipment is due to be installed by Sept. 7 and will be used in all cases in that courtroom for an indefinite period of time, Ms. Salinas said.

## Sunshine bill meets with House approval

The House last week approved 390 to 5 a "sunshine bill" that would require federal agencies, including the FCC and the Federal Trade Commission, to open their meetings to the public. The bill is similar to one passed unanimously last year by the Senate.

The bill would except meetings that would involve sensitive subject matter such as national security, trade secrets, internal agency personnel problems, matters of personal privacy and records that if made public would lead to financial speculation. The bill also provides that transcripts of all meetings be made available and that a week's advance notice be given for all regularly scheduled meetings. It also would prohibit ex-parte contacts between agency members and outside interested parties, although similar rules are already in effect at the FCC and other agencies.

The Senate and House bills will now go to conference committee for resolution of differences.

## Media Briefs

**Separated.** A.S. Abell Co., publisher of the *Baltimore Sunpapers* and owner of WMAR-FM-TV there, have formed wholly owned subsidiary, WMAR Inc., to operate the broadcast properties. Officers of new corporation: William S. Abell Sr., chairman; Dale B. Wright, president and general manager; Reynard A. Corley, vice president and assistant general manager; Charles H. Horich, vice president and director of broadcasting; Carlton G. Nopper, vice president and director of engineering; Peter M. Ballard, secretary and assistant to president, and Russell A. Jones, treasurer and office manager. Parent company's WBOC-AM-FM-TV Salisbury, Md., is unaffected by change.

**Higher benchmark sought.** National Association of Broadcasters has urged FCC to set 5% as institutional ownership benchmark for self-administered employee benefit plans, including pension plans. NAB made request in petition for reconsideration of order setting 5% benchmark—already established for banks—for investment companies and insurance companies (BROADCASTING, June 14). (Benchmarks had been 3% and 1%, respectively). NAB says that commission, in failing to set 5% benchmark for pension plans is foreclosing or curtailing "very significant sources of investment capital" for broadcasting and cable industries. Pension plans are now limited to 1% ownership.

## In-market trading in stations protested

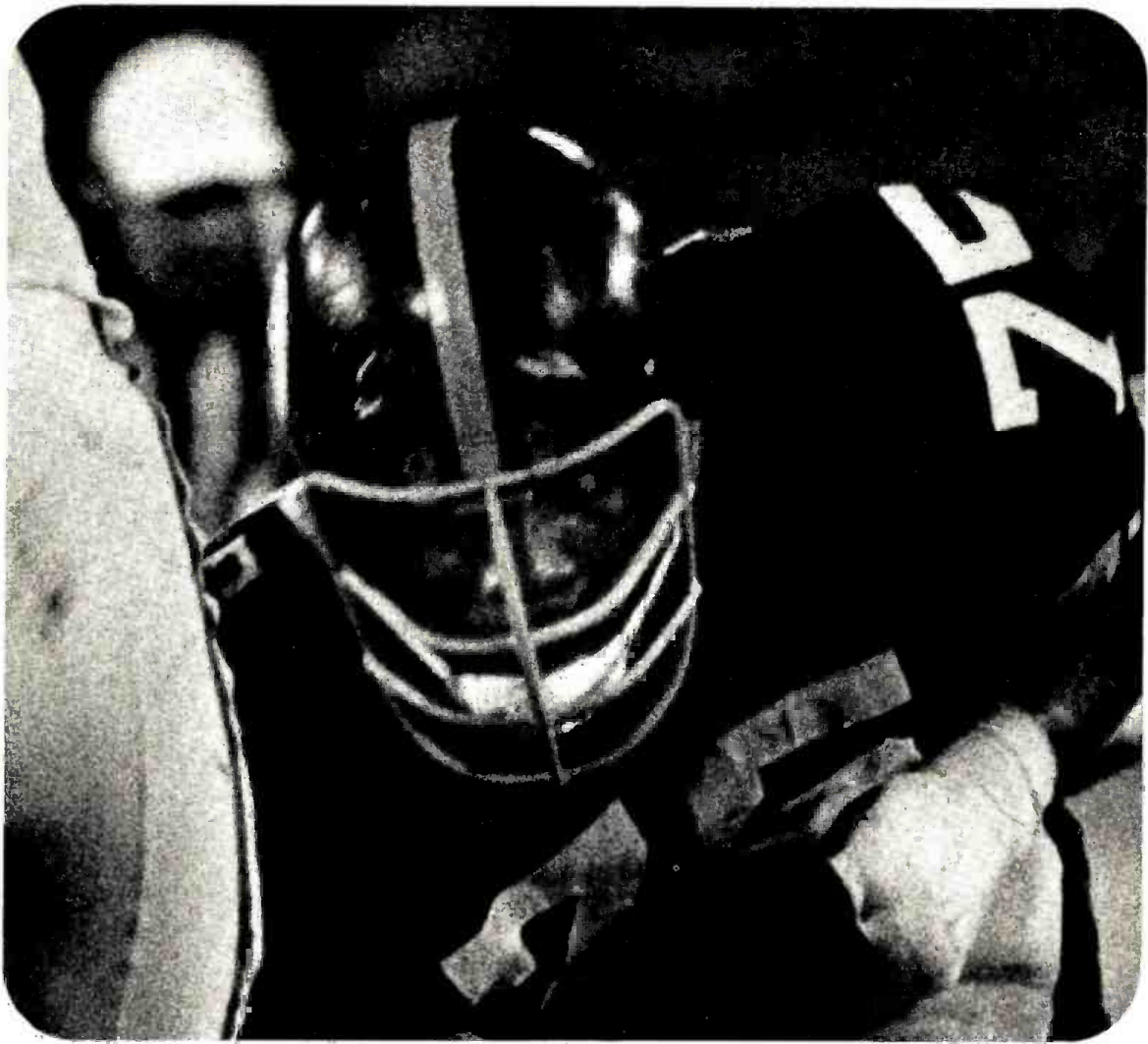
**Bakersfield permittee says owner of station there is selling to noncompetitor and buying another**

Clovis Broadcasters, permittee of KXQR(AM) Clovis, Calif., has petitioned the FCC to deny approval of the sale of Thunderbird Broadcasting's KUZZ(AM) and its subsequent purchase of KBIS(AM), both Bakersfield, Calif. (BROADCASTING, June 21), on grounds that Thunderbird is playing a game of "musical stations," and engaging in anticompetitive practices.

Clovis said Thunderbird (owned by country music star Buck Owens) should not be allowed to buy and sell stations in the same market. Clovis said this practice, which has never been fully resolved by the FCC, is "per se violative of the public interest," because it creates "irreconcilable conflicts of interest."

Clovis said the sale of KUZZ to religious-format International Church of the Four-square Gospel would effectively eliminate competition to Thunderbird because—KUZZ-AM-FM and KBIS are Bakersfield's only country music stations. Thunderbird's KUZZ-FM duplicates KUZZ(AM) and International Church owns religious format KHIS(FM) Bakersfield. Clovis said Thunderbird would therefore be acquiring its only competitor and selling its existing





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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.

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AM station to an owner who would not compete. The public interest would not be served, Clovis said, because both the country and religious formats would be duplicated by the co-owned AM's and FM's.

Clovis said a petition for reconsideration of a construction permit granted KXQR by the FCC was filed by Thunderbird last month complaining that KXQR's modified antenna structure would cause mutually exclusive electrical interference between KXQR and KUZZ.

The petition "poses a threat of substantial economic injury," Clovis said, and the commission should refuse to permit the sale of KUZZ and determine if the 250 w daytime frequency should be maintained, deleted or reassigned in an open market. Clovis said Thunderbird should be allowed to purchase KBIS only if it first vacates KUZZ.

Clovis called for a hearing on the applications for sale, to determine, among other things, if KBIS changed format last August from classic gold to country and western to facilitate the sale to Thunderbird at the "earliest date . . . permissible" under the FCC's three-year rule.

Clovis said the hearing should also determine whether International Church and Thunderbird have met public affairs programming requirements. Both licensees propose only 1.5% public affairs programming, Clovis said, an amount Clovis called "inadequate."

## Changing Hands

### Announced

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

■ **WHNT-TV** Huntsville, Ala.: Sold by North Alabama Broadcasters Inc. to Gilmore Broadcasting Corp. for \$5,250,000. Seller is owned by Charles F. Grisham (40%), Tine W. Davis (20%), John C. Godbold (15%), Aaron Aronoo, individually and as executor of two estates (15%) and two other minority stockholders. Seller is subsidiary of Grisham Group which also owns WSLA(TV) Selma, Ala., and 50% of WYEA-TV Columbus, Ga. Buyer is wholly owned by John S. Gilmore Jr. and also owns WVA(AM)-WQPO(FM) Harrisonburg, Va.; WREX-TV Rockford, Ill.; KODE-AM-TV Joplin, Mo., and WEHT(TV) Evansville, Ind. In addition, Mr. Gilmore and Hamilton Shea, executive vice president of buyer, also own WSFC(AM)-WSEK(FM) Somerset, Ky. WHNT is CBS affiliate on channel 19 with 1,279 kw visual, 254 kw aural and antenna 1,750 feet above average terrain. Broker: Blackburn & Co.

■ **WCJB(TV)** Gainesville, Fla.: Sold by Minshall Broadcasting Co. to Community Broadcasting Service for \$1,870,000 plus \$500,000 covenant not to compete. Seller

is owned by William E. Minshall (74%) and six minority stockholders. Mr. Minshall has no other broadcast interests. Buyer is owned by Diversified Communications Inc. of Camden, Me., which also owns WABI-AM-TV-WBGW(FM) Bangor, Me.; WAGM-AM-TV Presque Isle, Me.; New England Cablevision Co., and various publishing and communications interests. Diversified is controlled by Horace A. Hildreth and five members of Hildreth family. Mr. Hildreth is former governor of Maine. WCJB is ABC affiliate on channel 20, with 427 kw visual, 87.1 kw aural and antenna 680 feet above average terrain.

■ **WSNT-AM-FM** Sandersville; **WJAT-AM-FM** Swainsboro; **WBRO(AM)** Waynesboro, all Georgia: Sold by Webb Pierce to Cleatus O. Brazzell (99%) and wife Frances (1%) for \$1,290,000. Mr. Pierce is country music singer who owns no other stations. Buyers also own WELP-AM-FM Easley, S.C., Mrs. Brazzell holding 72% and Mr. Brazzell 28%. WSNT is on 1490 khz with 1 kw day and 250 w night. WSNT-FM is on 94.3 mhz with 3 kw and antenna 185 feet above average terrain. WJAT is 1 kw daytimer on 800 khz. WJAT-FM is on 98.3 mhz with 3 kw and antenna 285 feet above average terrain. WBRO is 1 kw daytimer on 1310 khz. Broker: Lester Vanadore, Nashville.

■ **WAPL-AM-FM** Appleton, Wis.: Sold by Dixon Inc. to Badger Cities Broadcasting Corp. for \$400,000 plus \$62,000 noncompetition covenant. Seller is owned by John J. Dixon who has no other broadcast interests. Buyer is owned by Carl A. Cook (50%), Thomas P. Moore (25%) and Orville Sather (25%). Messrs. Moore and Sather own 50% each of WBCO-AM-FM Bucyrus, Ohio, and 22% each of wwom(FM) Albany, N.Y. Mr. Cook is general manager of WMGS(AM) Bowling Green, Ohio, sold subject to FCC approval to Jimmy Swaggart Evangelistic Association (BROADCASTING, July 12). WAPL is 1 kw daytimer on 1570 khz. WAPL-FM is on 105.7 mhz with 50 kw and antenna 210 feet above average terrain. Broker: William Kepper.

■ **WSUM(AM)** Parma, Ohio: Sold by North East Communications Corp. to Christian Broadcasting Association for \$260,000 plus \$140,000 covenant not to compete. Principals in seller are J.P. Moore (31.03%) and Charles Rich (24.54%) who have no other broadcast interests. Buyer is owned by the Rev. Jack M. Mortenson (42.5%) and four other members of Mortenson family. Buyer also owns WTOF(FM) Canton, Ohio; WEMM(FM) Huntington, W.Va.; WHKK(FM) Erlanger, Ky., and WJMM(FM) Versailles, Ky. WSUM is 500 w daytimer on 1000 khz. Broker: R.C. Crisler.

### Approved

■ Sales approved by the FCC last week include: **KORL(AM)** Honolulu; **KLOH-AM-FM** Pipestone, Minn.; **KBLR(AM)-KLTB(FM)** Bolivar, Mo.; **WCHI(AM)** Chillicothe, Ohio (see page 68).



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B 2

## Another face-off on pay cable in House hearing

**Van Deerlin subcommittee also gets into pole disputes, federal-state-local powers**

The well-worn debate over pay cable was rerun before Lionel Van Deerlin's (D-Calif.) House Communications Subcommittee last week. In all, written and oral testimony came from more than 30 persons, as the committee turned its attention to pay cable, pole attachments and federal and state regulatory relationships.

The subcommittee heard both sides of the pay-cable dispute. Pro-pay forces held that present rules should be abandoned and regulation applied only if abuses crop up. They argued for a free marketplace. Opponents made the counterclaim that the new service will have the public paying for what it currently receives free.

Cable industry leaders such as Russel Karp, president of Teleprompter, asserted that pay cable is being regulated because of unfounded and unproved fears of broadcasters.

Charles Tower, executive vice president of Corinthian Broadcasting, however, sounded a theme common to his kind when he said "the loss of free television service will be gradual but persistent." He also questioned the cable interests' call for a free marketplace: "What manner of marketplace is this where one competitor lives off another and seeks to compete with him at the same time?"

Feature films, which with sports events, are pay's leading attraction, drew considerable attention. Tuesday's lead-off witness, Jack Valenti, president of the Motion Picture Association of America, was in accord with cable leaders when he said that the FCC's "rules deny the American public the right to see movies at a time, at a place, and at a price that the public chooses. The current FCC rules are protectionist—shielding the networks from competition."

The rules, he said, make him wonder "who indeed is siphoning films from whom?" He contended that FCC regulations prohibit the film industry from supplying its product to pay cable. "The FCC is in effect regulating the movie industry, although it has no congressional or constitutional authority to do so."

Mr. Valenti asserted that the television networks would not be hurt by a film's prior showing on pay cable. Enjoyment of a film, he said, "does not erode no matter when it is seen." He predicted that when "Gone with the Wind" is shown on NBC next fall, it will receive one of the highest Nielsen ratings in history.

Gerald Levin, president and chief executive officer of Home Box Office, later noted that HBO's monthly Trendex survey

showed that some 85% of its cable subscribers watched that film when it was offered. Mr. Levin said that a prior run would not diminish NBC's audience because three-quarters of HBO viewers had already seen the film and one-third tuned in to more than one showing.

Another who argued that regulation favored the networks was Ralph Baruch, president and chief executive officer of Viacom International. "Practically all contracts for the exhibition of movies over conventional television contain an exclusivity clause which prevents pay cable from obtaining these movies," he said.

Mr. Baruch's charge, along with the testimony of others, led Chairman Van Deerlin to request information on these contracts from the networks and movie producers.

(The following day, on Wednesday, a closed meeting was held between the subcommittee staff and representatives of ABC, CBS and NBC and the Motion Picture Association of America to inform the networks that certain contracts would be requested. There was a feeling among network representatives that the information requested would be the same as supplied to Senator Phillip Hart's (D-Mich.) Antitrust Subcommittee last year.)

To rebut broadcasters' arguments that pay cable will fragmentalize conventional television's audience, Mr. Baruch said: "Assume that some years from now there might be five million pay cable homes in

this country, or a 700% increase over the present universe and representing nearly half of all the homes on cable today. Again, without allowing any expansion in the conventional television audience, the fragmentation of audience on this most optimistic of projections for pay cable would only amount to six-tenths of one percent."

Gerald Levin, also questioned "why is such protection [for broadcasters] necessary?" He said that "the entire income for a month from HBO's present 500,000 subscribers is roughly equal to any of the networks' take for two evenings." And as for pay cable stealing programming away from conventional television, he asserted that 70% of regular and preseason professional sports "never reach television."

Curtis White of Citizens Communications Center viewed pay cable as a way of fulfilling the FCC's "obligation of insuring greater diversification of ideas." Mr. White said that "pay cable is a diversity maximizing tool that is, but for restrictive regulation, readily available for public consumption. Unfortunately, its every effort to advance is met with the same tired argument of economic harm."

He also argued that the hearings are "an exercise without substance" because the public has not been heard from, but testimony has come only from the "vested interests" of cable and broadcast leaders. Mr. White urged that the committee "guarantee the public full participatory

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**Welcomes.** In picture at left, Harley O. Staggers (I) (D-W.Va.), chairman of parent Commerce Committee, is given time by House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) to provide a warm introduction to last week's first witness, Jack Valenti (picture at right), president of the Motion Picture Association of America.

rights in all proceedings regarding cable." (Certain pay cable subscribers had been heard from earlier in the showing of a 15-minute film produced at HBO studios. The film also included testimonials from such celebrities as violinist Issac Stern, who saw pay cable as an outlet for the arts, and Dennis Weaver, actor and former president of the Screen Actors Guild, who saw it as a source of jobs for actors.)

Mr. White also noted that pay cable in the long run might be less expensive than viewing the same entertainment in the theaters.

Mr. Tower saw less promise. "Pay television is after the mass audience or really a significant paying portion of that audience with the most popular product," he said. "If the poor cannot afford it, too bad. If free television service on which the poor so heavily depend is diluted, again too bad."

That concern was shared by other witnesses, including the Rev. Jesse Jackson, national president of Operation PUSH. "Our opposition to pay cable," he said, "grows out of the fact that a larger listening audience including millions of poor families would be cut off from good TV programming by this system of taxation since they could not afford to pay."

Barney Stanton, of the National Association of Physically Handicapped and the National Congress of Organizations of the Physically Handicapped noted that disabled persons watch 12 hours of television a day and objected to any actions "which would eventually cost us more than our economic circumstances permit."

Dorothy Lewis, honorary president of the American Mothers Committee, expressed concern that sports attractions whose revenues support news, cultural and public affairs programs would be taken away from conventional television. Siphoning fears were also expressed by Ella Mays, national president of the National Association of Media Women.

Another witness, whose name did not appear in the official list but who asked to speak was the Rev. Dr. David Nathaniel Licorish, editor of *The Baptist Magazine* and a member of the governing board of the National Council of Churches in America. He said that if the poor have to start paying for programs now brought into

the home free, "more and more of them will take to the streets."

The subcommittee's attention switched to pole attachments Wednesday morning with Representative Charles Rose (D-N.C.) as the first to testify. Mr. Rose, like others who appeared that day, reviewed the controversy in his state where Carolina Telephone & Telegraph disconnected two systems owned by American Television & Communications after the firm refused to pay rate increases. An interim agreement was later reached (BROADCASTING, June 14).

Mr. Rose reminded the subcommittee of a resolution he put forth a few weeks ago stating that the FCC should have jurisdiction. "We are going to have to provide a mechanism for solving these disputes," he said, urging the committee to opt for legislation to give the FCC jurisdiction so a uniform rate formula can be devised.

According to Congressman Rose, there is no justification for a power or telephone company to charge more than the cost of the cable "being there."

In agreement was Amos Hostetter Jr., executive vice president of Continental Cablevision. "The municipalities and states that dedicated public property, or conferred to utility companies the right of eminent domain for the taking of private property, for the installation of poles and conduits never intended to grant them a monopoly over access to a critical communications pathway that could be exploited for private gain."

Mr. Hostetter noted that 70% of all poles are controlled by independent (non-Bell System) companies and "to date, virtually none of these companies have acknowledged a willingness" to follow a formula worked out by the FCC staff, and "the vast majority of them have been unwilling even to justify their demands for rate increases with cost-related data."

He argued that the cable industry currently pays some \$30 million in pole attachment fees, which is more than the entire industry's profits.

Another in favor of "intervention by the Congress" was David Kinley, vice president-planning and development of American Television and Communications. Calling "the FCC's jawboning policy . . . a complete failure," he said the FCC has "now thrown away one of its

trump cards in dealing with the power companies by its July 1, 1976, decision that it has no jurisdiction over power company poles" (BROADCASTING, July 5).

The other side of the Carolina dispute was outlined by J.C. Cluen, president of Carolina Telephone & Telegraph Co., and Warren E. Baker, executive vice president and general counsel of its parent, United Telecommunications.

According to Mr. Cluen, the proposed rate increase was justified by a variety of formulas, including the FCC's. He explained that the company made "comprehensive studies" before raising the rates and made every effort to justify them to cable operators, cutting off service "only as a matter of last resort."

Mr. Baker's main topic of concern was jurisdiction: "It was and continues to be United's position that the FCC does not now have authority over the leasing by telephone companies or others of space on poles or in conduits to CATV operators." He asserted that the leasing of space on poles is not subject to the Communications Act and therefore not the jurisdiction of the FCC. Instead, Mr. Baker said, it is "private leasing of property which a telephone company, as any other common carrier, has the right to do so long as such does not impair its primary services provided to the public."

Mr. Baker asserted that cable operators have not provided "the needed evidence" to show an adverse impact from attachment charges. He said federal legislation suggested by cable operators would give cable interests preferential treatment "at the expense of telephone companies and their customers." However, should Congress conclude the attachment charges are inhibiting cable's growth, Mr. Baker said, jurisdiction should be handed over to state public service commissions which could best consider local factors.

Local jurisdiction, however, is not the answer, according to Gail Oldfather, president of Televents and vice president of the California Community Television Association. "The problem is a national one, requiring a national solution. What happens to cable in North Carolina affects cable in California," he said.

When the subject of federal and state relationships in cable regulation became the issue under discussion, a good deal of testimony called for a roll-back of FCC authority.

Yolanda Barco, associate general counsel for the Pennsylvania Cable Television Association, claimed that "the right and essential first step is for the immediate elimination of the franchising requirements and the certificate of compliance procedures of the FCC." She said that present FCC authority is "foreclosing positive involvement by the state."

Stephen Kraskin, deputy assistant counsel for the National Association of Regulatory Utility Commissioners, said the FCC doesn't have the funds or employes to adequately regulate local cable systems.

"Let me ask you to trust us at the state and local level," urged William H. Nee,

mayor of Fridley, Minn. "We recognize a necessary role for federal involvement in CATV—in copyright matters; in concern for broadcasters; in setting minimum operational standards and facilitating inter-connection—but from the rules set out by the FCC, one would conclude that they think we are boobs—or thieves—or worse."

Michigan State Senator Anthony Derezinski asked the Congress to return to the states all authority not specifically afforded to the FCC. "I see three major areas in which the state could act as a resource for local governments," he said (1) ordinance and franchise drafting, (2), consumer protection, and (3) rate regulation."

A different approach was suggested by the Florida Cable Television Association. Its president, Vern L. Coolidge, said that "perhaps the only logical solution is congressional authority to the FCC to license and regulate cable television under very specific guidelines, limiting state and/or local governments' regulations to those relating to the use of the public's rights of way." In particular the FCTA holds that there should be federal pre-emption of ratemaking authority, he said.

Others, however, took a dim view of all regulation. Richard Forsling, president and board chairman of Cablecom-General, said, "Specifically our view is that the Congress should adopt legislation preempting all regulatory authority over cable television and encouraging its development free of regulatory restraints." Peter Kendrick, president of New England Cablevision, took a similar stance, claiming that unless Congress "returns cable to free enterprise, I know ... I promise you ... cable is dead." He argued that the laws have stopped cable's growth and that they are beneficial not to the public, but only to broadcasters.

Lois Brown, co-founder of the Philadelphia Community Cable Coalition and Citizens for Cable Awareness in Pennsylvania, said that the FCC has made a "slight relaxation of the onerous regulation" but that it has "meant removal of public interest regulation." She also said that within a regulatory framework, state governments must be given authority but there must always be federal recourse if there is impropriety by the states.

When the cable hearings resumed Thursday morning on the subject of industry structure, W. Spencer Harrison, executive vice president, planning, Warner Cable, urged that "no doctrinaire concepts of separation be imposed on an industry not yet truly born." Mr. Harrison said it would be wrong to "legislate a future plan of industry structure where no real problems exist."

For cable structure to have true meaning, he said, there must be delivery systems with a capability of at least 20 channels devoted to programing other than commercial television; a two-way system with data response from the home, and development of new program services.

John Malone of Tele-Communications



**Adversaries.** Charles Tower (picture at left), of Corinthian Broadcasting, listens to the other side of the pay cable controversy as testimony is given by Ralph Baruch of Viacom International (1), Russel Karp of Teleprompter (c) and Gerald Levin of Home Box Office in picture at right.

called upon the subcommittee to "remember the embryonic nature of major-market cable development." He said that limitations on programing involvement by cable operators will stop expansion in major markets and questioned: "Would there be a broadcast industry today if broadcasters were legally prohibited from involvement in programing?"

Richard Leghorn, owner and president of Manatee Cablevision in Florida and Cape Cod Cablevision in Massachusetts, asserted that "unwarranted fears and misconceptions ... have led our Lilliputian bureaucrats to tie the cable industry in knots." Mr. Leghorn said that anyone—with the exception of the telephone industry—should be able to enter the industry; that cable operators should be able to develop service offerings, as long as others have equal opportunity to compete, and that an operator's ownership interests should be limited only by the antitrust laws.

The subcommittee heard testimony from representatives of both the National Cable Television Association and the Community Antenna Television Association Thursday afternoon in reference to a House bill which would amend the Communications Act to grant the FCC power to fine cable systems.

"Fundamental fairness requires that such conflicts (between federal, state and local laws) be eliminated by clarifying the

FCC's pre-emptive jurisdiction, before authority to impose forfeitures is granted to the FCC," Rex Bradley, Telecable president and immediate past NCTA board chairman, said. He provided examples to show that forfeiture "could be imposed for something over which the system operator has no control."

CATA President Kyle Moore said his organization is opposed to adoption of a forfeiture bill "at a time when many of the FCC's rules and policies are being challenged in the court and in these hearings. Passage of the forfeiture legislation would be a sign of approval by you of all existing FCC rules and regulations." He also claimed that the proposed bill is defective because it does not outline specific fines for specific violations. "The legislation would treat all violations of the commission's rules equally and give discretion to the commission in sorting out punishments."

Both witnesses said their groups do not oppose the concept of forfeiture but that now is the wrong time to enact such legislation.

Anthony Oettinger, chairman of the Community Antenna Television Commission of Massachusetts, called for "overhaul" of the Communications Act. "Having closed in cable to protect broadcasting," he said, "the FCC has coddled cable by needlessly depriving cable users of basic constitutional protections."

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## Strategies to combat ad clutter emerge in two studies

**AAAA-backed research spots the problem, gives clues to solutions for advertisers**

To perk up viewer response to commercials, vary the pattern of their presentation. If they're in a string, try to get yours toward the front. Or make it a "high-involvement" commercial: That kind can survive high levels of "clutter" with little or no damage to the attention and recall it can generate.

These tentative conclusions emerge from two studies of TV clutter reported in a current "working paper" or preliminary report of the Marketing Science Institute, Cambridge, Mass. The MSI studies were conducted by Michael L. Ray, professor of marketing and communication at the Stanford University Graduate School of Business, and Peter Webb, an assistant professor at the University of Illinois and a doctoral candidate at Stanford, where the research was done in 1974. Financial support for the project came from the American Association of Advertising Agencies' Educational Foundation.

One of the surprise findings, according to the preliminary report, was the high degree to which viewers "learn" the commercial patterns of programs—and, having learned them, seemingly watch the commercials less attentively. In one study, participants watched various groupings of a dozen 30-second commercials shown in a *Mary Tyler Moore Show* episode and segment of the *Days of Our Lives* serial.

"We were not prepared for the extremely strong learning that apparently occurs," the report said. "There were a number of instances during the sessions in which respondents mentioned that they had noticed that a schedule of commercials was other than what they had expected for the program. This was particularly likely to occur for *Days of Our Lives*, which is on five times as often as the *Mary Tyler Moore Show*."

"Housewives apparently time their household activities to the commercial breaks in the daytime serials. One working wife mentioned during debriefing that she went so far as to tape representative daytime serials so she could time the breaks and better plan her lunch break during the program . . .

"The more heavily exposed the program, the greater viewer pattern learning seems to be. This learning was repeatedly evidenced in results showing that consumers display less attention, recall, cognitive response and attitude response when the commercial pattern is the one

typical of the program."

Thus the test commercial patterns most nearly like those used in the actual programs—three breaks of four commercials each for *MTM* and six breaks of two commercials each for *Days*—"produced the lowest attention scores in the overwhelming majority of instances," the report said. "This supports the contention that viewers have learned how to ignore commercials under the most normal circumstances."

On the other hand, the six-break, two-commercial schedule was especially successful when used on *MTM* and, in fact, seemed to be the best schedule over-all, "in terms of average response per commercial." But it had its drawbacks, seeming to be "least efficient in terms of generating positive affect."

What this may mean, the report continued, is "that when people are 'tricked' into watching and processing commercial content through more frequent breaks, they are not as happy with the schedule. Again, it should be emphasized that these are only tentative findings, but ones that may indicate a conflict between commercial effectiveness and viewer satisfaction in a high-clutter situation."

Another study by Professors Ray and Webb used program credits and a station ID to divide clusters of four and eight commercials. Among the findings, according to the report, was that "commercials appearing in later positions in strings of commercials show lower attention levels and recall scores—this is particularly true for low-involvement commercials; high clutter has little effect on attention to and recall of high-involvement commercials, but negative effects for low-involvement commercials."

"The significant decrease in attention and recall of low-involvement commercials under conditions of high clutter or poor positioning (which is most likely to

occur in high-clutter situations) suggests that an advertiser who judges his commercial to be low-involvement should either plan on high frequency of presentation or be prepared to pay the necessary premium for placing the ad in low-clutter situations," the report asserted.

"Another action implication may be that advertisers should develop commercials which are of the high-involvement type [but] unfortunately, this tactic may cause an involvement escalation which advertising executives have already noted in terms of an increasing number of television commercials using gimmickry and 'borrowed interest.'"

The report also warned that "the finding that varying the level of clutter did not produce significant differences in commercial performance should be viewed in a guarded manner—the ratio of high clutter to low clutter was only two to one, which is less than is often found among actual strings of commercials. In addition, overall recall scores were quite high because of the short time between presentation and measurement—a delayed recall measure might show the level of clutter to have a more significant effect."

Respondents were also asked about which product brands they would be likely to purchase. "By comparing the control condition (in which no commercials were included) with either the four- or eight-commercial condition," the report said, "it can be seen that each commercial had a positive impact on purchase intentions. As expected, the difference is significant only in the case of [one]."

"It is interesting to note," the report added, "that despite significant effects of clutter and commercial position on attention, recall and purchase intentions, these variables had no effect on attitudes toward test brands."

One study also asked respondents, after the tests had been run, how much time

**And still climbing.** Advertiser investments in network television in June climbed 24.2% above those in June 1975, reaching \$210.4 million, the Television Bureau of Advertisers reported last week, using estimates by Broadcast Advertising Reports.

The June totals brought network billings for the first six months of 1976 to \$1.4 billion, an increase of 18.6% over the comparable 1975 period. All principal day-parts gained substantially in both the June and six-month reports.

CBS-TV led the first-half billings race with \$496,652,300, followed by NBC-TV with \$470,125,400 and ABC-TV with \$431,959,400. TVB's table follows:

	June		% change	January-June		% change
	1975	1976		1975	1976	
Daytime	\$ 53,630.9*	\$ 68,696.1	+28.1	\$ 399,623.3	\$ 484,990.1	+21.4
Mon.-Fri.	40,475.2	52,343.6	+29.3	280,163.5	330,815.3	+18.1
Sat.-Sun.	13,155.7	16,352.5	+24.3	119,459.8	154,174.8	+29.1
Nighttime	115,735.5	141,668.9	+22.4	780,038.8	913,747.0	+17.1
Total	\$169,366.4	\$210,365.0	+24.2	\$1,179,662.1	\$1,398,737.1	+18.6
		<b>ABC</b>		<b>CBS</b>	<b>NBC</b>	<b>Total</b>
January		\$ 64,331.1		\$ 83,501.1	\$ 78,657.7	\$ 226,489.9
February		80,903.9		73,104.1	76,507.0	230,515.0
March		75,444.6		87,717.0	82,892.4	246,054.0
April		74,823.8		86,404.5	79,110.1	240,338.4
May		73,058.8		91,275.4	80,640.6	244,974.8
June		63,397.2		74,650.2	72,317.6	210,365.0
Year to date		\$431,959.4		\$496,652.3	\$470,125.4	\$1,398,737.1
*Add 000.						



they thought had been devoted to commercials. All three sets of clutter conditions seemed longer to the viewers than they actually were, but the high-clutter set was not overestimated as much as the others.

In the "control" set, which contained no commercials, the respondents thought they had seen an average of 1.14 minutes of commercials; in the low-clutter set (two minutes of commercials) they thought they had seen 4.65 minutes, and in the high-clutter set (4.12 minutes) they thought they had seen 5.87 minutes. "This," the report said, "may serve to weaken the TV industry's contention that clutter is a minimal problem because time devoted to nonprogram elements has remained relatively constant."

"It is clear," the report concludes, "that clutter effects depend very much on the situation. The complexities of the clutter problem are not overwhelming, but they are great enough to require more of the type of research reported here. In fact, individual advertisers' efforts of this type, pooled into an industry-wide program, would do much toward providing both understanding and solution of the clutter problem."

In addition, the report asserts, "it is not too early for industry action on the clutter problem. The research done thus far has suggested the wisdom of improved research work to create involving and meaningful ads which rise above the clutter, the use of varied scheduling in different program episodes and the balancing of short and long breaks within a program.

"Companies or services could start to rate or rank certain times and programs in terms of clutter. The idea of receiving 'make-goods' when competitive commercials appear too close to advertised brands is a possibility. Alternatively [it has been suggested] that clusters of commercials for particular product types might allow improved efficiency. Finally, the idea of new package buying for exclusive time slots may increase effectiveness. All these ideas are supported by research and suggest new research questions themselves."

The Marketing Science Institute, which is overseeing the project and published the report, is a nonprofit organization associated with the Harvard Business School.

## Clanton sails through FTC nomination hearing

He's approved by Commerce unit; he reveals some stands in response to written interrogation

The Senate Commerce Committee last week held a 10-minute hearing on the nomination of David A. Clanton, former minority counsel to the committee and presently legislative assistant to Senator Robert P. Griffin (R-Mich.), a member of the committee, and later in the same day approved the nomination on a voice vote.

The hearing was brief, friendly and pro-

duced little information. Mr. Clanton did, however, provide some indications to his thinking on the FTC in his written responses to questions provided by the committee.

On the "economic relationship between consumer products information and price/quality competition," he said, "The FTC can play a key role in this area by moving against unfair restrictions on advertising, such as the curbs on advertising of prescription drugs which were struck down recently. . . ."

On advertising and advertising and children: Advertising "can be helpful, but at times it also can be irritating, uninformative and downright misleading. Advertisers have a special responsibility to keep from exploiting the vulnerabilities of children. . . . The commission should judge children's advertising by a different standard of fairness than would apply in the case of adults. . . ."

On ad substantiation: "I firmly believe that documentation of advertising claims should be available to the public on a reasonable basis and in a readily understandable form."

On "affirmative disclosure, corrective advertising, restitution": "Advertising that fails to disclose material information or contains half-truths can be as deceptive as deliberate untruths. . . . For effective enforcement, the commission should have a broad range of remedies available, including those mentioned in the question."

## Advertising Briefs

**TVB seminar for corporations.** Television Bureau of Advertising has scheduled corporate advertising workshop at Hotel Biltmore in New York on Sept. 14. Two speakers will be Harold W. Hoffman, general manager/advertising, U.S. Steel Corp., Pittsburgh, and Robert D. Lundy, vice president, advertising and public relations, TRW Inc., Cleveland.

**Holding the anchovies.** Shakey's Inc., Denver-based pizza restaurants, has chosen Dailey & Associates, Los Angeles, to handle its national advertising. Account team for 500 restaurants is expected to be named soon.

**Contented.** Borden Inc.'s food division announced selection of Campbell-Ewald, Detroit, as consolidated media-buying agency for spot commercials. Appointment completes media-buying arrangement: Bozell & Jacobs will place children's network television; Grey Advertising places day and prime network. Annual billings in broadcast media for Borden exceeds \$15 million.

**Breath of airtime.** Certs, Dentyne and Dynamints manufacturer, Warner Lambert, will sponsor syndicated radio show, *90 Minutes with*. . . Program features material concerning music stars. Sponsorship buy was through Ted Bates Advertising, New York; AVP, Los Angeles, is national marketing firm and Programme Shoppe, Hollywood, produces show.

## D-F-S scatters some surprises in predictions for new season

**CBS's 'All's Fair' and 'Executive Suite,' and ABC's 'Tony Randall,' which others have questioned, are given high marks; others with good chances: 'Charlie's Angels,' 'Serpico,' 'Rich Man'; rated poor: 'Ball Four,' 'Van Dyke'**

*All's Fair*, *Executive Suite* and *The Tony Randall Show* are new shows with "excellent" chances of becoming big hits on the networks' prime-time schedules, which kick off next month.

These high marks were probably the biggest surprises contained in a Dancer-Fitzgerald-Sample report evaluating the new fall shows issued last week. Other agency people have expressed at least some objections to each of the three shows, with criticisms ranging from concept problems to poor scheduling.

The D-F-S report, put together by its programing supervisor, Phil Burrell, says that *All's Fair* (CBS, Monday 9:30-10 p.m. NYT), is "CBS's best new comedy pilot," which "will establish its stars" (Richard Crenna and Bernadette Peters) "as important television personalities and add to Norman Lear's string of notable successes."

*Executive Suite's* pilot "played as pure soap opera of the highest most attractive order," according to the D-F-S report. "Call this one perfect counterprogramming to movies and football" (*Suite* is scheduled by CBS on Mondays, 10-11 p.m.), "with broad appeal not unlike *Rich Man*, *Poor Man*, which proved to be a smash in the identical Monday time period during first quarter '76."

"Everything comes together," the report says about *The Tony Randall Show* (ABC, Tuesday, 9:30-10 p.m.), "with pure professionalism in this comic half-hour, which rates as perhaps this year's best-conceived pilot for a new series." But, because of its time period, the report adds, "it will likely be confined to shares in the early thirties."

Other "excellent" designations were accorded by the report to:

*Charlie's Angels* (ABC, Wednesday, 10-11 p.m.): "The producers" (Spelling-Goldberg) "have a superb track record in the crime-story genre and the casting and plot diversity provide up-front production strengths."

*Serpico* (NBC, Friday, 10-11 p.m.): "The photography is sensational against the rich texture of a gritty New York backdrop. All facets of production display excellence in mounting and execution. There's powerhouse action and drama. . . ."

NBC's most promising new show."

*Rich Man, Poor Man* (ABC, Saturday, 10-11 p.m.): "With the dynamite hit, *Starsky and Hutch*, re-located to Saturday as *RM, PM's* lead-in, ABC has the opportunity to at long last achieve visibility on Saturday nights."

At the other end of the quality/success spectrum, the report labels four new shows as "poor."

*Ball Four* (CBS, Wednesday, 8:30-9 p.m.): "Badly conceived, this property should never have been scheduled by CBS in the first place. Look for a very short-lived run."

*Van Dyke and Company* (NBC, Thursday, 8-9 p.m.): "Despite the apparent search for a 'new look,' there's a certain *deja vu* about the program that doesn't augur well for its supportive strength in an 'impossible' time period. . . . Might not last until January."

*Snip* (NBC, Thursday, 9:30-10 p.m.): "Conceptually, *Snip* is among the all-time worst pilots ever created for television. The producers selected an excellent movie property, 'Shampoo,' whose subject was clearly too mature for television, and in adapting it for mass tube appeal destroyed the concept beyond recognition. . . . the show has absolutely no male appeal."

*Spencer's Pilots* (CBS, Friday, 8-9 p.m.): ". . . the story/plot base is so shallow that few adults will be lured past the sampling stage. . . . Rate this one a candidate for early replacement."

## Olympics put ABC on top for the year

Olympics coverage gives network 10th-of-a-point lead over CBS in season-to-date Niensens

The huge ratings numbers ABC-TV is scoring with its Olympics coverage have pushed it over CBS-TV in the season-to-date national Niensens.

For the 46th week of the 1975-76 prime-

time season (ended July 25), ABC harvested a 24.5 rating, whereas CBS managed only a 12.4 rating and NBC a 10.8. That lopsided win was enough to give ABC a 46-week (Sept. 8, 1975-July 25, 1976) rating average of 18.0 to CBS's 17.9 rating. (NBC, long since out of the running, has a 16.6 rating.)

Sources at all three networks say ABC will only widen that lead when last week's Olympics numbers are factored in to the over-all averages and when ABC puts on a number of hours of entertainment programming against CBS's and NBC's gavel-to-gavel coverage of the Republican convention two weeks from now.

The seven highest-rated shows of the week ended July 25 were made up of the seven separate nights of Olympics coverage on ABC, with Thursday's (July 22, 7:30-11 p.m., NYT) 26.5 rating and 51 share the best. The lowest-rated Olympics-coverage night (Saturday, July 24, 8-11 p.m.) still scored a 21.2 rating and 45 share to finish number seven for the week.

Over-all, ABC's researchers say sets-in-use figures are some 15% higher than they would be if ABC were telecasting standard July re-run entertainment programming.

And the only prime-time ABC hours of the first Olympics week not given over to the Olympics—Friday's College Football All-Star Game (July 23, 9:30-11:44 p.m.)—got a 14.9 rating and 30 share, good for 11th place.

ABC is heading for its best season ever in the ratings, according to various industry statisticians. ABC's researchers say ABC's season-to-date ratings are 15% higher than last year's equivalent 46-week numbers, whereas CBS is down 7% from the previous year and NBC is down 10%.

In addition, ABC will win a prime-time September-to-August year for the first time in its history. (The only time in the past 20 years that CBS failed to win a September-August year was during the 1970-71 season, according to NBC's researchers, when NBC got a 17.2 rating to CBS's 17.1. That 1970-71 season is also the first and only time NBC beat CBS in the commonly-agreed-upon prime-time season of September-April: NBC had a 19.5 rating to CBS's 19.4.)

And CBS's boast that it has finished first in prime-time during the last 20 calendar

years in a row is being threatened this year by ABC, which, ever since last winter's Olympics, has scored weekly first-place finishes more than 50% of the time. Unless ABC's new fall schedule is a disaster (and many ad-agency media experts are predicting that ABC will finish on top in the fourth quarter), CBS's calendar-year dominance will almost certainly come to an end in 1976.

## Pastore, Vanocur volley over cable

Washington panel also gets into merits of family viewing, violence

Senate Communications Subcommittee Chairman John Pastore (D-R.I.) said last week he does not want to see erosion of TV programming now broadcast over the air as cable and pay cable television expand.

One of two panelists at a National Town Meeting at the Kennedy Center in Washington, the senator last Wednesday said: "Let's have competition. Let's encourage pay TV. Let's encourage CATV. But, at the same time, don't let them such off the cream and leave all the other stuff to persons who can't afford to pay that fee every month."

The other panelist, Sander Vanocur of the *Washington Post*, suggested the FCC might experiment with relaxing the restrictions on the availability of feature films to pay cable. Mr. Vanocur, a former NBC reporter-turned TV critic, said he thinks the problems with TV in this country are traceable to the fact that "we don't have any competition." The networks have the closest thing to a total monopoly he said, but he added that alternative forms of television will flourish because there is a market for them and because the technology is available.

Senator Pastore and Mr. Vanocur had opposing views about family viewing, Senator Pastore supporting it because it represents an attempt to program for the family. Mr. Vanocur opposes it because the negotiations that led up to it brought government too close to broadcasting's First Amendment preserve, in his opinion.

Both agreed, however, that Congress can take no direct action to clean up sex and violence on TV or remove commercial clutter, another of the complaints raised from the audience. "We cannot interfere," Senator Pastore said. "All we can do is impress the networks and broadcasters to live up to their responsibilities."

The senator said the best way to bring change on TV is for the viewers to register their disapproval, if, for instance, "enough people will refuse to buy the products advertised on the wrong programs," he said. "It's the people that have to rise up. About the only thing that will stop this is public opinion."

Mr. Vanocur said there is now a marked trend among advertisers to not advertise their products on shows with too much violence.

Senator Pastore said that responsibility

**Nearly all for one.** The public wants political convention coverage limited to one television network at a time, according to a poll conducted by the Roper Organization shortly before the Democratic convention and made available last week.

Eighty-five percent of the 2,000 adults polled across the nation by Roper said they would prefer single-network coverage on a day-by-day, rotating basis rather than simultaneous coverage by all three networks.

CBS and NBC carried gavel-to-gavel coverage of the Democratic convention three weeks ago (BROADCASTING July 12, 19), losing the ratings race to ABC when that network opted for the All-Star baseball game one night and a rerun movie another.

Burns W. Roper, president of the research organization, said it was rare "to have any question answered by such a lopsided margin," adding that even among the socially and politically active polled, the great majority would rather see "only one network carry the proceeding at any given time."

Mr. Roper pointed out that an earlier poll showed the public was looking forward to the summer Olympics more than any other July event, and the Olympic games are being covered by only one network, ABC. Mr. Roper added that the convention came in "a poor third" for special events last month, scoring even lower than the networks' Bicentennial specials. The Olympics coverage is earning ABC high ratings (see above).

for what youngsters watch on TV also rests with parents. "If parents want to let their kids sit in front of the TV all day long, I can't stop it."

Responding to an audience questioner on another topic, Mr. Pastore said he thinks TV has affected politics "in a very material way ... Without TV, I hardly think you could win a national office."

During other questioning, Mr. Vanocur called the Public Broadcasting Service "a very frail vessel." Senior correspondent for PBS for less than a year in 1972, Mr. Vanocur said noncommercial broadcasting can no longer plead lack of funds or government interference to rationalize its deficiencies. The top executives "spend most of their time arguing with each other," he said. "They have to get busy and decide what it is they want to do."

## British giant enters U.S. TV production

EMI Ltd., a United Kingdom music, electronics and leisure group, has formed EMI Television Programs, a U.S.-based television production company. Roger Gimbel, vice president in charge of production for Tomorrow Enterprises, Los Angeles, has been named president of the new EMI subsidiary and will establish headquarters at CBS Studio Center in Studio City, Calif.

According to Mr. Gimbel, the firm is "prepared to provide guarantees and expertise for a variety of television projects where and when a genuine need arises. This may appeal to many producers, writers and directors with network development deals who prefer the advantage of an independent production association."

## Programing Briefs

**Last in line.** WTOL-TV Toledo, Ohio, has petitioned FCC for waiver of prime-time access rule. WTOL said FCC's use of Arbitron ratings of top 50 markets as basis for application of rule is unfair to 50th station because that market fluctuates from year to year. WTOL was rated 50 by Arbitron for coming season; station says it has received that rating varyingly for two of last six years. WTOL said it is being "whipsawed" by fluctuation, and can't make effective programing and program contract plans.

**Listening in.** Senator Charles Percy (R-Ill.) and Public Broadcasting Service President Lawrence Grossman held joint press conference on Capitol Hill to urge FCC action on PBS petition seeking authorization of PBS-developed television program captioning system for people with impaired hearing. Senator Percy, who wears hearing aid, said he'd write to networks, which were blamed at press conference for delay on authorization. Fred Schreiber of National Association for the Deaf also took part.

## Equipment & Engineering

# CB gets more breathing room; TV reassured on interference

**FCC raises number of citizen band channels from 23 to 40, but there continues to be questions in minds of broadcasters on protection**

The class D citizens' radio service last week burst out of the confines of the 23 channels in which it had been located. With hundreds of thousands of Americans joining the ranks of citizen band radio users every month—and with the total now over five million—the FCC increased the number of channels available for them to 40, as of Jan. 1. It also took steps to assure television stations that citizen band broadcasts would not interfere with the reception of television signals.

But for broadcasters, the issue is whether the commission afforded enough protection. The commission, in its order, indicates it is not sure. And commission engineers privately say they doubt it.

In providing a total of 40 channels for the class D citizens' radio service—and its five million licensees—the commission allocated the 17 channels just above those in the 27 mhz band now used for CB. It also deleted 27.085 mhz (ch. 11) as a calling-only channel, on the ground that as many channels as possible should be available for general use. The commission said it had limited the frequency expansion to 40 channels—because of the severe interference between channels it said would result.

The interference CB causes television is another problem, and one that television industry representatives say is already severe. Interference is experienced on channels 2 and 5; with the expansion, it could be experienced on channel 6, as well. To deal with the problem, the commission increased the required harmonic radiation suppression for new class D transmitters from 49 to 60 db.

The commission, in its notice of rulemaking proposing the expansion, had suggested increasing the required suppression to 70 db. However, it decided on the lower requirement in the face of CB industry pleas that the original proposal would work an economic hardship on it.

But the commission hedged its bet. It said that if the 60 db requirement proves insufficient, individual CB licensees would be required to insert an additional anti-interference device—a low-pass filter on their transmitters.

The action to increase channels available for CB was only an interim measure. The commission said its Personal Use Radio Advisory Committee and its Office of Plans and Policy are conducting studies into the whole area of personal radio com-

munication. Both groups will consider alternative spectrum—such as 220 mhz or 900 mhz—for the citizens service.

The commission last week took another action, one designed to tighten standards for the production of CB receivers in a manner that would reduce interference they cause landmobile communications in the 30 mhz band. The commission extended its certification requirements to those receivers. All CB receivers built after Jan. 1, 1977, must be certificated to meet a limit of 2.0 nanowatts (nW) at the transmitter; after Jan. 1, 1978, the limit would be 0.2 nW.

## Technical Briefs

**For ENG.** Lightweight cast aluminum camera head using hydraulic dampening in both pan and tilt modes is being offered by Innovative Television Equipment, Woodland Hills, Calif. Electronic newsgathering and portable studio cameras of up to 50 pounds can be mounted on unit, called ITE-H5 Hydro Head.

**New and Improved.** RCA Picture Tube Division, Lancaster, Pa., will demonstrate next month new 25-inch color tube which uses 90-degree deflection instead of 100 degree. RCA said this will provide "significantly lower set costs, lower energy consumption and lower chassis temperature."



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# The Broadcasting Playlist Aug 2

## Contemporary

Over-all-rank	Last This week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	<b>Afternoon Delight</b> (3:10) Starland Vocal Band—Windsong	1	1	1	1
2	2	2	<b>You'll Never Find Another Love ...</b> (3:36) Lou Rawls—Phila. Int'l.	2	3	2	2
9	3	3	<b>Rock N' Roll Music</b> (2:26) Beach Boys—Reprise	4	2	5	4
16	4	4	<b>Don't Go Breaking My Heart</b> (4:23) Elton John & Kiki Dee—Rocket/MCA	5	4	3	3
3	5	5	<b>Kiss and Say Goodbye</b> (2:24) Manhattans—Columbia	3	5	4	5
10	6	6	<b>Let 'Em In</b> (5:08) Paul McCartney & Wings—Capitol	7	6	6	7
24	7	7	<b>You Should Be Dancing</b> (3:23) Bee Gees—RSO/Polydor	8	8	7	6
7	8	8	<b>Got to Get You into My Life</b> (2:27) Beatles—Capitol	6	9	9	9
11	9	9	<b>Heaven Must Be Missing an Angel</b> (3:28) Tavares—Capitol	9	10	8	10
6	10	10	<b>More, More, More</b> (3:02) Andrea True Connection—Buddah	13	7	12	8
12	11	11	<b>Turn the Beat Around</b> (3:21) Vicki Sue Robinson—RCA	10	12	10	13
23	12	12	<b>Love Is Alive</b> (3:24) Gary Wright—Warner Bros.	11	11	11	12
19	13	13	<b>I'm Easy</b> (2:59) Keith Carradine—ABC	12	14	13	11
5	14	14	<b>You're My Best Friend</b> (2:49) Queen—Elektra	14	13	14	16
15	15	15	<b>Moonlight Feels Right</b> (3:38) Starbuck—Private Stock	15	15	15	15
21	16	16	<b>I'll Be Good to You</b> (3:30) Bros. Johnson—A&M	17	16	17	17
18	17	17	<b>Let Her In</b> (3:03) John Travolta—Midland Int'l.	19	17	18	14
30	18	18	<b>This Masquerade</b> (3:17) George Benson—Warner Bros.	16	19	19	21
17	19	19	<b>Get Closer</b> (3:45) Seals & Crofts—Warner Bros.	18	18	20	20
4	20	20	<b>Silly Love Songs</b> (3:28) Paul McCartney & Wings—Capitol	20	20	21	19
26	21	21	<b>I'd Really Love to See You ...</b> (2:36) England Dan & John Ford Coley—Big Tree	21	23	16	18
8	22	22	<b>The Boys Are Back in Town</b> (3:26) Thin Lizzy—Mercury	27	24	23	22
22	23	23	<b>Tear the Roof off the Sucker</b> (3:39) Parliament—Casablanca	24	22	26	24
28	24	24	<b>Crazy on You</b> (4:06) Heart—Mushroom	26	21	27	23
25	25	25	<b>Play That Funky Music</b> (3:12) Wild Cherry—Epic	23	25	22	26
29	26	26	<b>Baby, I Love Your Way</b> (3:28) Peter Frampton—A&M	22	27	25	27
13	27	27	<b>Shop Around</b> (3:23) Captain & Tennille—A&M	25	26	28	28
27	28	28	<b>Get Up and Boogie</b> (4:05) Silver Convention—Midland Int'l.	28	28	31	32
32	29	29	<b>Young Hearts Run Free</b> (3:51) Candi Station—Warner Bros.	29	29	29	30
33	30	30	<b>Say You Love Me</b> (3:58) Fleetwood Mac—Reprise	35	39	24	25
34	31	31	<b>A Fifth of Beethoven</b> (3:02) Walter Murphy & Big Apple Band—Private Stock	30	31	32	29
40	32	32	<b>(Shake, Shake, Shake) Shake Your Booty</b> (3:06) K.C. & Sunshine Band—TK Records	32	30	30	31
35	33	33	<b>If You Know What I Mean</b> (3:43) Neil Diamond—Columbia	31	33	34	35
31	34	34	<b>Another Rainy Day in New York City</b> (2:57) Chicago—Columbia	33	36	33	37
14	35	35	<b>Sara Smile</b> (3:07) Hall & Oates—RCA	34	35	37	36
39	36	36	<b>A Little Bit More</b> (2:26) Dr. Hook—Capitol	36	37	35	*
—	37	37	<b>If You Leave Me Now</b> (3:40) Chicago—Columbia	38	40	36	34
20	38	38	<b>Misty Blue</b> (3:38) Dorothy Moore—Malaco	*	32	*	33
—	39	39	<b>Devil Woman</b> (3:21) Cliff Richard—Rocket	39	38	38	*
—	40	40	<b>I Can't Hear You No More</b> (2:49) Helen Reddy—Capitol	*	*	39	39

## Playback

**Main movers.** The title and tune carry the same message by the Bee Gees: *You Should Be Dancing* (RSO/Polydor). It takes a giant step into the top 10 on the "Playlist" this week, reflecting its heavy air play on radio stations from WKBW(AM) Buffalo to KJRI(AM) Seattle. Moving fewer spaces but reaching the number four position is *Don't Go Breaking My Heart* (Rocket/MCA) by Elton John and Kiki Dee. Most mentioned in a survey by BROADCASTING, this duet rates "heaviest phone request" at WCAO(AM) Baltimore and WCUE(AM) Akron, Ohio. **Sure bet.** As predicted (BROADCASTING, May 31), *Rock N' Roll Music* (Reprise) by the Beach Boys is a close contender for the top spot, gaining top bolt. This tune is the original Chuck Berry hit reworked. **On the horizon.** Helen Reddy's *I Can't Hear You No More* appears in last position this week, but is a significant debut considering the single was released one week ago by Capitol. The arrangement, by Joe Wissert, is a soft rock tune emphasized by Ms. Reddy's strong vocals. It's on at KILT(AM) Houston, WPGC(AM) Washington and WSAI(AM) Cincinnati. Just behind at 41 is *With Your Love* (Grunt/RCA) by Jefferson Starship. **Potential.** Also off the edge of "Playlist" is a tune by an Australian group, Sherbert. *Howzat* (MCA) is an add at RKO General's WRKO(AM) Boston, KFRC(AM) San Francisco and KHJ(AM) Los Angeles. Crissy Wright of RKO calls it "a really nice, up-tempo, melodic tune."

## Country

Over-all-rank	Last This week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
2	1	1	<b>Golden Ring</b> (3:01) George Jones & Tammy Wynette—Epic	1	1	1	1
3	2	2	<b>Say It Again</b> (2:56) Don Williams—ABC/Dot	2	2	3	2
1	3	3	<b>Teddy Bear</b> (5:03) Red Sovine—Starday	3	3	2	4
17	4	4	<b>Stranger</b> (3:10) Johnny Duncan—Columbia	4	5	4	5
8	5	5	<b>Rocky Mountain Music</b> (3:32) Eddie Rabbitt—Elektra	6	4	8	3
4	6	6	<b>All These Things</b> (3:07) Joe Stampley—ABC/Dot	5	6	6	10
6	7	7	<b>Love Revival</b> (2:58) Mei Tillis—MCA	7	10	5	7
7	8	8	<b>Solitary Man</b> (2:39) T.G. Sheppard—Hitsville	8	7	9	8
20	9	9	<b>One of These Days</b> (3:03) Emmylou Harris—Reprise	11	8	7	8
19	10	10	<b>The Letter</b> (2:53) Conway Twitty & Loretta Lynn—MCA	13	9	11	6
5	11	11	<b>The Door Is Always Open</b> (2:42) Dave & Sugar—RCA	10	12	12	10
12	12	12	<b>Save Your Kisses for Me</b> (3:04) Margo Smith—Warner Bros.	9	14	13	13
23	13	13	<b>Cowboy</b> (3:10) Eddy Arnold—RCA	12	17	10	12
—	14	14	<b>You've Got Me to Hold on to</b> (3:04) Tanya Tucker—MCA	14	16	15	14
13	15	15	<b>Bring It on Home to Me</b> (2:20) Mickey Gilley—Playboy	17	11	14	17
14	16	16	<b>Butterfly for Bucky</b> (3:42) Bobby Goldsboro—United Artists	19	15	16	15
18	17	17	<b>Suspicious Minds</b> (3:57) Waylon Jennings & Jessi Colter—RCA	15	19	20	16
15	18	18	<b>El Paso City</b> (4:13) Marty Robbins—Columbia	21	13	17	18
16	19	19	<b>Is Forever Longer Than Always</b> (2:30) Porter Wagoner & Dolly Parton—RCA	22	18	18	23
10	20	20	<b>Homemade Love</b> (2:50) Tom Bresh—Farr	18	20	19	20
21	21	21	<b>Here Comes the Freedom Train</b> (3:25) Merle Haggard—Capitol	16	24	22	19
11	22	22	<b>Vaya Con Dios</b> (2:28) Freedy Fender—ABC/Dot	20	22	21	*
—	23	23	<b>I'd Have to Be Crazy</b> (3:24) Willie Nelson—Columbia	24	21	25	22
—	24	24	<b>Afternoon Delight</b> (2:56) Johnny Carver—ABC/Dot	*	*	*	24
24	25	25	<b>In Some Room Above</b> (3:10) Gary Stewart—RCA	*	25	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.

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## Media

**Bruce Johnson**, president, radio division, Sterling Recreation Organization, Seattle-based conglomerate (radio stations, movie theaters, bowling centers), and past president, RKO General, appointed president/chief executive officer, Starr Broadcasting Group, New Orleans, succeeding **Peter H. Starr**, resigned (BROADCASTING, July 12).



Johnson



Shaw

**Allen B. Shaw Jr.**, VP in charge, ABC-FM station group, New York, elected president, ABC Owned FM Radio Stations. **Donald H. Platt**, general manager, ABC-owned KSFJ(FM) San Francisco, elected VP/general manager of station. **James (Mike) Hankins**, general manager, ABC-owned KAUM(FM) Houston, elected VP/general manager of KAUM.

**Alan Maretsky**, sales service coordinator, KTTV(TV) Los Angeles, appointed broadcast standards coordinator. **Karen Merrell**, traffic/continuity director, KIQQ(FM) there, joins KTTV as operations manager.

**Jack Auldridge**, VP/general manager, KCLE(AM) Cleburne, Tex., joins KITE(AM)-KEXL(FM) Terrell Hills (San Antonio), Tex., as general manager.

**Betty Mastlick**, national sales manager/acting station manager, WDXI(AM) Jackson, Tenn. appointed station manager.

**Ernest A. Lotito**, special assistant to Senator Walter F. Mondale (D-Minn.), joins Corporation for Public Broadcasting, Washington, as director of communications.

**David Swaim**, senior auditor, Price Waterhouse & Co., Indianapolis, named business manager, WTHR(TV) there.

**John Thomas**, assistant business manager, WIND(AM) Chicago, named business manager.

**Sue Bell**, freelance producer, named advertising/promotion manager, WNAC-TV Boston.

**Bart Lamb**, advertising manager, WMC-TV Memphis, named promotion manager, WMAR-TV Baltimore.

**Arthur R. Garland**, program manager, WRGB(TV) Schenectady, N.Y., named manager, public/community affairs at WRGB and co-owned WGY(AM)-WGFJ(FM) there.

**Jeffrey S. Rapaport**, associate director, CBS investor relations, promoted to director under J. Garrett Blowers, VP, investor relations. **Paula Gottschalk**, director of information services, CBS Radio Spot Sales, named associate director, CBS investor relations.

**Diane L. Sass**, VP, research/marketing, Kaiser Broadcasting, San Francisco, named VP, director of marketing/research, WNEW-TV New York.

**Bill Nigut**, producer/writer/host, *Two Way Street*, daily radio program aired by WLTD(AM) Evanston, Ill., named press representative, WMAQ-TV Chicago, replacing **Stephen Corman** (see "Broadcast Journalism" page 64).

**Mike Flesher**, farm director, KFKA(AM) Greeley, Colo., joins International Farm/Ranch Network, Denver, as farm/ranch director.

New officers of Bay Area Broadcast Skills Bank, to which 21 San Francisco-area radio and television stations belong and which placed 67 members of minority groups at stations in past year: **Peter V. Taylor**, KFOG(FM), president; **L. William White**, KBHK-TV, VP; **Michael Luckoff**, KGO(AM), secretary, and **William Schwartz**, KTVU(TV), treasurer.

ington, Richter & Parsons, New York, appointed president, succeeding **John F. Dickinson**, who retired yesterday (Aug. 1). Mr. Dickinson will continue as consultant to rep firm and will serve on board of directors. **Peter F. Ryan**, senior VP of HRP, named to succeed Mr. Walters as executive VP.

**Irwin Warren**, senior VP and creative executive at SSC&B Inc., New York, appointed executive VP and creative director, Richard K. Manoff Inc., New York.

**B. David Kaplan**, one of founders of Norman, Craig & Kummel Inc., New York, in 1941, who retired in 1972, has returned to agency as executive VP of parent company, NCK Organization, and will be active in European market.

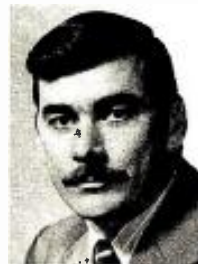
**Bob McCarthy**, general sales manager, WRTH(AM) Wood River, Ill. (St. Louis), joins Mutual Broadcasting System, Washington, as director of Midwest sales, based in Chicago.

**Irving Merson**, VP, senior associate research director, BBDO New York, named VP and director of research of Tinker Campbell-Ewald, New York.

**Tom Monroe**, executive VP, creative director, Glenn, Bozell & Jacobs, Dallas, appointed general manager, creative director, succeeding **Robert E. Berry**, executive VP/general manager who has been named director of new accounts and corporate development. **Fred Randall**, senior VP/associate creative director, named creative services director. **Robert P. Ames**, executive VP/in charge of marketing research, appointed marketing/financial services director. **Lawrence N. Stern**, senior VP/group supervisor, named account services director.

**James Corrieri**, art group head, and **Nariman K. Dhalla**, associate research director, J. Walter Thompson, New York, named VP's. **Dan Odishoo**, VP/account supervisor, JWT, Chicago, promoted to management supervisor. **Matt Kurtz**, account executive, Leo Burnett there, joins JWT as account representative.

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**Pat Squire**, media planner, Botsford Ketchum, San Francisco, promoted to media supervisor. **Darryl McGuire**, media buyer, McCann-Erickson, San Francisco, and **Loret Cusworth**, with Regburg & Associates, Los Angeles, join BK as media buyers. **Robin Mays**, secretary, BK media department, promoted to media assistant.

**Richard W. Owen**, VP, marketing, WNEW-TV New York, joins Bolton/Burchill International, rep firm there, as VP, market development.

**William B. Buschgen**, account executive, Avery-Knodel, Chicago, appointed to head A-K's new (ninth) regional office in Minneapolis area; *One Appletree Square, Suite 1418, Bloomington, Minn. 55420; (612) 854-0007.* **Irwin Alan Spiegel**, account executive, WHLI(AM)-WIOK(FM) Hempstead, N.Y., joins Avery-Knodel, New York, in same post.

**Robert F. Buselli**, from Kaiser Broadcasting Spot Sales, Chicago, joins Metro TV Sales there as account executive.

**Gary Needham**, creative supervisor, and **Michael Horwitz**, TV production supervisor, Tatham-Laird & Kudner, Chicago, join D'Arcy-MacManus & Masius, St. Louis, as art director and writer/producer, respectively.

**Philip L. Corper**, executive VP, H-R Television, New York, elected to board of directors and executive committee of parent, Broadcast Data Base Inc.

**Stan Porter**, president, Stan Porter, Durham & Associates advertising/public relations, Memphis, retires. **Durelle Durham**, VP/partner, assumes presidency and sole ownership



**Call them veeps.** Burt Manning (third from right), executive VP and executive creative director of J. Walter Thompson Co. New York, is pictured with five Thomson TV producers named VP's (l. to r.); Elwyne R. Walshe, Nicholas DeMarco, Catherine Ames, Mr. Manning, Michael E. Millsap and Arthur R. Kling.

of firm, now named Durham & Associates.

**D. Rodney Eyring**, regional/sports accounts manager, KIRO-TV Seattle, named VP in charge of sales, Thomas & Thomas advertising and public relations there.

**Michael Leary**, on production staff, Telemation Productions, Chicago, named TV/radio producer, Willis/Case/Hardwood advertising, Dayton, Ohio.

**Vincent Barresi**, sales manager, Kaiser Broadcasting's WKBS-TV Burlington, N.J. (Philadelphia), promoted to general sales man-

ager, succeeding **Sam Feinberg**, promoted to sales staff of Kaiser Broadcasting Spot Sales, New York.

**Jack West**, sales manager, KBHK-TV San Francisco, named general sales manager.

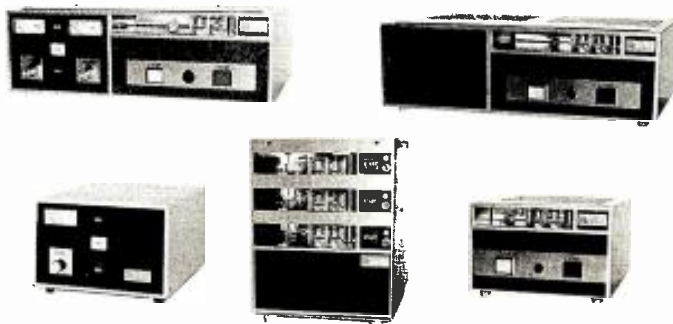
**Jerrold Whaley**, VP/sales manager, Katz Television, Chicago, named national sales manager, WVL-TV New Orleans.

**Jim McCaffrey**, with KLIF(AM) Dallas, joins KFWD(FM) Fort Worth as general sales manager.

**J. Thomas Connolly**, salesman, WKAC(AM) Cincinnati, named local sales manager.

**James D. Lane**, with Peters, Griffin, Woodward, Atlanta, joins WLOS-TV Asheville, N.C., as North Carolina area sales manager.

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### Programing

**Richard S. Reisberg**, VP, business affairs, West Coast, Viacom International, appointed VP, programing and production, Los Angeles.

**Peter Roth**, responsible for development of children's programs for Filmways Television Productions, Los Angeles, named manager, children's programs, West Coast, ABC Entertainment, succeeding **Bonny Dore**, who was appointed director, children's programs, West Coast, ABC Entertainment (BROADCASTING, July 19).

**Pat Richwood**, executive story editor, Warner Bros. Television, Burbank, Calif., appointed manager of movies for television, Columbia Pictures Television there.

**John Martin**, director of program planning, ABC Sports, New York, named VP, program development. **Charles A. Smiley Jr.**, director of business and legal affairs, named VP, legal and business affairs.

**Lawrence E. Gersham**, executive VP, Chock Full o' Nuts Corp., New York, and previously station manager, WNBC-TV New York and sales manager, WBS-TV there, named president, Don King Productions there.

**Giovanna Nigro-Chacon**, director of five *Mary Hartman, Mary Hartman* episodes, and previously unit manager, NBC-TV, Burbank,

# Radio Programming Profile

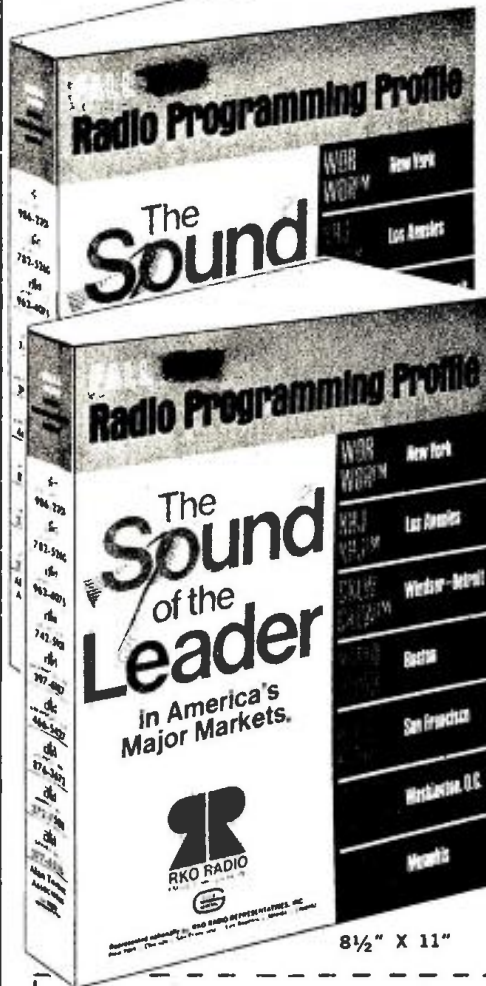
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M	PROGRAM	TYPE	COMMENTS				
5	MARSHALL WELLS	Pop. Stand. Farm	Comprehensive farm news - livestock prices; traffic, weather and recorded music.				
6	MUSIC HALL	Pop. Stand.	Bright music, cheerful entertainment. Sports briefs, traffic, road conditions.				
7	J.P. McCarthy		WJR News 6; 7, 8, 9am. Dave White delivers WJR News at 8am. Oscar Frenette at 7am. Gene Healy 6 & 9am. J.P. McCarthy is Detroit's favorite entertainer.				
9	OPEN HOUSE. Marc Avery	Pop. Stand.	Live music on OPEN HOUSE. Jimmy Clark Orch.				
0	ADVENTURES IN MUSIC - Karl Hess	Class.	Classical music with a crew cut explains its popularity. Show biz guests.				
1	KALEIDOSCOPE Mike Whorf	Drama Music	Skillful blend of recorded music and dramatic narrative (usually Americana).				
N	FOCUS J.P. McCarthy	Talk-Int. Disc.	J.P. talks with all sorts of people on all sorts of subjects-serious-humorous.				
1	PAUL WINTER SHOW	Pop.-Stand.	CBS News with Douglas Edwards. WJR News with Rod Hansen. CBS Newsmaker.				
2							
3	MUSIC HALL Jimmy Launce	Pop.-Stand.	news headlines, weather, traffic, lively conversation...but mostly good music. CBS features include Mid-At Large with Mike Wallace. Walter Cronkite.				
4							
5			Jim Smidebush with WJR News at 4, Dave Taylor with WJR News at 5.				
6	NEWS BLOCK	Talk-News Sports Serv.	Gene Fogel local, regional, nat'l, internat'l news; Bob Reynolds WJR sports; Business Barometer; Auto Reports - Joe Callahan; Journal '72.				
7							
8	SPORTS MAGAZINE	Talk	Special 50-min. show by Sports Dept.				
9	KALEIDOSCOPE ENCORE	Drama Music	9-9:10 News & Byline Repeat of a previous show.				
0	FOCUS ENCORE	Talk	Repeat of daily "Focus" show. 10-10:15 WJR News with Mike Kenny				
11	NEWS - SPORTS	Talk	WJR Final Edition; News, Sports, Gene Fogel.				
M	NIGHT FLIGHT 760 Jay Roberts	Class. Light Class.	Music and news with Jay Roberts.				
LAN	6-10am	10am-3pm 5:30-9am	3-7pm	7-8:30pm	8:30-11:30 5-5:30am	30 sec.	10 sec.
5	205.	120.	205.	120.	65. (15)	80%	70%
10	200.	115.	200.	115.	55. (30)		

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Calif., joins KNBC(TV) Los Angeles as executive program producer.

**Don Evans**, program director/air personality, WEEP(AM) Pittsburgh, joins WGMA(AM) Hollywood, Fla., as program director.

**Rick Dees**, air personality, WMPS(AM) Memphis, named program director.

**Laura Graff**, promotion manager, KNTV(TV) San Jose, Calif., promoted to public affairs producer/director and hostess of two weekly half-hour talk shows.

**Daniel L. O'Neil**, radio/television director for Kentucky Colonels basketball team, and formerly, advertising sales supervisor, Schlitz broadcast division, Milwaukee, named director of radio and television for Indiana Pacers basketball team, responsible for establishing and running Pacer radio network in all areas of state outside Indianapolis market.

## Broadcast Journalism

**Dan Bloom**, CBS News bureau, Tel Aviv, named manager, CBS News, Los Angeles bureau, succeeding **Dan Crossland** who is named associate producer, *CBS Evening News With Walter Cronkite*, based in Los Angeles. **Joel Bernstein**, associate producer, *CBS Evening News*, New York, succeeds Mr. Bloom in Tel Aviv. **Keith Kay**, producer, CBS News Hong Kong bureau, named manager, Paris bureau, succeeding **Van Gordon Sauter**, named VP-program practices, CBS Television Network (BROADCASTING, July 12). **John Harris**, producer, Los Angeles bureau, succeeds Mr. Kay in Hong Kong. **Bernard Redmont**, Paris bureau chief/European correspondent, Group W Foreign News Service, named manager CBS News Moscow bureau.

**Frank Moeur**, assignment editor/assistant news director, WBNS-TV Columbus, Ohio, named assignment editor, KGO-TV San Francisco.

**George Reading**, with KRON(TV) San Francisco, joins KXTV(TV) Sacramento, Calif., as co-anchor. **Robert L. Gore**, editorial director, U.S. Senate Committee on Veterans' Affairs, Washington, joins KXTV as assignment editor.

**Steve Yount**, acting news director, WIRE(AM) Indianapolis, named news director.

**JoAnne Babunovic**, graduate, Broadcast Center of America, St. Louis, named news director, KCHI(AM) Chillicothe, Mo.

**Tim Quinn**, reporter, WICC(AM) Bridgeport, Conn., named news director. **Gerry Webb**, stringer for Connecticut radio stations, joins WICC as reporter.

**Jack Cole**, with WNAC-TV Boston in various on-air capacities since January, appointed co-anchor on evening newscast, succeeding **Jay Scott**.

**Bob McCarthy**, reporter/photographer, KRCG(TV) Jefferson City, Mo., joins KSLA-TV Shreveport, La., in same position.

**Archie Kelly**, photographer/reporter, WFRV-TV Green Bay, Wis., joins WTHR(TV) Indianapolis as news photographer.

**Stephen Corman**, press representative, WMAQ-TV Chicago, named news writer, co-owned WNIS-FM there.

**Donald I. Baker**, former deputy assistant attorney general in the Justice Department's Antitrust Division, is President Ford's choice to head that division. Mr. Baker, 42, who left the department last year to join Cornell University Law School faculty, played a major role in his former tour at Justice in directing the Antitrust Division's attention to regulated industries, including broadcasting and cable television. If confirmed by the Senate, Mr. Baker would succeed **Thomas E. Kauper**, who has announced his resignation.

## Cable

**Arthur H. Harding**, attorney with research division of FCC's Cable Bureau, named assistant general counsel for National Cable Television Association, Washington.

**Rod Warner**, promotion manager, Storer Broadcasting's wjw-TV Cleveland, appointed director of marketing for Storer's CATV division, Sarasota, Fla.

**Eugene Carlson**, with engineering department, ABC, New York, joins UA-Columbia Cablevision, Oakland, N.J., as director of operations.

**Paul F. Gerken**, senior unit manager, NBC-TV's *Grandstand*, New York, joins Cablevision, Jericho, N.Y., as programming director. **Alan G. Kraus**, who has been responsible for developing Cablevision's local origination programming, appointed production manager, special projects. **Richard Cagan**, freelance advertising copywriter, joins Cablevision as communications director.

**Herman J. Moeller**, VP, EDC Co., designer of CATV systems in U.S. and Mexico, joins Reuters Ltd., New York, as cable services manager, responsible for marketing of Reuters' *News-view*, two-channel, alphanumeric news service for CATV.

## Equipment & Engineering

**George Boardman**, account executive, McKenna/Michel Public Relations, Palo Alto, Calif., named corporate product news manager, Ampex Corp., Redwood City, Calif.

**Gary T. Barbera**, VP, operations, Oak Industries, Crystal Lake, Ill., appointed acting VP, Oak Materials Group, Hoosick Falls, N.Y.

**Frederick L. Bones**, Northeastern regional sales manager, Philips Audio Video Systems, Mahwah, N.J., named sales manager for TV and motion picture lens products manufactured by Rank Taylor Hobson in United Kingdom and marketed by Rank Precision Industries, West Nyack, N.Y.

**David Carr**, senior technician, KSAT-TV San Antonio, Tex., appointed chief of engineering.

**David E. Gale**, chief engineer, WTRX(AM) Flint, Mich., named to same position, WCUZ(AM) Grand Rapids, Mich.

## Allied Fields

**Richard B. Hammer**, account executive, ABC Radio network, New York, named to same post, Eastern Arbitron Radio Sales there.

**William J. Rice**, VP in charge of Pittsburgh office, Vic Maitland & Associates, named director of its newly formed consumer media division, Fort Lauderdale, Fla.

**Lester Bollinger**, sales representative, Parts Electronics, Phoenix, joins Fisher-Burke Broadcast Consultants there as manager, broadcast field sales.

**Herbert Feinberg**, research account executive, J. Walter Thompson, New York, joins Audits & Surveys there as research group manager, survey division.

**Harold M. (Bud) Austin**, producer, Paramount Pictures, and previously executive VP of Paramount Television, Los Angeles, named general chairman for 17th Annual International Broadcasting Awards, honoring "world's best" television and radio commercials of 1976. Trophy winners will be announced at presentation dinner at Century Plaza hotel, Los Angeles, March 2, 1977.

## Deaths



Webster in 1955

**Commodore Edward Mount Webster**, 87, former FCC commissioner, died July 27 at Fernwood retirement home, Bethesda, Md. Chief communications officer for U.S. Coast Guard, he joined FCC in 1934 as assistant chief engineer. In 1947 he was appointed FCC commissioner, retiring in 1956. Survivors include his son, Edward, and daughter, Dorothy.

**Alfred Hundley Griffith Jr.**, 46, president, Griffith Broadcasting Corp., Lynchburg, Va., died at his home there July 19. Bedford County, Va., sheriff's office said cause was suicide by hanging. Griffith Broadcasting owns and operates WLL(AM)-WGOL(FM) Lynchburg. Mr. Griffith was founder of both stations, AM in 1963 and FM in 1970. He is survived by his wife, Carolyn; two daughters, Virginia and Hope, and son, Alfred.

**Milton Brown**, 61, coordinator of NBC News Information Services, New York, died after heart attack following surgery July 24 at New York University Medical Center. He joined NBC press department in 1949. Survivors include his wife, Miriam, one son and one daughter.

**Oliver B. Green**, 61, radio evangelist for nearly 38 years, died during open heart surgery after heart attack July 26 in Greenville, S.C. He was preacher for *The Gospel Hour*, daily 30-minute program heard on about 185 stations in U.S. He is survived by his wife, Aileen, and two sons.

**Sir Mortimer Wheeler**, 85, British TV personality/archeologist, died in London July 22. Twice TV personality of year in Britain, he was host of *Animal, Vegetable or Mineral* panel show.

**David Wilson**, 29, studio engineer, NBC-TV, Burbank, Calif., was killed July 17 in two-car collision near his home in Culver City, Calif. He joined NBC-TV as page in 1972 and was transferred to engineering department in 1973. He is survived by his mother and his sister.



# Where Things Stand

Monthly status report on major issues in electronic communications

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**Antitrust/networks.** Justice Department 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 refile 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. 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 and Midwest Video Corp. has appealed modification of rebuild requirements 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 proclaimed, but not yet effective, 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). Last week, group of 18 senators urged Secretary of State Henry Kissinger to begin talks soon with Canadians on both problems (see story this issue).

**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 (BROADCASTING, July 21, 1975).

**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 completed work last week on all broadcast-and cable-related sections of immense, confusing and controversial copyright revision bill (see story this issue). Next stop for bill, which differs from one that passed Senate earlier this year, is full Judiciary Committee, where few changes are anticipated, then full House. Even with Republican party convention yet this summer and elections in fall, bill's architects are hopeful measure can be resolved in conference and readied for President's signature before session ends.

**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 rule on equal employment opportunity guidelines for broadcasters (BROADCASTING, June 28). Commission is also considering EEO policy for cable (BROADCASTING, Feb. 23). 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. Writers Guild case is nearing end; briefs and reply briefs have been filed by both sides (BROADCASTING, July 5; July 19).

**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 concluded 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 Wash-

ington 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; 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. Among latest bills is that of House Commerce Committee Chairman Harley Staggers (D-W.Va.), which provides for four-year licenses (BROADCASTING, June 28). Senate will take no action until House makes first move.

**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 Congress ("Closed Circuit," May 31). Continuing hearings of Subcommittee last week were looking into pay-cable issue (see story, this issue).

**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 has terminated without action inquiry concerning proposal by Hollywood craft unions to limit amount of net-

work reruns shown during prime-time (BROADCASTING, July 5).

**Public broadcasting funding.** First-ever long-range appropriation for Corporation for Public Broadcasting is taking shape in both houses of Congress. House 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, subcommittee 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.

■ **Ratings.** Nielsen prime-time averages, Sept. 8, 1975, through July 25: ABC 18.0, CBS 17.9, NBC 16.1.

**Section 315.** U.S. Court of Appeals in Washington has upheld FCC's change of its administration of equal-time law. Democratic National Committee has now taken unsuccessful appeals of decision to U.S. Supreme Court (BROADCASTING, July 29). 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).

**Sports antiblackout.** Work still has not finished on new sports antiblackout bill, although it was tentatively approved by House-Senate conference committee last May. Problem is in Senate, where most recent report of FCC on effects of law on sports (BROADCASTING, June 7) is under study. House conferees are satisfied with conference committee's version.

**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).

**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). Institute for Telecommunications Sciences, arm of Department of Commerce, will study feasibility of VHF drop-ins with Knoxville, Tenn., and Evansville, Ind., as test markets (BROADCASTING, June 28).


**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., decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.

## QUALITY TALKS FOR WHLI

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Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

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As compiled by BROADCASTING for the period July 19 through July 23 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

### AM applications

- Searcy, Ark.—John Paul Capps seeks 1390 khz, 500 w-D. P.O. address: 914 James St., Searcy 72143. Estimated construction cost \$59,007; first-year operating cost \$73,577; revenue \$112,600. Format: MOR. Principal: Mr. Capps is representative to Arkansas legislature. He is former 25% owner of KWCK(AM)-KSER(FM) Searcy, Ark. Ann. July 2.
- Lexington, N.C.—Eastco Media seeks 1140 khz, 2.5 kw-D. P.O. address: 3780 Will Scarlet Rd., Winston-Salem, N.C. 27104. Estimated construction cost \$105,104; first-year operating cost \$60,336; revenue \$79,600. Format: C&W. Principals: Stuart and Nancy Epperson (30% each). Howard Lee and Howard Sisk (20% each). Eppersons own WKBA(AM) Vinton, Va.; WRBX(AM) Chapel Hill, N.C.; 50% of KBIS(AM) Bakersfield, Calif.; and have interests in applications for FMs in Shafter, Calif. and Mt. Hope, W.Va. and TV in Winston-Salem. Mr. Sisk manages WKTE(AM) King, N.C. and Mr. Lee is on staff at Duke University. Ann. July 7.
- Bottineau, N.D.—Turtle Mountain Broadcasters seeks 1510 khz, 1 kw-D. P.O. address: 601 SW 4th Rugby, N.D. 58368. Estimated construction cost \$53,555; first-year operating cost \$49,730; revenue \$80,000. Format: C&W. MOR. Principals: Andy Holms, Dale Moldenhauer and Duane Simpson (1/3 each). Mr. Holms has steel siding business. Mr. Moldenhauer manages KGCA(AM) Rugby; Mr. Simpson manages KGCX(AM) Sidney, Mont. Ann. July 7.
- Umatilla, Ore.—Interfaith Christian Center seeks 1090 khz, 2.5 kw-D. P.O. address: 27 Cedar Dr., Hermiston, Ore. 97838. Estimated construction cost \$34,150; first-year operating cost \$29,900; revenue: none given. Format: Religious. Principals: Applicant is non-profit corporation. Ann. July 7.
- Phoenixville, Pa.—Hart Broadcasting Co. seeks 690 khz, 500 w-D. P.O. address: 6701 Cresheim Rd., Philadelphia 19119. Estimated construction cost \$109,626; first-year operating cost \$65,340; revenue: none given. Format: MOR. Principal: B. Sam Hart has various religious attachments and manufactures plastic signs. Ann. July 7.
- West Hazleton, Pa.—Radio Action Co. seeks 1300 khz, 5 kw-D. P.O. address: 100 S. Vine St., Hazleton, Pa. 18201. Estimated construction cost \$88,634; first-year operating cost \$61,000; revenue: none given. Format: none given. Principals: Twelve stockholders, none with more than 16-2/3% interest and no broadcast interests. Ann. July 7.
- Cidra, P.R.—Cidra Radio Association seeks 770 khz, 250 w-D. P.O. address: Box 2, Cidra 00639. Estimated construction cost \$24,808; first-year operating

cost \$1,900; revenue \$50,000. Format: Progs. Latin. Principals: George M. Arroyo (60%), Serafin Cortes (25%) and Tomas Carrasquillo (15%), Mr. Arroyo owns 90% of WBRQ(FM) Cidra, 25% of WBS(FM) St. Thomas, V.I., 19% of application for FM in Vero Beach, Fla. and 48% of application for station in Holiday, Fla. Mr. Carrasquillo is general manager of WBRQ(FM). Ann. July 7.

■ Quebradillas, P.R.—Arzuaga and Davila Associates seeks 1040 khz, 250 w-D. P.O. address: Carr. No. 2, Bo. Terranova, Quebradillas 00742. Estimated construction cost \$32,172; first-year operating cost \$1,800; revenue \$48,000. Format: Standard pops. Principals: Jose Arzuaga and Roberto Davila own equally WREI(FM) Quebradillas and WXYX(FM) Bayamon, P.R. Ann. July 7.

■ Hilton Head Island, S.C.—Coastal Empire Broadcasting seeks 1130 khz, 1 kw-D. P.O. address: Peterson Bldg., Pope Avenue Mall, Hilton Head Island 29928. Estimated construction cost \$54,850; first-year operating cost \$107,400; revenue \$201,600. Format: Contemporary. Principals: Martha (50%) and Ian (26%) Wheeler and Mary Ann O'Connell (24%). Mr. Wheeler owns 15% of WZTV(TV) Nashville. He and wife are directors and owners of public relations/advertising firm. Ms. O'Connell publishes newsletters in Annandale, Va. Ann. July 7.

■ Alamo, Tenn.—Crockett Broadcasting Corp. seeks 1280 khz, 500 w-D. P.O. address: Box F, Parsons, Tenn. 38363. Estimated construction cost \$47,396; first-year operating cost \$36,000; revenue \$60,000. Format: MOR, country. Principals: Ralph Clenney (51%) and Branson Townsend (49%). Gentlemen work at WTBP(AM) Parsons, Tenn.; that station and three others are partially owned by Mr. Townsend's uncle. Ann. July 7.

■ Ashland City, Tenn.—Cheatham Broadcasting Corp. seeks 1170 khz, 1 kw-D. P.O. address: 103 Main St., Ashland City 37015. Estimated construction cost \$64,994; first-year operating cost \$76,000; revenue \$146,200. Format: MOR. Principals: Seven stockholders, no broadcast interests. Ann. July 7.

■ Linden, Tenn.—Linden Radio Co. seeks 1150 khz, 500 w-D. P.O. address: Box 313, Linden 37096. Estimated construction cost \$10,000; first-year operating cost \$24,000; revenue \$36,000. Format: C&W. Principal: Norris A. Hammond is general manager of WTHJ-FM Lobelville, Tenn. and is seeking to buy 50% of that station. Ann. July 7.

■ Madisonville, Tenn.—Man Corp. requests facilities of WKYZ(AM), 1250 khz, 500 w-D. P.O. address: 911 W. First St., Lenoir City, Tenn. 37771. Estimated construction cost \$35,000; first-year operating cost: none given; revenue: none given. Format: C&W. Principals: William H. France, Gary Hall and David Dender (33-1/3% each). Messrs. Hall and Dender are pharmacists. Mr. France operates book stores. Ann. July 7.

■ Spencer, Tenn.—Spencer Broadcasting Co. seeks 1420 khz, 500 w-D. P.O. address: Two Liberty Sq., Sparta, Tenn. 38583. Estimated construction cost \$40,000; first-year operating cost \$40,000; revenue \$50,000. Format: C&W, gospel. Principal: Shelby A. Rhinehart is pharmacist and state representative in legislature. Ann. July 7.

■ Elgin, Tex.—Bastrop County Communications seeks 1440 khz, 500 w-U. P.O. address: 102 N. Main St., Elgin 78621. Estimated construction cost \$116,887; first-year operating cost \$93,632; revenue \$78,000. Format: C&W. Principals: Seven equal owners, none with current broadcast interests. Ann. July 7.

■ Appalachia, Va.—Valley Broadcasting seeks 950 khz, 5 kw-D, 2.5 kw-N, DA-2. P.O. address: 1925 K St., Suite 304, Washington 20006. Estimated construction cost \$182,578; first-year operating cost \$97,000; revenue \$120,000. Format: Standard pops. Principals: Don L. Wax (65%) and Charles Miller (25%). Gentlemen have real estate interests. Ann. July 7.

### AM start

■ WJD Lebanon, Pa.—Authorized program operation on 940 khz, 1 kw-D. Action July 2.

### AM license

Broadcast Bureau granted following license covering new stations:

■ KCGS Marshall, Ark. (BL-13,943). Action June 30.

### FM applications

■ \*Birmingham, Ala.—Jefferson State Junior College seeks 91.1 mhz, 10 w, HAAT 22 ft. P.O. address: 2601 Carson Rd., Birmingham 35215. Estimated construction cost \$14,180; first-year operating cost \$4,700. Format: Variety. Principal: Applicant is public educational institution. Ann. July 9.

■ Safford, Ariz.—KSIL Inc. seeks 94.1 mhz, 100 kw, HAAT -316 ft. P.O. address: Box 590, Silver City, N.M. 88061. Estimated construction cost \$80,022; first-year operating cost \$36,020; revenue \$60,000. Format: Easy listening. Principal: Applicant is licensee of KATOM(AM) Safford. Ann. July 7.

■ Eureka, Calif.—Pauldon Inc. seeks 92.3 mhz, 100 kw, HAAT 355 ft. P.O. address: 5640 S. Broadway, Eureka 95501. Estimated construction cost \$24,600; first-year operating cost \$30,000; revenue \$60,000. Format: MOR. Principal: N.P. Hoff (100%) is licensee of KRED(AM) Eureka. Ann. July 7.

■ Fowler, Calif.—Morris Mindel seeks 96.7 mhz, 3 kw, HAAT 139 ft. P.O. address: Box 573, Fowler 93625. Estimated construction cost \$19,550; first-year operating cost \$8,000; revenue \$30,000. Format: Blues, Spanish. Principal: Mr. Mindel is licensee of KLIP(AM) Fowler. Ann. July 7.

■ Oroville, Calif.—Oroville Radio seeks 97.7 mhz, 3 kw, HAAT -47 ft. P.O. address: 2854 Olive Hwy.,

## Summary of broadcasting

### FCC tabulations as of June 30, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,450	4	25	4,479	46	4,525
Commercial FM	2,772	0	48	2,820	127	2,947
Educational FM	814	0	31	845	68	913
Total Radio	8,036	4	104	8,144	241	8,385
Commercial TV	700	1	7	708	56	764
VHF	509	1	3	513	10	523
UHF	191	0	4	195	46	241
Educational TV	231	9	13	253	15	268
VHF	90	3	5	98	6	104
UHF	141	6	8	155	9	164
Total TV	931	10	20	961	71	1,032

\*Special temporary authorization

\*\*Includes off-air licenses

Oroville 95965. Estimated construction cost \$28,993; first-year operating cost \$3,600; revenue \$5,000. Format: C&W, MOR. Principal: Applicant is licensee of KORV(AM) Oroville. Ann. July 7.

■ Thousand Oaks, Calif.—California Lutheran College seeks 90.3 mhz, 10 w. P.O. address: 60 W. Olson Rd., Thousand Oaks 91360. Estimated construction cost \$16,212; first-year operating cost: none given. Format: Variety. Principal: Applicant is institution of higher education. Ann. June 29.

■ Avon Park, Fla.—Charles A. Esposito seeks 106.3 mhz, 3 kw, HAAT 170 ft. P.O. address: Box 1390, Avon Park 33825. Estimated construction cost \$3,910; first-year operating cost \$7,140; revenue \$1,800. Format: MOR. Principal: Mr. Esposito owns WAPR(AM) Avon Park, and is applying for FM in Clewiston, Fla. Ann. July 7.

■ Minden, La.—Cook Enterprises seeks 95.3 mhz, 3 kw, HAAT 145 ft. P.O. address: Box 1240, Minden 71055. Estimated construction cost \$29,676; first-year operating cost \$13,440; revenue \$30,000. Format: MOR. Principals: Harold Cook and M.S. O'Dell own KASO(AM) Minden. Ann. July 7.

■ Muncie, Ind.—Delaware Community School Corp. seeks 90.5 mhz, 10 w. P.O. address: R.R. 3, Box 48, Muncie 47302. Estimated construction cost \$26,862; first-year operating cost \$3,000. Format: Variety. Principal: Applicant is public school corporation. Ann. July 12.

■ Escanaba, Mich.—Communications Properties seeks 104.7 mhz, 100 kw, HAAT 345 ft. P.O. address: Box 680, Escanaba 49829. Estimated construction cost \$7,800; first-year operating cost \$68,565; revenue: not given. Format: Contemporary. Principal: Hart N. Cardozo Jr. (83.5%). Mr. Cardozo has realty interests. Communications Properties is licensee of KATE(AM)-KCPI(FM) Albert Lea, Minn.; KFGO(AM) Fargo, N.D.; KHAK-AM-FM Cedar Rapids and WDBQ(AM)-KIWI(FM) Dubuque, all Iowa and WDBC(AM) Escanaba, Mich. and WNFL(AM) Green Bay, Wis. Ann. July 7.

■ Kalkaska, Mich.—Peninsula Broadcasting seeks 97.7 mhz, 1 kw, HAAT 497 ft. P.O. address: 1671 Twin Birch Rd., Kalkaska 49646. Estimated construction cost \$37,150; first-year operating cost \$39,500; revenue \$80,000. Format: C&W, contemporary. Principals: Roy E. Henderson and Roger Watson (50% each). Mr. Henderson works for oilfield service company; Mr. Watson has law, real estate and publishing interests. Ann. July 7.

■ Forest Lake, Minn.—Lakes Broadcasting Co. seeks 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 1671 E. Montana Ave., St. Paul 55106. Estimated construction cost \$46,121; first-year operating cost \$43,150; revenue \$98,900. Format: MOR, C&W. Principal: Eddie S. Cary (51%), five others. Mr. Cary is announcer at WCCO-TV Minneapolis. Ann. July 7.

■ Baldwin, Miss.—Superior Broadcasting Co. seeks 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 2154, Jackson, Miss. 39205. Estimated construction cost \$20,500; first-year operating cost \$50,000; revenue \$72,000. Format: Pop music. Principals: J. Boyd Ingram (75%), James L. Martin (10%) and O.T. Robinson (15%). Gentlemen own WJBI(FM) Clarksdale, Miss. In addition, Mr. Ingram has application pending for new FM in Starkville, Miss. Ann. July 7.

■ Calhoun City, Miss.—Jesse R. Williams seeks 102.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 10569 Shelby Dr., Collierville, Tenn. 38017. Estimated construction cost \$23,305; first-year operating cost \$20,031; revenue \$26,000. Format: Easy listening. Principal: Mr. Williams owns WCSA(AM) Ripley, Miss. and 50% of WKPO(AM) Prentiss and WJRL(AM) Calhoun City, both Miss. as well as 100% of application for FM in Ripley. Ann. July 7.

■ Centreville, Miss.—Western Mississippi Broadcasters seeks 104.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 109 Channel Lane, Madison, Miss. 39110. Estimated construction cost \$28,525; first-year operating cost \$7,000; revenue \$30,000. Format: C&W, rock and Black. Principals: Carol F. Jackson and Rayvon M. Smith (50% each). Mr. Jackson owns 20% of WKX1(FM) Jackson, Miss. Mr. Smith has grocery, realty and advertising interests. Ann. July 7.

■ Charlottesville, Va.—Brown Broadcasting Co. seeks 92.7 mhz, 235 w, HAAT 1,020 ft. P.O. address: 704 12th St., NW, Charlottesville 22903. Estimated construction cost \$46,615; first-year operating cost \$44,700; revenue \$90,000. Format: Religious. Principal: Rev. C.H. and John M. Brown (50% each). Father and son program cable channel with gospel shows. Ann. July 9.

#### FM actions

■ Huntington, W.Va.—W.Va. Educational Broadcasting Authority. Broadcast Bureau granted 89.9 mhz, 8.1 kw, HAAT 1200 ft. P.O. address: State Bldg., Six, Suite B-424, Charleston, W.Va. 25305. Estimated construction cost \$94,355; first-year operating cost \$4,600; revenue none. Format: Variety. Principal: Authority is specially created by state legislature. Proposed FM would serve as satellite station to \*WVPB(FM) Beckley, W.Va. with possible supplemental programming (BPED-2167). Action July 12.

Broadcast Bureau granted following CP modifications to extend completion time to date shown:

■ WXRA Woodridge, Va., to Oct. 31 (BMPH-14844); WBLX Mobile, Ala., to Dec. 1 (BMPH-14841); KKYS Hanford, Calif., to Sept. 10 (BMPH-14840); KKAI Kailua, Hawaii, to Dec. 21 (BMPH-14845); WSGS Hazard, Ky., to Aug. 1 (BMPH-14838); WOTB Middletown, R.I., to Dec. 30 (BMPH-14842). Actions June 30.

#### FM starts

■ WJRZ Ship Bottom, N.J.—Authorized program operation on 100.1 mhz, ERP 3 kw, HAAT 300 ft. Action June 25.

■ WBXB Edenton, N.C.—Authorized program operation on 100.1 mhz, ERP 3 kw, HAAT 195 ft. Action June 18.

■ KLUF-FM Lufkin, Tex.—Authorized program operation on 105.1 mhz, ERP 57 kw. Action July 9.

#### FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ \*KGVH Gunnison, Utah (BLED-1476); \*KDAB Ogden, Utah (BLH-7069); \*WIUV Castleton, Vt. (BLED-1544); \*WPIO Titusville, Fla. (BLED-1545). Actions June 30.

## Ownership changes

### Application

■ KBUZ-AM-FM Mesa, Ariz. (AM: 1310 khz, 5 kw-D, 500 w-N; FM: 104.7 mhz, 100 kw)—Seeks assignment of license from KBUZ Inc. to Southwestern Media for \$1.2 million. Sellers: Edwin G. Richter (30%), H. Lee Druckman (30%), Frank Kalil (15%) and Howard Duncan (10%); also own KAIR-AM-FM Tucson. Mr. Richter also has interest in WYTV(TV) Youngstown, Ohio. Buyer is Lowell Homberger, Bay City, Mich., broadcast consultant. Ann. July 19.

### Actions

■ WKID(TV) Fort Lauderdale, Fla. (ch. 51)—Broadcast Bureau granted assignment of license from Channel 51 Inc. to Johns-Koenig Associates for \$1 million. Seller: Debtor-in-possession, with Herbert Freebling, receiver. Buyer includes six owners; no other broadcast interests (BALCT-588, BALTS-410). Action July 14.

■ KORL(AM) Honolulu (650 khz, 10 kw-U)—Broadcast Bureau granted assignment of license from Radio Hawaii to O'Day Broadcasting for \$210,000 and \$150,000 noncompetition covenant. Radio Hawaii is subsidiary of Founders Corp., principal of which is John M. Shaheen (55%). Company also is licensee of WFBL(AM) Syracuse, N.Y. and percentages of various stations: including: WNYS(TV) Syracuse and WSMB(AM) New Orleans. Buyers are Pat O'Day (45%), H. Rand Ginn (45%) and C.C.N. Co. (10%). No other broadcast interests (BAL-8659). Action July 14.

■ KLOH-AM-FM Pipestone, Minn. (AM: 1050 khz, 1 kw-D; FM: 98.7 mhz, 100 kw)—Broadcast Bureau granted assignment of license from KLOH Inc. to Wallace Christensen for \$330,000. Seller: Mary Jean, Robert and Thomas Ingstad, principals, own KKXL(AM) Grand Forks, KOVC(AM) Valley City and KBMW(AM) Wahpeton, all North Dakota; KGFX(AM) Pierre and KKLS-AM-FM Rapid City, both South Dakota; KKWB(FM) Breckenridge and KWAD(AM)-KKWS(FM) Wadena, all Minnesota. Group is selling KLOH-AM-FM so it may purchase KLPN(AM) Minot, N.D., and keep portfolio of AM's within FCC seven-station limit. Buyer is general manager of KLOH-AM-FM and has no other broadcast interests (BAL-8654, BALH-2271, BASCA-769, BALRE-3008). Action July 8.

■ KBLR(AM)-KLTB(FM) Bolivar, Mo. (AM: 1130 khz, 250 w-D; FM: 106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from KBLR Inc. to NPN Corp. for \$190,000. Seller: William J. Young who has no other broadcast interests. Principals in buyer are Charles Preston, Ray Neill and his son, Joe. Mr. Preston is engineer and announcer of KLEX(AM)-KBK(FM) Lexington, Mo. Ray Neill is employee of West Central Rural Missouri Development Corp., Stockton, Mo., and his son works for radio parts wholesale firm in Springfield, Mo. (BAL-8693, BALH-2296, BALRE-3022). Action July 8.

■ KDNL-TV St. Louis—Broadcast Bureau granted transfer of control of Evans Broadcasting from Thomas M. Evans to Thomas M. Evans and Edward P. Evans (as family group) (BTC-8054). Action July 8.

■ WKOT(AM) Kingston, N.Y. (1550 khz, 500 w-D)—Broadcast Bureau dismissed application for assignment of license from Town & Country Broadcasting to Eagle Broadcasting Co. for \$1,500 (BAL-8669). Action July 14.

■ WCHI(AM) Chillicothe, Ohio (1350 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Court House Broadcasting to First Capital Communications for \$185,000. Seller: Assignor wishes to devote more time to WCHO-AM-FM Washington Court House, Ohio. Buyers are William H. (80%) and Betty C. (20%) Burchett, married. Mr. Burchett is sales consultant to WOHO(AM)-WXEZ(FM) Toledo, Ohio. Ms. Burchett is housewife (BAL-8676). Action July 8.

## Facilities changes

### AM applications

■ WJIC Salem, N.J.—Seeks CP to increase power to 2.5 kw; install DA. Ann. July 7.

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## Allocation

- KRZY Albuquerque, N.M.—Seeks CP to change frequency to 1090 khz; increase nighttime power to 2.5 kw; increase daytime power to 50 kw; install DA-2; change ant.-trans. location. Ann. July 7.
- KRZE Farmington, N.M.—Seeks CP to add nighttime operation with 2.5 kw, DA-N. Ann. July 7.
- WLEA Hornell, N.Y.—Seeks CP to increase power to 2.5 kw. Ann. July 7.
- WIZR Johnstown, N.Y.—Seeks CP to add nighttime operation with 1 kw, DA-N. Ann. July 7.
- WRPL Charlotte, N.C.—Seeks CP to increase power to 10 kw; install DA. Ann. July 7.
- WKGX Lenoir, N.C.—Seeks CP to increase daytime power to 5 kw and add nighttime power with 250 w. Ann. July 20.
- WMSJ Sylva, N.C.—Seeks CP to increase daytime power to 5 kw; install DA-2. Ann. July 7.
- KVLH Pauls Valley, Okla.—Seeks CP to increase power to 1 kw; change trans.-studio location; install DA. Ann. July 7.
- WLEM Emporium, Pa.—Seeks CP to increase power to 5 kw. Ann. July 7.
- KNWC Sioux Falls, S.D.—Seeks CP to increase night and daytime power to 2.5 kw; install DA-2 and change type trans. Ann. July 7.
- WMCT Mountain City, Tenn.—Seeks CP to increase power to 1 kw. Ann. July 7.
- KANN Ogden, Utah—Seeks CP to change ant.-trans. location; increase power to 5 kw. Ann. July 7.
- KSXX Salt Lake City—Seeks CP to change station location to Sandy, Utah; add nighttime power with 500 w; install DA-2. Ann. July 7.
- WVAB Virginia Beach, Va.—Seeks CP to add nighttime power with 2.5 kw, DA-N. Ann. July 7.
- KGDN Edmonds, Wash.—Seeks CP to add nighttime operation with 1 kw, DA-N. Ann. July 7.
- KILO Kirkland, Wash.—Seeks CP to add nighttime power with 2.5 kw; install DA-2. Ann. July 7.
- WNNO Wisconsin Dells, Wis.—Seeks CP to change frequency to 900 khz; increase power to 1 kw. Ann. July 7.

### AM start

- Following station was authorized program operating authority for changed facilities on date shown: WKKQ Hibbing, Minn. (BP-20029), July 2.

### FM applications

- WQHQ Andalusia, Ala.—Seeks CP to change trans. location; change studio location; install new trans. and ant.; change TPO and ERP; HAAT 443 ft. Ann. July 7.
- WXAX Elkhart, Ind.—Seeks CP to change TPO and HAAT, 455 ft. Ann. July 7.

### FM action

- WWBA-FM St. Petersburg, Fla.—Broadcast Bureau granted CP to change trans., studio and remote control locations to 94th Avenue N. at San Martin, St. Petersburg, Fla.; install new trans. and ant.; make change in ant. system; ERP 100 kw (H&V); ant. height 620 ft. (H&V) (BPH-9723). Action July 9.

### FM starts

- Following stations were authorized program operating authority for changed facilities on date shown: KCHA-FM Charles City, Iowa (Doc. 19,401), July 8; WALL-FM Middletown, N.Y. (BPH-9655), July 8; WNIB Chicago (BPH-8304), July 8; \*WBUR Boston (BPED-1862), July 8; \*WRVO Oswego, N.Y. (BPED-1916), July 8.

## In contest

### Procedural rulings

- WLIR(FM) Garden City, N.Y., **renewal proceeding**; Stereo Broadcasters, and A.M.S. Radio Inc., **seeking same facilities** (Docs. 20590, 20833)—ALJ James Tierney suspended hearing without date. Action July 13.

- **Media, Pa., FM proceeding**: Alexander S. Klein Jr., Greater Media Radio Co., Roberts Broadcasting Corp., competing for 100.3 mhz (Docs. 20567-9)—ALJ David I. Kraushaar set certain procedural dates, scheduled hearing to commence Oct. 12, ordered any motions for summary decision to be filed by Sept. 1. Action July 13.

### Joint agreement

- St. Louis and Granite City, Ill., **AM proceeding**: Doubleday Broadcasting Co., seeking KWK(AM) St. Louis facilities (1380 khz), and Norman Broadcasting Co. (WGNU[AM] Granite City), seeking frequency change from 920 khz to 1380 khz (Docs. 20277-80)—ALJ Lenore G. Ehrig granted joint petition for approval of agreement filed by Norman and Doubleday which provides for dismissal of Norman's application; authorized reimbursement to Norman by Doubleday in amount of \$7,000; granted Norman's petition to amend to specify full-time operation on 920 khz, and returned Norman's amended application to processing line. Action July 15.

### Review board decision

- St. George, Utah—Review Board granted application of Albert L. Crain for new standard broadcast station on 890 khz, 50 kw power and nondirectional antenna, at St. George. It denied competing application of Julie P. Miner to change facilities of KDXU(AM) St. George, from 1450 khz, 250 watts power nighttime, 1 kw power day, unlimited time, to 890 khz, 10 kw power, unlimited time with directional antenna at night. Review Board found that grant of Crain's application not only would bring competitive service to St. George, but would provide only competition to two station local monopoly. (Miner also is licensee of KDXU[FM] St. George.) (Docs. 20252-3). Action June 30.

## Fines

- KTVF(TV) Fairbanks, Alaska—Broadcast Bureau notified licensee of apparent liability for \$1,000 for failure to maintain log. Licensee has 30 days to pay or contest forfeiture. Action July 8.
- KKOY(AM) Chanute, Kan.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,000 for operating with excessive power. Action July 8.
- WNKY(AM) Neon, Ky.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$300 for failing to make required equipment performance measurements of main trans. at least one time each calendar year. Action July 8.
- KHJ(AM) Los Angeles—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$2,000 for failing to log names of sponsors of commercial announcements. Action July 8.
- WHOU(AM) Houlton, Me.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$500 for operating with excessive power. Action July 8.
- KVOV(AM) Henderson, Nev.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,500 for failing to log accurately duration of commercial matter; by separate action, admonished for failing to establish effective procedures for monitoring foreign language broadcasts and failing to exercise degree of responsibility expected of licensee; requested to submit details of policies and procedures now followed at KVOV or which will be instituted in future to insure that control of foreign language programming content is being reasonably exercised. Action July 8.
- KRKE(AM) Oklahoma City—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$2,000 for having no provisions to disable readily modulation while reading antenna base current meters during time station is operating with nighttime antenna facilities. Action July 8.

## Other action

- KLNJ-TV Lafayette, La.—Broadcast Bureau canceled license and deleted call letters. Ann. July 23.

### Action

- Moorpark, Calif.—Broadcast Bureau assigned educational FM ch. 216 (91.1 mhz) to Moorpark. Action was result of petition for rulemaking by Moorpark College (Doc. 20702). Action July 15.

## Rulemaking

### Action

- Commission denied petition of Poor Peoples' Radio to amend rules to allow creation of low-power standard broadcast (AM) stations for use on nonprofit basis. Purpose of these stations primarily would be to offer service of educational or informational nature. Commission said proposal did not represent efficient use of spectrum space in standard broadcast band. Action July 15.

## Translators

### Applications

- W64AB Hawley, Pa.—Seeks CP to change frequency from ch. 64 (770-776 mhz) to ch. 62 (758-764 mhz) (BPTT-3039). Ann. July 23.
- Carbon county, East Price, Utah—Seeks CP for ch. 4 rebroadcasting KTVX Salt Lake City via K66AA rural Duchesne county and Spring Glen, Utah (BPT-TV-5634); and seeks CP for ch. 7 rebroadcasting KUED Salt Lake City via K83BB Columbia, rural Duchesne, Carbon and Emery counties, Utah (BPT-TV-5635). Ann. July 23.

### Action

- W79AU Independence and W80AI Pearisburg, both Va.—Translator license authorizations canceled and call letters deleted at request of licensee. Ann. July 20.

## Cable

### Certification action

- Olympic TV Cable, Port Orchard, Wash.—Commission granted Olympic TV Cable certificates of compliance for its existing cable television systems at Port Orchard and surrounding unincorporated areas at Kitsap county, Wash. Action July 8.

### Other actions

- Massachusetts Cablevision, Falmouth, Mass.—Commission ordered Massachusetts Cablevision, to submit within 90 days franchise for cable television system at Falmouth that strictly complies with franchising provisions of FCC rules and replacement license passed by town of Falmouth. If Massachusetts Cablevision fails to submit strictly compliant franchise with May 3, 1986 expiration date would be revised to March 31, 1977. Cape Cod Cablevision Co. requested FCC to revoke, rescind or otherwise terminate authority issued by Massachusetts Cablevision. Cape Cod said meeting at which original Massachusetts Cablevision license was awarded was not open to public as required by FCC rules, and that franchise submitted by Massachusetts Cablevision was proposed franchise that had not been adopted formally by Falmouth Board of Selectmen. Action June 15.
- National Cable Co., East Lansing, Mich.—Commission denied National Cable relief from network non-duplication provisions of rules. National Cable has operated East Lansing cable system since 1972 and throughout this period system protected NBC network programming of WLX-TV and CBS programming of WJIM-TV, both in Lansing. Both stations made additional non-duplication demands on National Cable in light of their decisions to broadcast network programming of regional baseball telecasts and NBC "Baseball Game of the Week" (later by CBS affiliate). Action July 15.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General Manager.** Top 50 market needs manager capable of working with equal professionalism in sales, firm but fair administration, budgeting and expense control. Successful, group-owned operation. Immediate opening. Send qualifications and financial history to: Box U-175, BROADCASTING.

**Sales Manager.** We're looking for a salesperson ready to move up to sales management. Will direct our five person staff. Sales ideas, administrative ability, and record of success in competitive market are musts! Liberal compensation package now and unlimited growth potential at metro Mid-Atlantic AM-FM. Send resume and salary requirements to Box U-186, BROADCASTING.

**Experienced manager** for small market S.E. station. Strong sales background. Salary open, stock options available. Send resume to Box V-16, BROADCASTING.

**Program Director** for WHA Radio. Responsible for broadcast radio program direction, scheduling, acquisition, selection and evaluation for WHA-AM and the University of Wisconsin-Extension Telecommunications Center. Major duties include: personnel management of full time and part-time staff in: Radio programming, production, announcing, music, news, public affairs, ascertainment and program information and promotion; development, review and administration of broadcast program and production budgets; coordination of the WHA-AM schedule with the Wisconsin Educational Radio Network; and programming representation and liaison with National Public Radio, the general public, University, State and national organizations, and the WHA listener support group. Bachelors degree in broadcasting or related field required. Applicants must have at least five years experience in radio broadcasting, including three years at a CPB qualified public radio station and one year senior administrative Public Radio experience plus demonstrated knowledge and experience in: personnel management, radio program development; production, supervision and evaluation, FCC rules and regulations, and fiscal management. Salary minimum: \$17,800. Write for application and details to: Ronald Bornstein, Director and General Manager, WHA Radio, 821 University Avenue, Madison, WI 53706. An Equal Opportunity Employer.

**Manager for Community** owned FM public radio station. Small but growing volunteer oriented operation. Applicant must possess demonstrated broadcast managerial skills and be interested in actively promoting community involvement. FCC 3rd with Broadcast endorsement required. Salary \$18,000 plus benefits. Send resume to CCBI, PO Box 1487, Juneau, AK 99802.

**Sales Manager.** Beautiful Rocky Mountain city. 5 KW MOR with excellent news profile. Must have successful track record as street fighter. Career opportunity with growing group. EOE/MF. Charlie Powers, Box 68, Moraga, CA. 94556.

### HELP WANTED SALES

**Leading Arkansas station** needs experienced, aggressive street fighter with future goals for management. \$10,000 salary & commissions, gas allowance, hospitalization. Send resume to Box U-178, BROADCASTING.

**Challenging tough sales.** Top conservative middle market. Persuasive hard working, determined tiger. Sell CW or MOR; long term contracts will be well rewarded. No weaklings. Box U-184, BROADCASTING.

**Leading New York** radio production company entering barter field needs topnotch sales/marketing person. Send resume and references. Box V-6, BROADCASTING.

**Stereo FM good** music station in Illinois looking for ambitious sales person. Some radio sales experience desirable. Guaranteed salary, car allowance, liberal commissions, profit-sharing. Equal Opportunity Employer. Send resume to Box V-9, BROADCASTING.

### HELP WANTED SALES CONTINUED

**6 month old** small market S.E. station wants salesperson, manager salesperson, announcer salesperson. Salaries open. Send resume to Box V-17, BROADCASTING.

**Experienced, creative radio** salesperson wanted by fine suburban New York City radio station. R.A.B. experience helpful. Box V-55, BROADCASTING.

**Experienced salesperson,** proven sales record for top pay. Largest "share of audience" (18-49) ARB. Liberal salary, liberal incentive. KFMQ Radio, Terminal Bldg. Lincoln, NE.

**Need 2 hard** working aggressive salespersons. They must be professionals wanting to live and make money in So. Calif. Send resume to Ross Adkins, KSOM, PO Box 1510, Ontario, CA 91762.

**Madison, WI. Excellent** career opportunity for bright problem-solving salesperson 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.

**WSMI AM-FM,** Litchfield, Illinois. Sales opening, may consider experienced announcer or newperson. Solid opportunity for businessperson type. Send resume.

**Leading regional contemporary station** looking for hustler with great desire to succeed. Fourth person on aggressive sales staff needed now. Send resume to Bryce Cooke, Vice President, General Manager, WTAC Radio, PO Box 600, Flint MI 48501, Equal Opportunity Employer.

**Small, expanding radio** company with stations in Colorado, Oklahoma and Kansas needs four experienced salespeople. Growth has promoted several good salespeople into management resulting in the present need. We are rock, country and MOR. Write Bob Freeman, President, American Media Inc., 7397 W. Central, Wichita, KS 67212. An EOE M/F.

**A young, growing** group with stations in Virginia and Maryland needs two people with programming experience who are ready to move into sales. Current openings are for one person at our MOR station and one person at our Religious station. Excellent growth opportunity. Ample training will be provided. Call Don Miller 703-434-8630 or Ken Riggie 301-724-5400.

**Aggressive, hard-working** salesperson for Hastings, Nebraska AM/FM. Some announcing. Excellent community and professional opportunity. Base, commission, benefits. Call Ron Swanson 402-463-1314.

**Christian Radio Station** needs salesperson-two locations-central Florida or southern New Jersey. Great opportunity for aggressive salesperson. Call 609-886-1144 or send resume to P.O. Box 258, Rio Grande, N.J. 08242.

**Aggressive, creative salespersons** for New York and Chicago offices. Ability to sell concepts and develop new business essential. Looking for style, drive, initiative. Will consider outstanding trainees with media background. Salary plus commission. Income range first year \$15,000-20,000. Send pitch, resume to Marv Roslin Inc. 509 Madison Ave. NY, NY 10022.

### HELP WANTED ANNOUNCERS

**Small market.** Ohio River town looking for announcer, 1 year experience. Production and 3rd phone. Sales helpful. Box U-84, BROADCASTING.

**Creative experienced morning** person for newly programmed Ohio medium market contemporary. Able to entertain and relate and make music plus info flow. Must know how to get involved in community. Good production. Phone 207-883-2217 evenings 6-10 p.m. EDT only, or Resume and requirements to Box U-183, BROADCASTING.

### HELP WANTED ANNOUNCERS CONTINUED

**Program Director.** Immediate opening. MOR/Contemporary medium market in Northeast. Long term position. Salary dependent on experience. Relocation expenses. Rush resume to Box U-188, BROADCASTING.

**Personality M-O-R Morning** Person. Our last two morning men were grabbed up by major market 50 kilowatters. We're good. If you are, and if you are stable and mature, send resume to Box V-12, BROADCASTING.

**Immediate opening** for 1st Phone personalities M.O.R. Format. Technical knowledge required. 6:00 PM-Midnight and Midnight-6:00 AM. Small market in Rocky Mountain Area. Top pay. Reply to Box V-18, BROADCASTING.

**Combination announcer** and production director for medium market southwest progressive country stations. Must know trends, have experience. Tape and resume to Gordon Marcy, K102. 444 Executive Center Blvd., El Paso, TX 79902.

**Announce-Production-Copywriting.** Ambitious person, all 'round talent. 48 hour week for \$650 per month. Pleasant working conditions in city of 100,000. Some live news and DJ. 3rd phone. Send tape and resume. KQIP Stereo, 506 American Bank Building, Odessa, TX 79761.

**First phone announcer** with other ability. Send tape and resume to WAMD Aberdeen, MD 21001.

**Morning D.J. Wanted!** Experienced personality D.J. wanted for upbeat dynamic station. Must be able to do some production-copy. Contact Bob Catin-WDEW Westfield MA.

**Strong news organization** needs versatile News, Talk Show PA person. Regional market demands good on-air presentation. Send tape, resume to WIL0 AM/FM, P.O. Box 255, Frankfort, IN 46041.

**Announcer needed.** Mature voice, production ability. Apply to Les Woodie, WKDE, PO Box 512, Altavista, VA 24517.

**We are seeking** someone who is a natural fun personality to work morning drive. Must be responsible individual. Send tape/resume to WOMI Box 1330 Owensboro, KY 42301 E.O.E.

**Leading Radio** operation had opening for top-flight midday announcer. Send tape and resume. WSAV, Savannah, GA.

**Adult contemporary** morning personality for #1 station in market. New facilities, nice area. Air/production checks and resumes to Mike Berlak, PD, WSJM, P.O. Box 107, St. Joseph, MI 49085. A Midwest Family Station. EOE.

**Announcer with high school** play by play ability Joe Phillips (WSSO) Starkville, MS. 601-323-1230.

**Aggressive Cont/MOR** seeks afternoon personality. Commercial experience necessary. We offer: stability, upward mobility, good pay. EOE. Tape and resume to: WTON, Box 1085, Staunton, VA 24401.

**50,000 watts.** Beautiful Music Stereo FM located on the Eastern shoreline of Lake Michigan is seeking a quality voiced staff announcer with outstanding production ability. Position includes daily air shift and production responsibilities. 3rd class endorsed license required. Contact Bill Winchell, GM, WQWQ/FM Stereo, Box 296, Muskegon, MI 49443 or call 616-722-1681. We are an EOE Employer.

**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.

## HELP WANTED ANNOUNCERS CONTINUED

**AM-FM Operation** needs experienced announcer-copywriter for MOR and Beautiful Music formats. Send complete resume with tape and samples of copy to Roger Fischer, Box 518, Marion, OH 43302. An Equal Opportunity Employer.

**DJ with pleasant** MOR personality. Sharp production. EOE/MF. Jim Aldrich 208-733-3381.

**Experienced announcer-newsperson.** Varied duties include interviews, newsgathering, reporting, and commercial production. Above average wage. Tape, resume, salary requirements to: PO Box 1, South Tamworth NH 03883.

## HELP WANTED TECHNICAL

**Chief Engineer.** Upper Midwest, directional AM, 5 KW days, 1 KW nights. Separate patterns, FM Stereo. Automated remote control. Experienced professional required. Ability to do occasional air work helpful, but not required. Excellent situation. Lovely small city for "the good life." Box T-131, BROADCASTING.

**Chief Engineer.** Upper Midwest directional AM, separate day, night. Class A automated FM, large workshop, private office. Only engineer duties, no on air work. Want take charge chief to manage on air sound and all equipment maintenance. EOE. Resume and requirements and availability to Box U-160, BROADCASTING.

**1st phone endorsed** experienced engineer w/production voice. Knowledge of automation and programming helpful. No on air work. Willing to move West. Send resume, references, salary requirements to Box U-177, BROADCASTING.

**If you are** a talented engineer willing to relocate to a beautiful location and take full charge of a modern operation see our display ad in this section and send full details in your first letter to Box V-5, BROADCASTING.

**Chief Engr/Anncr** or sales, 1 kw non-directional medium market. KHAS-AM, Box 726, Hastings, NE 68901. EOE.

**Aspen, Colorado** is where you'll live; C.E. for two stations. Experience required, preferably FM. Take charge, get the job done and be rewarded. Positive, growth company. E.O.E. Resume to: Steve Heater, President, KSPN Radio, 330 East Main Street, Aspen, CO. 81611.

**Medium market needs** take charge chief engineer. Responsible for operations of well equipped 3 tower 10kw and 100kw FM stereo. Must have knowledge of automation and STL equipment. Experienced professionals only. AM application pending for 50 kw. Vehicle and gas furnished. Call Len Anthony KXRB/KIOV FM at area code 605-336-7393 or write 100 North Phillips avenue, Sioux Falls, SD 57102.

**Chief engineer,** south Florida. Immediate opening with prestige station for experienced chief. F.M. totally automated. A.M. directional. Call Gene Barry. 305-965-5500. WEAT AM/FM.

**Chief Engineer.** Contemporary station, excellent facilities, good pay. Must know directional AM, studio maintenance. Relaxed, high morale station in beautiful area. Rush resume to WTKO, Box 10, Ithaca, NY.

**Arkansas company looking** for full-time AM/FM chief engineer. Contact James Cope 501-376-9292. Little Rock.

**Broadcast engineer,** experienced in repair and maintenance of studio and broadcast equipment. Must have first class ticket and have a minimum of 5 years experience in broadcasting. Preference will be given to applicants with extensive experience in the repair of professional audio tape recorders. Excellent fringe benefits. Join a growing company with advancement opportunities. Send resume and salary expected to Audio Distributors, Inc. 2342 S. Division, Grand Rapids, MI 49507.

**Experienced chief strong** maintenance. Excellent working conditions. Call collect manager 501-762-2093 or write P.O. Box 989 Blytheville, AR 72315.

## HELP WANTED TECHNICAL CONTINUED

**Chief Engineer.** 5,000 watt directional on 1290 in Pendleton, Oregon. RCA equipped 3 towers. FM application to be filed soon. City of 15,000. Good living. Contact Ted A. Smith, GM, Box 278, 97801.

**Chief engineer** for Colorado 5,000 watter and pending class C FM. Equal Opportunity Employer. For more details call 303-336-2206.

## HELP WANTED NEWS

**Newsperson for SE** coastal AM/FM. Must love and know how to gather, edit, write and present hard news and investigative reports. Resume, salary requirements and references to Box V-10, BROADCASTING.

**Respected Midwest news** operation seeks qualified dedicated morning person. This excellent station wants to improve. Box V-32, BROADCASTING.

**News oriented stations.** Experience. Aggressive. Bilingual Spanish-English desirable. \$9600 plus expenses. KVOZ-KOYE, Laredo, TX.

**Group broadcaster seeking** news director not afraid to dig, and experienced combination newspaper/DJ. Tape and resume to PO Box 482, Newburgh, NY 12550.

**Vermont radio station** with strong news image is looking for newspaper who is self-motivated, able to take direction and gets along with people, to dig, write, and air. Send tape and resume to Dale Houston, Box 800 Springfield, VT 05156.

**The Imagination Station** needs talented newspaper that can write and produce short creative news vignettes. May also double as morning person. Format is new and exciting. All new equipment and studios. Call 815-332-3436 or 397-3070 for details. Excellent work conditions.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director.** Top 15 Midwest market contemporary. Must have track record, good voice, and know station promotions. Box V-7, BROADCASTING.

**Modern country music** program director, with experience, to set up major Midwest market format. Will be responsible for station promotions, and total air-sound. Box V-8, BROADCASTING.

**PD-DJ-Midwest MOR.** Excellent news and sports profile. Must be extra sharp on detail work. Professional production. EOE/MF. Box V-19, BROADCASTING.

**Broadcaster, minimum 5** years experience, to teach radio and television. Send resume to Box V-60, BROADCASTING.

**Stations Development Coordinator** for two CPB qualified stereo FM stations operated by the University of Northern Iowa. KUNI: 100KW at 1,800 HAAT. KHKE: 8 KW at 400HAAT. Coverage area includes eastern half of Iowa, including Waterloo, Cedar Rapids, Iowa City, and Dubuque. Both stations involved in aggressive fund raising. Position will conduct and supervise fund raising activities, research possible sources for funding and prepare materials to enhance financial support from private and public sources. BA. minimum, with broadcasting, media, business, or development background. Experience with listener-support or commercial sales helpful. Salary: \$11,700-14K doq, with liberal fringes. Apply to Dick Coltrill, Personnel Services, University of Northern Iowa, Cedar Falls, IA 50613 prior to Aug. 13, 1976. Equal Employment Opportunity/Affirmative Action Employer.

**Automation freak** with super production. Engineer & air talent rolled up in one, to be Operations Director for a brand new super power FM in Beaumont, Texas. (93rd metro). Make it sound live and we can win. Call Ken Stephens, 606-739-4600 or 614-867-8000.

**New 50 KW FM** Christian radio station located on Eastern shore of Maryland to become operational in October, 1976. Now employing complete staff. Write Maranatha, Inc., Box 130, Princess Anne, MD 21853 or phone 301-749-1435.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

**Position: Director, Department** of Program services. Work with Department Directors, Vice-President for Programming and producers to plan, recommend and achieve general and specific content objectives and needs for NPR program vehicles consistent with NPR goals. Ensure that material is generated by reporters, producers, stations and other sources as appropriate and that the material meets NPR standards of fairness, objectivity and balance. Administer staff and departmental budget to meet agreed upon objectives of department, and to ensure a balanced service to all program vehicles. Requirements: college degree and more than 5 years broadcasting experience preferably radio and public broadcasting, with broad programming and administrative emphasis. Salary: \$23,500. Please send resume to: Kate Roe, Assistant Personnel Manager/Recruiting, National Public Radio, 2025 M Street, NW, Washington, D.C. 20036.

**Multi Market Black** Station Group updating aircheck and resume files. Actual off air only. Prefer your being currently employed. No slang/screaming/rhyming. Crossover sound, 3rd CI endorsed. All stations in top 30 markets. SBC, 1811 Boulevard of Allies, Pittsburgh, Pa., 15219. Obviously, EOE, MF.

**Immediately Needed.** Operations manager for central New Jersey AM. Must have FCC first phone and complete knowledge of FCC rules and regulations. Production and copywriting a must. Salary related to qualifications but includes additional incentives relating to overall growth of station. Excellent fringe benefits and working conditions. Reply to Chuck Wilson, P.O. Box 2050, Princeton, N.J. 08540.

## SITUATIONS WANTED MANAGEMENT

**GM-experienced** all facets. Strong track record. Dependable. Box U-115, BROADCASTING.

**Account executive** at 50,000 Watt Upstate New York station, looking for managerial position. Experience includes all phases of broadcasting and sales. Box V-2, BROADCASTING.

**Former Radio Owner,** family man. 35, 17 years broadcasting, looking for opportunity southeast. Box V-24, BROADCASTING.

**Looking for a manager** who will handle sales, administration and programing with the same care you would? I will! Good track record and references. Box V-58, BROADCASTING.

## SITUATIONS WANTED SALES

**Experienced salesman-announcer.** Now employed, seeks change to small or medium market! Box U-199, BROADCASTING.

**After several years** in gospel radio, I know who has professional programs and who pays well. Let me help you with your sales from my office. I have contacts with several religious broadcasters. All I need to sell some of your time are rate cards, area of coverage maps, a list of times available, and your commissions upon completion of the sale. Reply to: The King's Work, 901 Quarry Road, Suite No. 10, Havre de Grace, MD 21078.

## SITUATIONS WANTED ANNOUNCERS

**DJ, 3rd phone,** tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**1st phone MOR** jock with 3 years experience seeks medium market MOR, or contemporary in Midwest or Southeast central. Tight board, production, copywriting and news. Box U-156, BROADCASTING.

**Major market TV** experience. Also worked small market radio, news, sports, PBP, MOR. 3-stations in 13 years. BA, AFRTS, working now. Fla. would be nice, but all offers considered. Box U-159, BROADCASTING.

**Former broadcaster looking** for work in the Midwest. First phone, 1/2 years experience. Tape and resume available. Box U-170, BROADCASTING.

**No Gimmicks.** Just hard work, dedication and experience, plus a friendly, relaxed delivery and FCC first ticket. Seeking immediate opening with Northeast medium market station as morning man/P.D./production/copy writer. State opening salary with first letter. Box V-20, BROADCASTING.



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**SITUATIONS WANTED ANNOUNCERS  
CONTINUED**

**Attention: Small market** soul and contemporary stations, talented young jock, 1 year radio, 1/2 years TV, Good production and copy, 3rd phone, articulate, good voice, check me out and give me a listen. Box V-34, BROADCASTING.

**Experienced Top 40 DJ**, writes for nationwide comedy service, 3rd endorsed, tight board, wants fulltime job in small or medium market with decent pay. Prefer Northeast but will consider other areas. Box V-39, BROADCASTING.

**Wanted, Good organization** to grow with. Interested in all phases of Broadcasting, three years experience as announcer in CW, Mor, third endorsed. Hardworking, honest, dependable. Check my references. Resume, aircheck available. Box V-43, BROADCASTING.

**Authoritative, "net quality" voice**, personality, former semi-name Big Band leader, 15 yrs DJ, MD, ND. Box V-53, BROADCASTING.

**Announcer available**. Strong news/1st/2 yrs exp. Desire AOR or news work. Box V-56, BROADCASTING.

**Radio D.J.-TV newscaster** available for part time or full time. 213-874-7236 please call mornings.

**Humorous, first phone air personality** desires small market Top 40 or contemporary. 213-387-7175. S.H. Green.

**Attention! Washington, Oregon California radio!** Hard working young announcer-deejay, news, copy. Some experience. Chuck Hunt 714-459-5304 (message phone).

**10 years experience**, half with one station. Can do DJ, news, PD, copy, 3rd phone. Seeks stable west coast station. Contact Ernie Burchard, 2637 Randall, Central Point, OR 97501. 503-826-6366.

**Dependable hardworking jock** with 1st phone and wife wants new home. Al Ogrizovich, 3836 Sleepy Hollow Ln, Ft. Wayne, IN 46804. 219-432-2968.

**DJ-Newscaster, BA**. 3rd class, three years experience, bright, hard working, dependable, wants to relocate now. Prefer west coast or greater Chicago area and modern country or MOR format. Will consider all offers. For tape, resume write Doug MaKitten, 414 Aylesford Place, Lexington, KY 40508. or call 1-606-253-1773.

**Experienced announcer, present** program director, college, writer, allaround inside man, country music. 919-482-2693, POB 61 Merry Hill, NC 27957.

**Exp. rock jock**, married 1st phone. California or michigan preferred. Patrick Wyllis 1320 Floyd Jackson, MI 49201.

**They wouldn't let me play P.D.Q. Bach** Inventive classical music host-announcer available. Bruce Thomson, 1508 Vallejo Drive, San Jose, CA 95130.

**One-on-one** communication. Conversational news and talk host experience. Major market results. All markets considered and answered. Keith Harrington. 6126 Farrow, Kansas City, Ks. 86104. 913-334-4714.

**1st phone C&W** preferred. 15 yrs exp. Call Jim Kress 715-748-2217. Locate anywhere.

**Entertaining, dedicated pro**. Contemporary Top-40. Top ratings proof. Great references. Strong production. Exciting personality thats unpredictable. Mike, 419-756-4524.

**Young announcer**, good voice; Top 40, soul experience, news forte. Jerry Scott 2502 B. St #17 San Diego, CA 92102 714-233-4309.

**Let's get together** in Old Dixie, first phone, experienced, MOR, Ted Branch 2413 North Tamiami Trail, Sarasota, FL 33577.

**Maturity, experience, talented ability**, 3rd endorsed, and definitely a "producer." Prefer MOR, classical or country. Can do all equally well. Not a time and temp. man. If interested, call 305-688-6262. Mon-Fri. 5-9 p.m. Call for Richard Hall.

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**SITUATIONS WANTED ANNOUNCERS  
CONTINUED**

**DJ. 3rd college grad**. Can start immediately. will travel. Gerald Evans 449 B Barclay Sq W. Columbus, OH 43209 614-235-6920.

**Female First Phone**. Broadcast experience. Will relocate. Michelle Lee 612-389-4122.

**Broadcast Grad.**, 42, AFR-TV Exp., newspaper reporting, film lab. background. Third Phone. Endorsed. George Muzyka, 3825 N. Newcastle Ave., Chicago, IL., 60634. Call for Air Check tape. 312-685-7984.

**Nutty but sincere**, creative MOR personality. 5 years. First top rating. Strong production. All phases. Medium or major. 508-238-5873.

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**SITUATIONS WANTED TECHNICAL**

**Chief Engineer**. 25 years experience. 50 KW AM, directionals, 100 KW FM. Automation, southwest. \$15,000. Box U-157, BROADCASTING.

**Engineer: experienced chief AM-FM**, first phone, tech school. CET. Box U-194, BROADCASTING.

**Experienced chief engineer** seeks post at Christian college or similar. 203-344-0209.

**Radio-TV chief** or supervisor. Plenty of know how. What have you. C.L. Sweet 907 2nd Ave. Dodge City, KS 67801 316-227-6182.

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**SITUATIONS WANTED NEWS**

**Aggressive, mature self-starter** looking to become part of your news team. Small or medium market. A digger and heavy on actualities. Can adapt and not satisfied unless ahead of competition. Single but married to my profession. Resume, tape and copy available. Box U-99, BROADCASTING.

**Award winning sports**. Major college pbp, minor league baseball. Talk. Box U-193, BROADCASTING.

**Young professional, 23**, looking for next move up. 6 years experience. Degree in Journalism. 3rd endorsed. Presently anchoring morning drive news at 50,000 watt news-oriented station in midwest. Box V-22, BROADCASTING.

**Professional newswoman** with network experience will be a stringer for your radio or television station in the San Francisco Bay Area. Box V-26, BROADCASTING.

**Experienced Radio Newsmen** seeks News Directors position, or responsible drive time slot. Will consider any part of U.S. Box V-51, BROADCASTING.

**Football-basketball play** by play. Experienced in sales and sportscasting. Third. Southeast. Box V-52, BROADCASTING.

**Sportscaster: persevering** for first commercial break. 3 years college radio PBP football, basketball, hockey, baseball, sports talk shows. 3rd endorsed. B.S. sociology, private school teaching-coaching since 1973 graduation. Available now. will relocate. Peter Cooney, Tanager Road, Attleboro, MA. 617-222-4796.

**Wanted: Reporter slot** with news team and good news director. No one-man news departments please. No Top 40. Two years experience. News director and morning news anchor with SM. MKT., Cal AM-FM. 28 and single. Put me in the field. I can take orders. B.A. Brdct. Jour. Third phone. RT. I BX 965, Sonora, CA. 95370. 209-984-5368.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Success and ratings** have been my constant pals emanating from over ten years of hard work. Small market P.D. and talent rising to major 50 KW. Clear channel P.D. and talent, national P.D., respected winning independent consultant. Turnaround appointments my craft. Family man, no hang-ups, young 33. Personal motivation inspires search for position commanding the best. Two considerations a must for my family: non polluted climate, excellent compensation. Top references. Degree, mass communications. Box U-50, BROADCASTING.

**10 year professional** with first phone seeks P.D. position in medium or major market Country station, in Mid West. Have promotion and production experience. Currently P.D. at C&W station in northern California. Box V-4, BROADCASTING.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS CONTINUED**

**Young music director!** Twelve years handling M.O.R., A.C. Oldies! Morning drive ratings raiser at southern 50 K.W. Let me help you win and get your music right, then make me P.D. Degree, married, stable, dependable, and geared up! Box V-13, BROADCASTING.

**Sports-sales** with play-by-play, preferably college. B.S. 1st phone. 8 1/2 years exp., including: news, sales, sports, jock. Open for offers. Box V-30, BROADCASTING.

**Your last book bombed?** How about new ideas? California first phone talent seeks move up hopefully to PD slot. Familiar all formats. Stampley to Shostakovich. Write Box V-35, BROADCASTING.

**Experienced PD** and morning man looking for position. Prefer Northeast region. 603-532-6401.

**Single, 2nd, 4 yrs.** Experience. Top 40. E/L. MOR. writing, announcing, reporting, production, technical, started small, now medium. You decide. Prefer East, go anywhere. John 814-267-5001.

**Management Oriented** contemporary programmer with solid ARB results, administrative experience, major market experience. Available in time for Oct./Nov. book. 216-456-1515, ask for P.D.

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

**Needed: TV station manager** for successful operation in a small market. One of two in group. Our GM moving to larger market so we need sales oriented, program-wise, cost-conscious manager who can continue strong increases in local and national sales. We are long-time broadcasters and your confidentiality is assured. All application material will be returned. No personnel agencies please. Box U-131, BROADCASTING.

**Traffic operations** Coordinator. Prior experience with Traffic required. Major South Florida affiliate TV Station. Minority candidates especially encouraged to reply. Send letter or resume to Box 01-2440, Miami, FL 33101. Equal opportunity employer, M/F.

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**HELP WANTED SALES**

**Account executive**. East Coast, Top-20 market station. Join our Research Department and learn our business inside and out. When you are ready, become part of our sales team. Perfect opportunity for a man or woman who wants to break into TV sales. Send resume to: Box U-124, BROADCASTING.

**The fastest growing market** in U.S.A. is seeking a TV Account Executive. Must be a proven pro in local retail sales. Excellent income potential with established account list. Fringe benefits. Applications from women and members of minority groups encouraged. Reply to Box U-176, BROADCASTING.

**Wanted aggressive local television Account Exec.** with Agency experience. Management opportunity in Miami Market on a successful ind. Mail Resume: Michael G. King 2832-M Sterling Road, Hollywood, FL. 33020.

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**HELP WANTED TECHNICAL**

**Chief Engineer**, recently expanded Television Station, full power to 217,000, transmitter on 8,000 foot mountain needed engineer with experience with remote control operation, as well as TT 25 DH transmitter. Box U-167, BROADCASTING.

**Engineer for American Samoa ETV**. Heavy in transmitter experience. Two year contract. Transportation paid. Send resume to Box V-25, BROADCASTING.

**TV transmitter engineer**, must have some electronic experience and first phone. Quarters and transportation furnished. Call 1-307-864-3655 evening rate. Saturday & Sunday or Box V-47, BROADCASTING.

**Chief Engineer** for network affiliated Midwest Top 25 market. Must have broadcast management experience and college degree or equivalent. Good salary, stable employment and top benefits. Write and include resume to box V-59, BROADCASTING.

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**HELP WANTED TECHNICAL  
CONTINUED**

**TV & Radio Maintenance,** UHF transmitter, FM Stereo, Quad & Helical Tape and color camera experience desirable. Good opportunity for someone with transistor, klystron and digital logic background. Contact Dick Dean or Dave Hinson, WFMZ, Allentown, PA. 215-797-4530.

**Ready for advancement?** Florida Public Broadcasting needs a top-level engineer to operate their new television and radio facility. A challenging opportunity awaits the right person with at least five years experience. Salary open. Send resume to Personnel Director, WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer.

**FCC First Class** license, strong on electronics theory including logic. Send resume to Chief Engineer, Westinghouse Broadcasting, Station WJZ-TV, 3725 Malden Avenue, Baltimore, MD 21211.

**West Virginia Public** Broadcasting is looking for a qualified engineer to operate VTRs, cameras, transmitters, etc. Position requires a FCC First and some technical training. EOE. Apply: WSWP-TV/WVPB (FM), P.O. Box AH, Beckley, WV 25801, Attn. Chief Engineer.

**Chief Engineer AM-FM-TV,** Network affiliate, group owner, good salary, good benefits program. Send resume to John Phillips, General Manager, Lee Enterprises, Inc., 510 Maine Street, Quincy, IL 62301, Operating WTAD AM, WQCY FM, KHQA TV. An Equal Opportunity Employer. Applications received through August 15th.

**Closed Circuit TV** technician. Thorough knowledge and experience in TV maintenance and operation. Rush resume to Robert Hunyard, Altgeld Hall, Northern Illinois University, DeKalb, IL 60115. Phone collect 815-753-0171.

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**HELP WANTED NEWS**

**Major market NBC** affiliate has immediate opening for experienced News Director. Group owner and EOE. Send resume to Box U-161, BROADCASTING.

**Weekend Anchor/reporter.** If you're a reporter ready to move up to anchor, move to this news oriented station in a top 100 market. Our station is number one. If you've got the ability, energy and leadership to help us stay that way join our team. Box V-21, BROADCASTING.

**Experienced television reporter** and writer capable also of fill-in on-air sportscasting. Electronics News gathering (ENG) equipment experience desirable. Major market. Salary negotiable. Equal Opportunity Employer. M/F Box V-38, BROADCASTING.

**TV Reporter.** Need experienced general assignment reporter. Minimum 3 years TV experience with ability to dig. Salary depends on experience. Send resume, I'll contact you. Box V-50, BROADCASTING.

**Street reporter** being added to respected, stable news organization by major market CBS affiliate with Live E.N.G. interested only in experienced applicants with top quality skills as performers and journalists. Send resume and videotape to Joe Kramer, KCMO-TV, 125 E. 31st, Kansas City, MO. 64108.

**Reporters/Photographers.** Medium-market Midwest affiliate seeks experienced, dedicated professionals to join present staff in highly competitive market. Applicants should have at least 1 year of television or strong radio experience. Send resume to: J. Michael Beecher, News Director, KTIV-TV, Sioux City, IA 51103. No phone calls. E.O.E.

**Sports announcer** for medium southeast market with commercial ability. Contact Dave Keshner, News Dir, WRDW-TV, Augusta, GA, 803-278-1234. Equal Opportunity Employer.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**TV Advertising.** NY based Media buying service has opening for experienced TV person, buyer/planner, to work as coordinator with small and medium size shop as well as directly with retailers. Recent sales experience desired. Box U-116, BROADCASTING.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS CONTINUED**

**Promotion director,** medium market Network station with moderate budget. Should be able to plan and coordinate on-the-air, print and radio promotion. An Equal Opportunity Employer. Send resume to Box U-173, BROADCASTING.

**We're Expanding.** Top 20 Market seeks eng producer, production assistants, desk assistants, reporters, weathercaster, entertainment critic and co-anchor. Equal Opportunity Employer. Box U-198, BROADCASTING.

**Director, Visual Communications Center.** College for deaf students. Direct and supervise staff producing television and audiovisuals. Ten years television production experience. Five years supervisory. Literature available. Donald Torr, Box V-3, BROADCASTING.

**Need Polished Personality** for class variety-talk show in Top-30 Midwestern market. Send photos, resume. Equal Opportunity Employer. Box V-27 BROADCASTING.

**Producer-Director.** Responsibilities will include innovative prime time children's news magazine. Good writing, producing and directing background is essential. Top ten major market network affiliate. An Equal Opportunity Employer. Box V-31, BROADCASTING.

**Aggressive, sharp account** executive to obtain program underwriting for public radio and television stations. Send resume and salary requirements to: Director of development, WNED, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

**Sharp, aggressive, organized** person to coordinate a seven year old PTV auction. Should be a self starter with experience in working with volunteers. Send resume and salary requirements to: Director of development, WNED, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

**Information Director** a associate to Television-Radio Unit Director in production of television-radio programs, PSA's, documentaries, and other educational information for distribution to radio and television stations. Must have demonstrated experience in writing, producing, on-camera and microphone, in public or commercial broadcast, and supervision of other professionals in similar work. Bachelor's degree plus five years of progressively responsible related experience. Related graduate degree may be substituted for two years experience or additional related experience may be substituted for two years of education on an equivalent time basis. Salary range: \$12,528-\$17,150, with state employment fringe benefits. Send resume to Mrs. Ann Weisend, Personnel Department, VPI & SU, Blacksburg, VA 24061. An Equal Opportunity/Affirmative Action Employer.

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**SITUATIONS WANTED MANAGEMENT**

**General Manager** of small market stations seeks management opportunity in larger markets or group; substantial background and references; available to travel for interviews. Reply Box U-85, BROADCASTING.

**Wish to escape** New York. Television executive, experienced sales, sales management, financial planning, mergers, acquisitions, production management. Superb record, references. Seeks employment outside NY area. Require minimum 30 days notice. Box U-162, BROADCASTING.

**TV program-promotion** manager, film buyer, announcer, family man, 35, Southeast only. Box V-23, BROADCASTING.

**Producer-Director, Experienced.** Ten years television. Major markets. Five years radio. Programming and sales. Desires position as program director. Medium/major market. Married, college. Available immediately. Box V-28, BROADCASTING.

**General Manager.** Thoroughly experienced all aspects: ownership, management, sales, programming, film-buying, production, news, promotion: community-involvement. Outstanding credentials! Television 21 years: Radio 8. Mid-forties. Degreed, Aggressive, innovative, quality competitor. Accustomed to formidable challenges; much responsibility. A professional. Specialist in programming and sales! Can increase, substantially, your sales, profits and prestige. Box V-57, BROADCASTING.

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**SITUATIONS WANTED ANNOUNCERS**

**Good Bye NY** Hello all markets experienced female TV talk host interviewer/writer/drama reviews. Tight budgets OK. Heather Haven P.O. Box 250 NYC 10019.

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**SITUATIONS WANTED TECHNICAL**

**Chief Engineer experienced** in VHF and UHF; large and small markets. Heavy maintenance experience on Ampex, Norelco, GE, RCA. Thourly familiar with all phases of Broadcasting and production. Contact Bill Taylor 1311 Ski Lodge, Montgomery, AL or call 205-277-4864.

**TV control room** operator, studio cameraman, 3 years experience, looking for position in West, Midwest. Phone 507-288-2646. Larry D. Frear, 210 16th St. N.E. Apt. 106, Rochester, MN 55901.

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**SITUATIONS WANTED NEWS**

**Anchorman. Currently Network** reporter, all news anchor. Previous news director. Strong investigative background. Looking for television anchor opportunity in small or medium market. If it's an intelligent hustler you seek, I'm your man. Please reply for resume/VTR. Box U-158, BROADCASTING.

**First weathercasting position** sought by 1976 grad (Climatology). Excellent appearance, voice, personality. Creative ideas, energy. Age 30. Background: National Weather Service, AMS, public speaking, acting. Box U-163, BROADCASTING.

**Reporter Top 75** experience, field reporting PBP, production. BA Journalism, VTR available. Currently full time radio, want back into TV. Box U-164, BROADCASTING.

**Talented anchor/producer,** now in mid-60's market, seeks large market anchor or anchor/producer position. M.A. Journalism. Reliable. Award. Videocassette available. Box U-172, BROADCASTING.

**Meteorologist: Four years** television and radio experience forecasting for New England region. Professional Member of AMS, 27 years old. VTR available. Box V-14, BROADCASTING.

**Sports Personality.** I don't just read scores, I do spicy commentaries, play by play and lots of interviews. Good medium market experience, and ready to move up. Box V-33, BROADCASTING.

**Personable sports anchor/director.** Nine years experience, four as director in medium size markets. Only stations with positive sports attitude need inquire. Box V-36, BROADCASTING.

**Experienced female** TV action oriented street reporter and broadcast journalist, skilled in interviewing; writing; and film packaging wishes to relocate. Write Box V-48, BROADCASTING.

**Still teachable** at 35! Shoot, write, edit, anchor and do standups that reflect ability to think on my feet. Fifteen years medium market experience. Have VTR. Box V-49, BROADCASTING.

**Experienced professional** in print, radio and TV, seeks producer or street reporter position in midwest or west. Network and local station experience. Hard worker and dedicated. Call 816 756-0616.

**Anchor. Medium-small** market. 5 year's experience including top-25 market. Good writer, interviewer. Street reporter, statehouse correspondent, documentaries. 217-352-4560.

**Sports is my game.** I'm your man if you want the best all-around coverage of whats happening. Professional anchor, reporting, PBP. Available now. 715-362-6057.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Director. 7 yrs** experience. News, sports, commercials. Major league, football, baseball, hockey, basketball. News Block No. 1 Box U-60, BROADCASTING.

**Production Manager** of 2 VHF stations. 25 yrs. experience in all TV production, administration, primarily major market background. Recent recipient of AAF Award. Box U-174, BROADCASTING.

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**SITUATIONS WANTED PROGRAMING  
PRODUCTION OTHERS CONTINUED**

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**Bright, Mature Young** former science teacher with recent degree in television communications, desires production position in small or medium market. Eventual goal is producing and directing. Knowledgeable, alert and modest. Box V-1, BROADCASTING.

**Working producer-director**, experienced in news, documentaries, interviews, music, drama, ready to move to medium or large station or production house. Will relocate. Resume, tape on request. Box V-15, BROADCASTING.

**M.A. with potential** and enthusiasm seeking entry level position in TV production. Prefer CA or SW. Box V-29, BROADCASTING.

**Program Manager** position desired by production manager ready to move. Excellent background and credentials, major market experience, consider progressive production situation. Box V-42, BROADCASTING.

**Young, Dynamic, promotion-Minded** major market radio salesperson. Ready to move into television promotion. All markets welcome. Don Cohen 313-962-8282. Evenings: 313-624-0749.

**Producer-Director top twenty** seeks production manager position, small or medium market. Strong commercial, news, client handling. Learns fast, works hard, excellent teacher. 812-339-3263 mornings.

**Aspiring Producer/director/writer** looking for position in TV or film production. Professional experience in videotape production, some film. B.S., 1976. Newhouse School, Syracuse University, TV/R. William Taylor, 1257 Wildflower Drive, Webster, NY 14580, 716-872-4486.

**Producer/Director** with 7 years extensive production experience seeking challenging position. Samples available. GLB 215-664-3346.

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**CABLE**

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**HELP WANTED SALES**

**Experienced salesperson** with good agency contacts for America's most popular cable TV show. Good commission and informal creative atmosphere. Media Ranch, 212-741-9079.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Position offered.** Television administrator. Downtown church doing local programing on cable system. Person needs experience in management and television production. Must have leadership skills and enjoy working with church people. Reply St. John's Church, PO Box 153, Knoxville, TN 37901.

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**WANTED TO BUY EQUIPMENT**

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**Want to buy 5 or 10 KW FM Transmitter**, 3 1/8" transmission line and STL microwave system. Box T-48, BROADCASTING.

**Wanted RCA High Band Transmitters.** 1 KW to 25 KW; TK-27 Film Chains, TP-66 projectors, TP-7 Slide Projectors. Microwave equipment 2 GHz and 7 GHz. Box V-45, BROADCASTING.

**Used 250 W AM transmitter** needed for use with carrier current operation. WUVT, Squires Center, Blacksburg, VA 24061. 703-552-0640.

**We need used 250, 500 1 KW, 10 KW AM and FM transmitter.** No junk. Guarantee Radio Supply, Corp., 1314 Ilurbide St., Laredo, TX 78040.

**Clean automation Equipment** and transmitter remote control. Need immediately. 501-762-2093 P.O. Box 898 Blytheville, AR 72315.

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**FOR SALE EQUIPMENT**

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**G.R. 916 AL RF bridge**, like new. \$475.00 Box V-40, BROADCASTING.

**For sale 2 RCA TT-10AL transmitters.** Presently tuned to Channel 5. Also available Harmonic and Sideband filters. One diplexer as well as two manual RF Patch Panels. Box V-44, BROADCASTING.

**RCA TK-60 Camera** with 10:1 zoom lens, ccu cable. Two, both in excellent condition. 806-742-2209. KTXT-TV, Box 4359, Lubbock, TX 79409.

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**FOR SALE EQUIPMENT  
CONTINUED**

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**4 like new Marti CLA-40H compressor/limiters** two years old. KYFM Bartlesville, OK 918-336-1001 Available immediately.

**Stereo Exciter.** Gates M-5534 W/M-6146 stereo generator \$1550. Also Gates 994-6533 stereo generator for TE-1 or TE-3 exciters. Good Condition. WGS.M. Huntington, NY 11746. 516 423-6740.

**Scully 270 14" 2-track stereo playbacks.** In use approximately 4 years. Clean and operating. 4 available. \$1,000 each or all for \$3,600. David. WQII, 809-790-5001, P.O. Box 101, Guaynabo, P.R. 00657.

**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. Reading approximately 1500 hours use. Make offer. Byron Motion Pictures, 65 K St. N.E., Washington, DC 20002. Phone: 202-783-2700.

**Arriflex 16BL with 12-120 mm Angenieux zoom lens.** 400' film magazine. Battery Malte Box, sound blipped, deluxe case: Now taking bids. Contact Mike Cederstrom, Felzer Broadcasting, Box 627, Cadillac, MI 49601. Phone: 616-775-3478.

**IVC850, \$1800, IVC870, \$4500** both completely maintained & recently rebuilt to factory specifications. Call Ira Oppen. 805-682-2651 Santa Barbara Cable TV.

**Color remote unit:** Two CEI-280s color cameras. Conrac and Tektronix monitors, ISI switcher, TM terminal equipment. Wired and ready to go on mini-bus chassis. Also some Colortran lights and curtains. Jim Dovey. U.C.T.C. of Connecticut. 203-747-6891.

**Ampex 350 & 351 recorders.** Altec console. Moviola editor. Motion picture & audio gear. Priced to Sell-North Western, Inc., 011 SW Hooker, Portland OR. 97201.

**Ampex VR 1200B DG, VHO, DOC, Velcomp 1600** hours, 1 1/2 years, 1 sparehead: AMPEX VR3000, 1 sparehead, excellent condition. TPC, Pgh., PA 412 682-2300.

**AM Transmitters:** Good selection of used 1 KW, 500 Watt, 250 Watt, and a few good 5 KW AM transmitters. Communication Systems, Inc., Drawer C, Cape Girardeau, MO. 63701. Phone 314-334-6097.

**1 KW FM Transmitters:** Gates FM-1-B-1KW, Gates FM-1-C-1KW, Gates FM-1-G-1KW, RCA BTF-1-EI-1KW, Ila Fm-1000-A-1KW, Ila FM-1000-B-1KW, Ila FM-1000-C-1KW, Gel-FM-1-C-1KW, Collins 830-D-tA-1KW, CCA FM-1000-D-1KW. Communications Systems, Inc. Drawer C, Cape Girardeau, MO. 63701. Phone 314-334-6097.

**FM Transmitters:** RCA BTF-10-E-10KW, RCA BTF-10-D-10KW, GEL FM-15A-15KW, Collins 830-F-1A-10KW, Visual FM-10000-KW-10KW, ITA FM-10000-C-10KW, RCA BTF-5D-5KW, RCA BTF-5B-5KW, RCA BTF-5-E-5KW, Gates FM-5-B-5KW, Gates FM-5-C-5KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO. 63701 Phone 314-334-6097.

**Fidelipac 300 Carts.** 65c. Loaded with tape, un-timed, unused. Minimum order 50 carts. Limited supply. Panorama Sales, 8464 Brier Dr. Los Angeles CA 90046. 213-656-1730.

**One million dollar color mobile unit.** The very best of everything including (8) complete Norelco PC-100A camera chains with lens, CDL Switcher, Audio Ampex 1200B Hi Band Quad Record/Play plus HS-100 Slo-Mo, 1972 40' Air Ride Trailer with Mack Tractor. 1-205-956-5800. Call for details, brochure and appointment to inspect.

**CP-16A, 12-120 Angenieux, 3 Mitchell Mags, 3XL** Head, Case, \$5,000.00 Bolex Tripod legs, Miller head. \$325.00 Aero-Kit Lights, \$200.00. Dave Kraybill, Route 7, Box 282, Manheim, PA 17545. 717-653-4723 evenings.

**CBS Audimax 444 and Volumax 400.** Recently calibrated and clean. \$350 each. Don Coleman 312-726-1932.

**Hellax-styroflex.** Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

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**COMEDY**

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**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

**Contemporary comedy!** Most usable deejay service available! Hundreds have renewed! Freebie! 5804-B Twineing, Dallas, TX 75227.

**OBITS. No hype.** You be the judge. Free comedy sample! OBITS, 366-C West Bullard, Fresno, CA 93704.

**Subscribe to Foohey** and Ferraro and receive absolutely free 100 song adlibs. Usable sample issue: \$1. Jim Foohey, 710 Rhine Blvd., Raritan, N.J. 08869.

**Fresh 1 to 4 lines humor, bi-weekly.** 3 month trial \$20. Samples \$2. Farquhar, S. 2315A Tekoa, Spokane, WA 99203.

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**MISCELLANEOUS**

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**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.

**Free! Fast!** Key words for exposing your Radio-TV station's opening NOW. 904-761-6920 is your 24 hour hotline to "Hot Tips" The only Telephone centralized weekly job sheet around. Job seekers! Write for freebee. Box 1115, Daytona Beach FL 32019.

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**TOWER SERVICE**

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**New and used towers.** Also erection and painting 40 years experience. Very reasonable prices. Angle Tower Erectors, P.O. Box 55, Greenville, N.C. 27834.

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**PROGRAMING**

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**Let me Help** improve your profit ratio! Music rights & programing consultant. Sterrett Neale 3916 Dixie Cyn Ave., Sherman Oaks, CA 91423 213-981-6717.

**News Directors!** Liven up your copy with Zodiac News Service, an inexpensive, reliable alternative to AP and UPI. Perfect for Progressive FMers, All-News & Top-40 stations. Free trial subscription. No obligation. 950 Howard Street, San Francisco, CA 94103.

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**INSTRUCTION**

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**Cassette recorded first phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, Chicago, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 Telephone 213-379-4461.

**1st Class FCC, 6 wks, \$450.00** or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St. N. Hollywood, CA 91606.

**Announcing & radio production.** Learn at Omega State Institute.

**FCC First Class license.** Prepare for your test at Omega State Institute.

**Omega State Institute.** Quality resident training in Chicago at 237 E. Grand Ave. Successful placement. Vet approved. Call or write for course catalog. 312-321-9400.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin 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.

**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.

**Free booklet demonstrates "Job Power"** of our FCC 1st class license preparation. Write Announcer Training Studios (A.T.S.), 152 West 43 St., New York City, 10036 (Vets benefits). 212-221-3700.

## Instruction Continued

**First Class** FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 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.

## RADIO Help Wanted Management

**Broadcasting Controller.** Expanding radio station group now requires financial executive capable of being in complete charge of all accounting systems, budget controls, cash management and long-term financial planning. Candidates should have some public accounting experience and documented record of success in growth oriented company. MBA in finance helpful. If you have a strong drive for achievement, we will provide earnings commensurate with previous experience and ability to contribute to our growth. Send confidential resume to: Curtis Communications Group, O'Hare Plaza, Suite 285, 5725 E. River Rd., Chicago, Ill. 60631. Attn: Fred Harms.

### GENERAL MANAGER

My station is in immediate need of a General Manager who has demonstrated sales ability and enjoys community involvement. The person we want motivates others and maintains a professional environment. We are a New Jersey AM and Class B FM. The person we hire will have an opportunity to grow with their accomplishments by participation in Stock Options. Please reply in confidence to: BOX 40, NEWTON, N.J. 07860. We are an Equal Opportunity Employer.

## Help Wanted Sales

Experienced Account Executive to assume solid account list. FM Beautiful Music—some talk on AM. Good ratings. Send resume and salary requirements to:

Fred L. Newton  
P.O. Box 900  
Macon, Georgia 31202

## Help Wanted Announcers

Easy going, woman-oriented personality who knows how to communicate with adult mind... use telephone occasionally, for 50kw clear. Rush tape, brief resume and references to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, Iowa 52302.

## Help Wanted Technical

### CHIEF ENGINEER

Caribbean AM-FM group. Must know DA, audio, automation, construction and design. Hard work with good pay and conditions.

Box V-5, BROADCASTING.

### BROADCASTING'S CLASSIFIED . . .

If you need help, the right job . . . or for any needs related to Broadcasting:

## Help Wanted News

KHJ is looking for an experienced morning anchor news person... If you're a professional in contemporary radio and can do what we're doing... Send tape and resume to KHJ/Personnel, 5515 Melrose Ave., Hollywood, CA. 90038.

M/F  
E.O.E.

## Situations Wanted Management

### Major Mkt Radio Gen Sales Mgr Avail for New Mjr Mkt Challenge

I've doubled and tripled local and national sales in nation's toughest major radio mkt. Have G.M. exper. Aggressive. Mid-30's. Marketing-oriented. Present station sold. Want top 10 mjr mkt stn with oppor. for growth and challenge. Natl references. Write now!  
Box U-203, BROADCASTING.

### General Manager

Present Top 25 market GSM ready to take Top 50 property to position of ratings superiority and profitability. Young (33), experienced (14), family man. Sales oriented. Excellent track record, impeccable credentials and references. Require new challenge. I can handle it! All replies answered. Strict confidence. Box V-11, BROADCASTING.

### WHO NEEDS EXPERIENCE?

Twenty-five years in broadcasting, last 16 as GM. Looking for a new challenge as GM, consultant, industry sales, or other. Midwest only considered.

BOX V-37, BROADCASTING.

## Situations Wanted Announcers

### Need a smile?

I'll trade you that for a GOOD job. 1 Yr, exp. PBP, sports commentary, music director, top 40 jock, television PBP, news anchor, talk show. Willing to adapt. Prefer East Coast. READY NOW!!! Stan 215-376-9147, 121 Noble St., Reading, Pa. 19611.

### CHUCK BUELL

with top rating successes at KIMN, Denver, WLS, Chicago, KFRC, San Francisco is now available for a position with your Rocker or AOR.

(415) 820-3333

## Situations Wanted Technical

### Director of Engineering

For medium market group seeks a challenging position as director for a larger group, or chief of an important major market station. Tops in directionals, audio, studio design & construction, all phases of engineering. Gary Breed, 815-874-7691 evens. 815-399-2233 days.

## Situations Wanted News

Top 100 News trio looking for collective move to a station which appreciates quality and allows creativity without interference. Street work, on air, and public affairs are our strong points. We are looking to locate our families in a good community where we can grow roots. Let's get together.

Box, V-54, BROADCASTING.

# DISTRICT SALES MANAGER

## Southwest Region Radio Broadcast Equipment

We are a leading producer of radio and TV broadcast equipment with an unusually interesting and rewarding career opportunity to offer.

You will be responsible for the regional sales effort in the marketing of commercial radio broadcasting products, as well as promoting and maintaining good customer relations in the Southwest.

Practical work experience in a broadcasting station operation as a station engineer or equivalent is important; a B.S.E.E. highly desirable. In-depth understanding of studio and automation equipment is a plus. You should possess marketing skills and a sales personality.

The person we seek will be assigned to the Southwest region and will reside in that area. It will be necessary for you to spend a brief period of time in training at our divisional office.

You'll enjoy an excellent benefits program including profit sharing, hospitalization, stable employment, ideal conditions, plus relocation expenses. Salary will be commensurate with your experience and contribution, including a base plus incentive. All traveling expenses will be paid by the company.

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

## Situations Wanted Programing, Production, Others

President- group radio broadcast subsidiary of major national company 25 years broadcast experience, all phases, including acquisition. 46 years old. Looking for executive position in group ownership. Excellent resume and references upon request.

Box U-180, BROADCASTING.

## TELEVISION

### Help Wanted Management

**ETV EXECUTIVE DIRECTOR**—Executive Director for State ETV Network in Mississippi requires advanced degree and/or significant experience in ETV with successful executive level managerial history. Strong background in administration with special skills and interest in creative programming, production and instructional broadcasting. Send complete resume to Dr. Ovin C. Ray, Chairman of the Board, MAET, P.O. Drawer 1101, Jackson MS 39205. Equal Opportunity Employer.

### Help Wanted Sales

**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

### VIDEO SALES ENGINEER

Professional Video Switcher manufacturer requires aggressive, creative, sales engineer. Solid background in professional video sales and/or engineering necessary. Degree helpful but not mandatory. This is a great opportunity for someone willing to grow with a small, yet fast growing, company located in Gainesville, Florida. Salary commensurate with experience and ability.

Write in complete confidence, including picture, detailing experience and general background to Industrial Sciences, Inc. P.O. Box 1495, Gainesville, Florida 32602.

### Help Wanted Technical

#### TRANSMITTER and MAINTENANCE ENGINEERS

Needed immediately FCC first class license required. Transmitter engineer to maintain remote control UHF transmitter. Maintenance/operator engineer for maintaining control room equipment. Write WRBT-TV, PO Box 14685, Baton Rouge, La. 70808, EOE.

### Placement Service

**RADIO-TELEVISION-CATV STATION OWNERS & MANAGERS**  
We will recruit your personnel at no charge to you. Call the

**"PERSONNEL HOTLINE"**  
305-659-4513

### News Service

#### REPUBLICAN CONVENTION COVERAGE

Did you miss out on localized TV & radio coverage of the Democratic Convention in New York? Then, don't make the same mistake with the Republicans next month. Capitol Hill News Service will act as your Kansas City Bureau at grapevine rates. Call Bonnie Ginzburg, Broadcast Director (202) 638-1098.

**REPUBLICAN NATIONAL CONVENTION**  
Radio coverage. Daily reports. Where your local and state delegates stand; what people from your state are doing and saying in Kansas City. \$150. Lower in states already covered by CBN (\$120). Higher in top twenty markets. Order coverage at once. CAPITAL BROADCAST NEWS, Suite 811, 400 1st Street, N.W., Washington, D.C., 20001. (202)-638-8733.

## Radio Drama



### LUM and ABNER

5 - 15 MINUTE  
PROGRAMS WEEKLY  
Lum & Abner Distributors  
1001 SPRING  
LITTLE ROCK, ARK. 72202  
Phone (501) 378-9292

### Programing

#### HOW CB-RADIO CAN MAKE \$ PROFITS FOR YOU

Ratings Down?

In the latest A.R.B. Ratings did you find out that you were only talking to yourself? Let us recover your radio station. We have over 18 years experience in Programming, Market Research and Promotions. Call or write us today. We recover all size markets. 808-261-0888. Chris Bailey and Associates, Programming Advisors, P.O. Box 2033, Cincinnati, Ohio 45201.

#### "I'd Rather Be President"

One hundred, three and a half minute episodes The story of every US Presidential campaign and election Produced especially for Presidential election year Actual voices of every American President since 1884 Authentic campaign songs Individual stories on Presidential wives \$245,000 including tapes and mailing Broadcast Creation, Box 266 Linden Michigan 48451

### Flags

**OVER 1,000,000 KITS SOLD BY THE MEDIA**

3' x 5' Double-Stitched Flag  
W/6 Ft. Jointed Metal Pole & Accessories  
Made in U.S.A.  
Ideal for Bicentennial Promotion

Write or Call Today For Catalog Sheet of Bicentennial Items Immediate Delivery.

**ATLAS FLAG CORPORATION OF AMERICA**  
Evanston, Ill. 62930 • 618/273-3376

### Management Consultant

#### Group Sales Manager

Ambitious Sales executive needed to recruit, hire and train sales people for multiple station ownership. Heavy travel from either Chicago or Tulsa base. \$35,000.00 salary, bonus arrangement and excellent insurance program. Send resume and references to Box U-128, BROADCASTING, confidential.

### Free Film

**FREE FILMS? CALL MODERN TV**

The leading distributor. We have the most. PSA's & newsclips too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

### FREE LOAN 16mm FILMS

#### ASSOCIATION FILMS, INC.

For programing assistance, call collect

Ridgefield, N.J. (201) 943-3855, LaGrange, Ill. (312) 354-7422, Dallas (214) 638-6799, Atlanta (404) 458-6253, San Valley, Ca. (213) 767-0200.

# Books for Broadcasters

304. **AUDIO CONTROL HANDBOOK**—for radio and television broadcasting, 4th edition. Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated index. **\$10.00.**
305. **BROADCAST JOURNALISM, An Introduction to News Writing** by Mark W. Hall. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 160 pages, 6 1/8" x 9 1/4". **\$6.95.**
306. **BROADCAST MANAGEMENT** by Ward L. Quaal and James A. Brown. Whether you aspire to a career in broadcasting, are a student of broadcasting or already are employed in broadcasting, this second edition—revised and enlarged—is "must" reading. 464 pages, charts & index. **\$16.50.**
312. **THE TECHNIQUE OF TELEVISION PRODUCTION, 9th Revised Edition** by Gerald Millerson. Now revised and updated throughout to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages, 1,160 illustrations, bibliography. **\$14.50.**
313. **THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques** edited by Raymond Spottiswoode. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 6 3/4" x 9 1/2". 1,000 diagrams, index. **\$37.50.**
316. **RADIO BROADCASTING: An Introduction to the Sound Medium, Revised Edition** by Irving E. Fang. Revised, expanded and revised throughout, this new edition includes radio news, First Amendment problems and current techniques of electronic journalism. 478 pages, 100 illustrations, notes, bibliography, appendices, glossary. **\$10.95.**
318. **TV CAMERA OPERATION** by Gerald Millerson. Examines step by step the various principles that underlie the use of the television camera. "Clear, concise and an absolute 'must' for anyone aspiring to TV camera work, it surpasses anything I have seen on the subject."—Richard D. Hutto, Director of Broadcasting, St. Lawrence University. 160 pages, 5 1/2" x 8 1/2", 71 two-color diagrammatic illustrations, glossary. **\$10.95.**
327. **THE WORK OF THE TELEVISION JOURNALIST** by R.W. Tyrell. Describes every job from writer and producer to that of cameraman, recordist, film editor and newscaster. Invaluable as a basic primer for all newcomers to television—student and professional. 178 pages, illustrated, glossary. **\$14.50.**

**BROADCASTING Book Division**  
1735 DeSales St., NW  
Washington, D.C. 20036

Please send me book(s) numbered \_\_\_\_\_ Payment for the full amount is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## Employment Service

WE HAVE THE JOBS!!!  
Subscribe To:



Box 61, Lincolndale, N.Y. 10840  
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.  
(30 issues) No C.O.D.'s, Please

## Buy-Sell-Trade

**NO CASH**

**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)**

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## Wanted To Buy Stations

Large mkt management team, 2 bright, energetic young men. Not afraid of hard work, seek ownership opportunity in small to medium mkt. Prefer Ariz., Calif., Ore. or Wash. We want to grow with and be part of your community. Solid references.

Box U-166, BROADCASTING.

## For Sale Stations

Outstanding small market daytime station. Midwest location. Billing will exceed over \$150,000 for 1976. Priced two times gross cash, two and a fourth times gross for terms. Only financially qualified buyers need inquire. No brokers. Real estate included. Box U-138, BROADCASTING.

UHF television station in Northeast, full color, network affiliated. Financially qualified buyers only. No brokers.

Reply Box V-41, BROADCASTING.

Fulltime AM station in Midwest Market rated No.1 by ARB; 5,000 Watts Day, 500 Watts Night on low frequency, priced at less than 2½ times gross at \$590,000 cash. Send full financial qualifications. Terms to financially qualified buyer.

Box V-46, BROADCASTING.

## FOR SALE NEW JERSEY FULL-TIME AM RADIO STATION

Real potential for increased billing with strong sales-oriented ownership. Asking \$550,000, including prime real estate. Terms to qualified buyer.

Box V-61, BROADCASTING.

- 1000 w daytime. No down payment. Town of 40,000 in N.E. tip of Tennessee. \$3,016 per month. Prepayment privileges.
- AM/FM in Mississippi. These are the only two stations in a two county area. About \$115,000 annual sales. A good buy for \$250,000.
- Black programmed daytime. Annual sales about \$135,000. Real Estate included. Good terms. Covers metro area of 295,000 in S.W. part of Virginia. Make an offer.

**BUSINESS BROKER ASSOCIATES**  
615-894-7511

## For Sales Stations Continued

### TEXAS

Daytimer in single station market. County Seat. Transmitter real estate included—Good equipment. Priced at 5 times cash flow \$210,000, 29% down, balance ten years.

### ROCKY MOUNTAIN

Profitable full-time AM—New Equipment—Excellent year around growth area. Cash flow covers payments. Price: \$360,000. 29% down, balance eight years.

**George MOORE**  
& ASSOCIATES

8116 No. Central Expressway Suite 712  
Dallas, TX 75206 (214) 361-8978

## 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

## 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** INC  
435 NORTH MICHIGAN • CHICAGO 80611  
**312-467-0040**



Florida	small	daytime	\$150K	\$12.5
Midwest	small	FM	120K	Cash
New York	metro	AM/FM	1,700K	29%
Texas	small	daytime	85K	Cash
Southeast	medium	fulltime	500K	29%

Atlanta—Boston—Chicago—Dallas  
New York—San Francisco



**CHAPMAN ASSOCIATES**

nationwide service

1835 Savoy Drive,

Atlanta, Georgia 30341

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

- Help Wanted, 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40c per word—\$8.00 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 July 28	Closing Wed. July 21	Net change in week	% change in week	1976 High	Low	PIE ratio	Approx shares out (000)	Total market capitali- zation (000)	
<b>Broadcasting</b>											
ARC	ABC	N 36 1/2	36 7/8	- 3/8	- 1.01	38 1/2	19 7/8	32	17,289	631,048	
CAPITAL CITIES	CCB	N 53 1/2	54 3/4	- 1 1/4	- 2.28	55 1/8	42 1/4	15	7,759	415,106	
CBS	CBS	N 59 1/8	59 1/2	- 3/8	- .63	60 3/8	46 3/4	13	28,313	1,674,006	
COX	COX	N 35 5/8	35 3/4	- 1/8	- .34	37 3/4	28 3/4	14	5,861	208,798	
GRDSS TELECASTING	GGG	A 11 3/4	12 3/8	- 5/8	- 5.05	12 3/8	10	R	800	9,400	
KINGSTIP	KTP	A 5 1/2	5 5/8	- 1/8	- 2.22	8 5/8	4 7/8	R	4	1,154	6,347
LIN	LINB	O 16 3/4	17 3/4	- 1	- 5.63	17 3/4	9 5/8	9	2,382	39,898	
MOONEY	MOON	O 2 3/8	2 1/4	+ 1/8	+ 5.55	3 7/8	2 1/4	4	425	1,009	
RAHALL	RAHL	O 5 3/8	5 3/8		.00	5 3/4	4 1/2	11	1,297	6,971	
SCRIPPS-HOWARD	SCRP	O 28	28		.00	28 1/2	20 1/2	R	2,589	72,492	
STARR**	SBG	M 4 1/2	3 3/8	+ 1 1/8	+ 33.33	5	2 1/2		1,202	5,409	
STORER	SBK	N 27 3/4	26 3/8	+ 1 3/8	+ 5.21	27 3/4	15 7/8	10	3,902	108,280	
TAFT	TFR	N 28 3/4	28 3/4		.00	31 1/2	23 1/4	10	4,070	117,012	
TOTAL									77,043	3,295,776	

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 3 1/2	3 3/8	+ 1/8	+ 3.70	4 3/4	2	R	1,258	4,403
AVCO	AV	N 13	13		.00	14 1/2	4 1/2	2	11,481	149,253
BARTELL MEDIA**	8MC	A 1	1		.00	1 1/4	1/2		2,257	2,257
JOHN BLAIR	BJ	N 10 5/8	10 7/8	- 1/4	- 2.29	11	5	R	2,403	25,531
CHRIS-CRAFT**	CCN	N 4 5/8	4 7/8	- 1/4	- 5.12	6 3/8	4 5/8	R	4,162	19,249
COMBINED COMM.	CCA	N 18 1/4	19 7/8	- 1 5/8	- 8.17	20	12 5/8	11	6,269	114,409
COMLES	CWL	N 11	11 3/8	- 3/8	- 3.29	11 3/8	6 1/8	15	3,969	43,659
DUN & BRADSTREET	DNB	N 26 1/4	26 7/8	- 5/8	- 2.32	33 3/4	24 5/8	16	26,581	697,751
FAIRCHILD IND.	FEN	N 10 3/4	10 3/4		.00	11 1/2	6 1/8	15	5,708	61,361
FUDJIA**	FQA	N 8 1/2	9 1/2	- 1	- 10.52	9 3/4	4 1/2		8,551	72,683
GANNETT CO.	GCI	N 35 7/8	37	- 1 1/8	- 3.04	40	32 7/8	19	21,108	757,249
GENERAL TIRE	GY	N 23	22 1/2	+ 1/2	+ 2.22	23	17 5/8	6	21,853	502,619
GLOBE BROADCASTING*	GLBTA	O 2 5/8	2 5/8		.00	2 7/8	1 1/2		2,783	7,305
GRAY COMMUN.	G	D 6 1/4	6 1/4		.00	6 1/2	6	5	475	2,968
HARTE-HANKS	HHN	N 25 3/4	24 5/8	+ 1 1/8	+ 4.56	25 3/4	17 1/8	13	4,381	112,810
JEFFERSON-PILOT	JP	N 29 1/2	29 3/4	- 1/4	- .84	31 1/4	25 5/8	12	24,074	710,183
KAISER INDUSTRIES	KI	A 14 7/8	14 3/4	+ 1/8	+ .84	15	8	7	27,598	410,520
KANSAS STATE NET.	KSN	O 3 5/8	3 5/8		.00	4 7/8	3	5	1,815	6,579
KNIGHT-RIDDER	KRN	N 36 5/8	36 5/8		.00	37	28 7/8	16	8,305	304,170
LEE ENTERPRISES	LNT	A 16 3/8	16	+ 3/8	+ 2.34	25 1/2	15 3/8	11	3,352	54,889
LIBERTY	LC	N 17 7/8	16 1/2	+ 1 3/8	+ 8.33	17 7/8	9 1/2	7	6,762	120,870
MCGRAW-HILL	MHP	N 15 1/8	14 7/8	+ 1/4	+ 1.68	17	12 3/4	11	24,700	373,587
MEDIA GENERAL	MEG	A 16 5/8	16 1/4	+ 3/8	+ 2.30	19 1/2	14 1/4	8	7,276	120,963
MEREDITH	MDP	N 14 1/2	14 3/8	+ 1/8	+ .86	17 5/8	10 1/4	4	3,041	44,094
METROMEDIA	MET	N 28	29 1/4	- 1 1/4	- 4.27	29 3/4	15	10	6,721	188,188
MULTIMEDIA	MMED	D 19 1/2	19 1/2		.00	19 1/2	14 1/4	12	4,390	85,605
NEW YORK TIMES CO.	NYKA	A 14 1/4	14 1/2	- 1/4	- 1.72	17 3/8	11 1/2	14	10,931	155,766
OUTLET CO.	OTU	N 15 7/8	16	- 1/8	- .78	19	12 7/8	5	1,433	22,748
POST CORP.**	POST	O 10 1/2	10 1/2		.00	10 1/2	8		871	9,145
REEVES TELECOM**	RAT	A 1 5/8	1 5/8		.00	2 1/4	1 1/8		2,376	3,861
ROLLINS	ROL	N 23 1/2	23 1/2		.00	27 3/8	20 3/4	15	13,404	314,994
RUST CRAFT	RUS	A 8 1/8	8 1/4	- 1/8	- 1.51	9 7/8	5 5/8	6	2,291	18,614
SAN JUAN RACING	SJR	N 8 1/4	8 5/8	- 3/8	- 4.34	9 1/4	7 1/4	6	2,509	20,699
SCHERING-PLOUGH	SGP	N 52 1/4	53 3/4	- 1 1/2	- 2.79	59 3/4	47 1/2	20	54,023	2,822,701
SONDERLING	SDR	A 11 1/4	10 1/2	+ 3/4	+ 7.14	13	6 3/4	5	729	8,201
TECH OPERATIONS**	TD	A 2 3/4	2 7/8	- 1/8	- 4.34	4 3/4	2 3/4		1,344	3,696
TIMES MIRROR CO.	TMC	N 22 1/4	21 3/4	+ 1/2	+ 2.29	23 3/4	18 1/4	15	33,881	753,852
WASHINGTON PDST CO.	WPO	A 40	39 5/8	+ 3/8	+ .94	40	21 3/4	15	4,546	181,840
WOMETCO	WOM	N 11 1/2	11 7/8	- 3/8	- 3.15	19 1/2	11 1/2	8	9,467	108,870
TOTAL									379,078	9,418,142

## Cablecasting

AMECO**	ACO	O 1 1/2	1 1/2		.00	1 1/2	3/8		1,200	600
AMER. ELECT. LABS*	AELBA	O 1 1/4	1 1/4		.00	2 1/8	3/4		1,672	2,090
AMERICAN TV & COMM.	AMTV	O 20	19 1/4	+ 3/4	+ 3.89	21 3/4	13 1/2	22	3,330	66,600
ATHENA COMM.**	A	O 1/4	1/4		.00	1/2	1/8		2,125	531
BURNUP & SIMS**	BSIM	O 4 1/8	4 1/2	- 3/8	- 8.33	6 1/2	4 1/8	83	8,349	34,439
CABLECOM-GENERAL	CCG	A 4 1/2	6	- 1 1/2	- 25.00	8 1/8	4 1/2	4	2,560	11,520
CABLE INFO.	O	O 5/8	5/8		.00	1	1/4	3	663	414
COMCAST	O	O 3 1/8	3 1/8		.00	3 1/8	1 7/8	39	1,708	5,337
COMMUN. PROPERTYS**	COMU	D 3 1/4	3 1/4		.00	3 3/4	1 7/8		4,761	15,473
COX CABLE	CXC	A 16	17	- 1	- 5.88	17 3/4	13	19	3,560	56,960
ENTRON	ENT	O 1 5/8	1 5/8		.00	1 3/4	1 1/2	2	979	1,590
GENERAL INSTRUMENT	GRL	N 15 1/4	15 7/8	- 5/8	- 3.93	17 5/8	8 1/4	64	7,178	109,464
GENEVE CORP.	GENV	O 9	9		.00	9 3/4	6 1/2	60	1,121	10,089
TELE-COMMUNICATION	TCOM	O 3 1/4	3 3/8	- 1/8	- 3.70	5 1/4	2 7/8	65	5,181	16,838
TELEPROMPTER**	TP	N 7 5/8	8 1/8	- 1/2	- 6.15	9 3/8	5 3/4		16,634	126,834
TIME INC.	TL	N 61 1/2	60 1/2	+ 1	+ 1.65	69 1/2	57 7/8	13	10,065	618,997
TOCOM	TOCM	O 2 3/4	2 3/4		.00	3 1/4	1 5/8	10	617	1,696
UA-COLUMBIA CABLE	UACC	O 11 3/4	11	+ 3/4	+ 6.81	13	9	11	1,700	19,975
UNITED CABLE TV**	UCTV	O 2 1/4	2 1/4		.00	3	1 5/8		1,879	4,227
VIACOM	VIA	N 8 7/8	9 1/8	- 1/4	- 2.73	11 3/4	7 7/8	10	3,701	32,846
VIKOA	VIK	A 3 3/8	3 3/8		.00	3 3/4	1 1/8	28	2,608	8,802
TOTAL									81,591	1,145,322

Stock symbol	Exch.	Closing Wed. July 28	Closing Wed. July 21	Net change in week	% change in week	High	1976 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Programming</b>											
COLUMBIA PICTURES	CPS	N	5 1/2	5 5/8	- 1/8	- 2.22	7 7/8	4 1/2	6	6,748	37,114
DISNEY	OIS	N	50 1/4	50 5/8	- 3/8	- .74	63	50 1/8	22	31,010	1,558,252
FILMWAYS	FWY	A	6 7/8	7 1/8	- 1/4	- 3.50	10 1/4	5 1/4	6	2,121	14,581
FOUR STAR			1/2	1/2		.00	5/8	3/8	5	666	333
GULF + WESTERN	GW	N	23 7/8	24 1/8	- 1/4	- 1.03	26 7/8	19 5/8	5	30,058	717,634
MCA	MCA	N	29 3/4	32	- 2 1/4	- 7.03	79 1/8	29 3/8	5	17,344	515,984
MGM	MGM	N	13 3/4	13 7/8	- 1/8	- .90	15 3/4	12 7/8	7	13,102	180,152
TELETRONICS INTL.			7 1/4	6 1/4	+ 1	+ 16.00	9 5/8	3 3/4	12	837	6,068
TRANSAMERICA	TA	N	11 5/8	11 7/8	- 1/4	- 2.10	11 7/8	8 1/4	9	64,947	755,008
20TH CENTURY-FOX	TF	N	9 1/4	9 7/8	- 5/8	- 6.32	15	8 7/8	5	7,558	69,911
WALTER READE	WALT	D	3/8	1/8	+ 1/4	+ 200.00	3/8	1/8	19	4,296	1,611
WARNER	WCI	N	19 7/8	20 3/8	- 1/2	- 2.45	24	17 1/2	31	17,001	337,894
WRATHER	WCD	A	4 1/4	4 3/8	- 1/8	- 2.85	5 1/8	3 1/8	8	2,244	9,537
TOTAL									197,932	4,204,079	
<b>Service</b>											
BBDO INC.	BBDO	O	19 1/2	19 1/2		.00	21	16 3/4	7	2,513	49,003
COMSAT	CO	N	26	25 3/8	+ 5/8	+ 2.46	31 3/4	23 7/8	6	10,000	260,000
DOYLE DANE BERNBACH	DOYL	O	12	12 1/4	- 1/4	- 2.04	13	8 7/8	7	1,816	21,792
FOOTE CONE & BELDING	FCB	N	13 3/4	14	- 1/4	- 1.78	14	10 1/4	7	2,130	29,287
GREY ADVERTISING	GREY	O	11 1/4	11 3/8	- 1/8	- 1.09	12	6 7/8	6	1,187	13,353
INTERPUBLIC GROUP	IPG	N	24	24 3/8	- 3/8	- 1.53	25 5/8	16 3/8	7	2,290	54,960
MARVIN JOSEPHSON	MRVN	O	7	7 1/4	- 1/4	- 3.44	10 3/8	6 3/4	7	1,952	13,664
MCI COMMUNICATIONS**	MCIC	O	1 1/2	1 3/8	+ 1/8	+ 9.09	3 3/8	1 3/8		15,826	23,739
MOVIELAB	MOV	A	1 3/8	1 5/8	- 1/4	- 15.38	2 5/8	1	6	1,407	1,934
MPO VIDEOTRONICS**	MPO	A	3 3/4	3 7/8	- 1/8	- 3.22	3 7/8	2 3/8		537	2,013
NEEDHAM, HARPER	NDHMA	O	6	6 1/8	- 1/8	- 2.04	6 7/8	5 5/8	4	816	4,896
A. C. NIELSEN	NIELB	O	20 1/4	21 7/8	- 1 5/8	- 7.42	24 5/8	16 3/4	13	10,598	214,609
OGILVY & MATHER	OGIL	O	25	25		.00	27 1/2	17	8	1,805	45,125
J. WALTER THOMPSON	JWT	N	11 3/8	11 5/8	- 1/4	- 2.15	13 7/8	7 7/8	10	2,649	30,132
TOTAL									55,526	764,507	
<b>Electronics/Manufacturing</b>											
AMPEX	APX	N	8 5/8	9 1/4	- 5/8	- 6.75	9 1/4	4 3/4	14	10,885	93,883
ARVIN INDUSTRIES	ARV	N	14 3/4	15 1/4	- 1/2	- 3.27	16	9 5/8	8	5,959	87,895
CETEC	CEC	A	1 5/8	1 3/4	- 1/8	- 7.14	2 3/4	1 1/4	10	2,319	3,768
CDHU, INC.	CDH	A	2 1/2	2 3/8	+ 1/8	+ 5.26	3 5/8	2	13	1,617	4,042
CONRAC	CAX	N	23 3/4	23 3/4		.00	29 1/8	20	9	1,282	30,447
EASTMAN KODAK	EASKO	N	93 5/8	98 5/8	- 5	- 5.06	116 3/4	93 5/8	24	161,347	15,106,112
FARINON ELECTRIC	FARN	O	11 1/4	11 1/4		.00	11 1/2	7	23	3,925	44,156
GENERAL ELECTRIC	GE	N	54 1/2	57	- 2 1/2	- 4.38	58 3/4	46	16	184,427	10,051,271
HARRIS CORP.	HRS	N	51	51 1/4	- 1/4	- .48	51 3/4	33 3/4	13	6,066	309,366
HARVEL INDUSTRIES	HARV	D	5	5		.00	6 1/2	4	13	480	2,400
INTL. VIDEO CORP.**	IVCP	O	2	2		.00	3 1/8	1 1/8		2,701	5,402
MICROWAVE ASSOC. INC	MAI	N	19 3/4	21	- 1 1/4	- 5.95	21 7/8	13 3/4	12	1,320	26,070
3M	MMM	N	59 7/8	58 1/2	+ 1 3/8	+ 2.35	63 1/2	52 1/2	25	114,240	6,840,120
MOTOROLA	MOT	N	57	55 1/8	+ 1 7/8	+ 3.40	57 3/4	41 1/4	32	28,300	1,613,100
N. AMERICAN PHILIPS	NPH	N	31 3/8	30 7/8	+ 1/2	+ 1.61	33	19 7/8	9	12,033	377,535
OAK INDUSTRIES	OEN	N	11 3/8	11 5/8	- 1/4	- 2.15	12 1/4	7 1/4	15	1,639	18,643
RCA	RCA	N	28 1/2	28 5/8	- 1/8	- .43	30	18 7/8	17	74,627	2,126,869
ROCKWELL INTL.	RDK	N	29 1/2	29 7/8	- 3/8	- 1.25	32 1/2	23 3/8	9	31,200	920,400
RSC INDUSTRIES	RSC	A	1 3/4	1 5/8	+ 1/8	+ 7.69	2 1/2	1 3/8	9	3,440	6,020
SCIENTIFIC-ATLANTA	SFA	A	15 7/8	16 1/8	- 1/4	- 1.55	18 5/8	10 1/4	12	1,598	25,368
SONY CORP.	SNE	N	9 1/2	9 7/8	- 3/8	- 3.79	9 7/8	7 1/4	29	172,500	1,638,750
TEKTRONIX	TEK	N	66 1/4	66 1/4		.00	66 1/4	44 1/4	21	8,671	574,453
TELEMATIION	TIMT	O	3/4	5/8	+ 1/8	+ 20.00	1	1/2	1	1,050	787
VARIAN ASSOCIATES	VAR	N	14 1/2	15	- 1/2	- 3.33	17 1/4	12	12	6,838	99,151
WESTINGHOUSE	WX	N	16 1/2	16 3/4	- 1/4	- 1.49	17 3/4	13	8	87,498	1,443,717
ZENITH	ZE	N	32 3/8	34	- 1 5/8	- 4.77	38 1/4	23 5/8	18	18,799	608,617
TOTAL									944,761	42,058,342	
GRAND TOTAL									1,735,931	60,886,168	

Standard & Poor's Industrial Average 115.3 116.8 -1.5

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

\*Stock did not trade on Wednesday, closing price shown is last traded price.  
\*\*No P/E ratio is computed, company registered net loss.  
\*\*\*Stock split

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.  
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.

<sup>1</sup>Broadcast interests of Kingstip Inc. have been transferred to Kingstip Communications Inc., which in turn was spun off to stockholders of Kingstip Inc., effective July 9

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:		
Camplown Industries	1/8	10/2/74
CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/4/75
Elkins Institute	1/8	11/20/74
Heritage Communications	3	3/8/76
Lamb Communications	1	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75



## Tom Houser: back into the public sector again, this time with the OTP

Scattered throughout the country are a small corps of men and women who find it easy and rewarding—psychically, at least—to move in and out of government service. Usually, but not always, they are lawyers. They serve in the upper-middle or top levels of government. Although the shutting sometimes gives rise to complaints or suspicions of conflict of interest, there are those who regard the corps as a valuable public resource in that it serves as a pool of experienced administrators for government. Thomas J. Houser, the newly installed director of the Office of Telecommunications Policy, for instance, is one of those for whom career fulfillment comes in mixing government service with private law practice.

At 47, he has already alternated law practice in Chicago with two earlier tours of service in Washington—as deputy director of the Peace Corps, in 1969 and 1970, and as a member of the FCC, for eight months in 1971. The door to government service, was opened for him principally by Senator Charles Percy (R-Ill.), whom he had twice served as campaign manager—unsuccessfully, in 1964, when Mr. Percy ran for governor, and successfully, in 1966, when he ran for the Senate. And he had done well. At the commission, Mr. Houser was regarded as bright, interested in the commission's work and possessed of the energy and ability to handle it.

But he was moved out of the job after the unexpired term to which he had been appointed ran out; President Nixon had promised the full term to then-Representative Charlotte Reid (R-Ill.), a promise Mr. Houser says he was not aware of when he accepted his appointment in December 1970.

The experience might have soured some people on government service—but not Mr. Houser. After returning to Chicago and the prestigious firm of Sidley & Austin, into which his former firm—Liebman, Williams, Bennett, Baird & Minow (as in Newton N., the former FCC chairman), had merged—he kept his ties to the government. He took a leave of absence from his law firm to head President Nixon's re-election campaign effort in Illinois in 1972; he maintained personal relationships with men such as Donald Rumsfeld, who was to become President Ford's chief of staff and later secretary of defense, and he fed the White House personnel office names of persons for consideration for various government jobs.

So, it was not surprising that the White House finally turned to Mr. Houser, earlier



Thomas James Houser—director, Office of Telecommunications Policy; b. June 28, 1929. Chicago; Michigan State University, 1947-48; Hanover College. AB, 1951; Advance School of International Studies, 1951-52; Northwestern University School of Law, JD, 1959; Association of Western Railways, 1959-61; Burlington Northern Railroad Co., 1961-65; Chicago office of Senator Charles Percy, legal counsel and staff supervisor, 1967-68; Liebman, Williams, Bennett, Baird & Minow, Chicago, 1968-69; deputy director, Peace Corps, 1969-70; FCC commissioner, 1971; Sidley & Austin, Chicago, partner, 1971-76; public member, U.S. Information Agency inspection team, Yugoslavia, October 1975; State Department-sponsored lecture tour of Eastern Europe, April-May 1976; m. JoAnn Ochsenhirt, Nov. 20, 1954; children—Deborah, 21, Deneen, 19; David, 15.

this year, in its search for a successor to Clay T. Whitehead, who had resigned as director of OTP in September 1974. But why did Mr. Houser accept? President Ford's term was running out, and chances were good that there would be a new President in January who would want his own OTP director.

In answering the question, Mr. Houser talked of his belief in public service (a belief, incidentally, that extends to such things as the Chicago area Boy Scouts and the National Asthma Center), and of what he regards as his duty to accept a presidential request. But he does not seem to feel he is making a sacrifice. He is as confident now as he was in March, when he accepted the OTP job, that President Ford will survive the Ronald Reagan challenge at the Republican national convention this month and win election in November.

It's evident that Mr. Houser does not regard his job as that of a caretaker. He has a concept of the role he wants OTP to

play—not to second-guess the FCC but to look far into the future and attempt to formulate policy that correctly anticipates technological changes, heads off disasters for some companies, and "avoids the kind of confrontations we see today in telecommunications"—a reference to the struggle between broadcasting and cable television.

One of Mr. Houser's top priorities in his first weeks on the job involves the effort now under way at the White House, with OTP's participation, to determine whether and how OTP should be reorganized and where it might be relocated (BROADCASTING, July 5, July 26). Whatever the future shape of OTP, Mr. Houser says: "I want to get OTP firmly established with a secure role in government. It has an important function."

As in the case of any ex-government official returning to Washington, Mr. Houser's re-entry sparks memories. At the FCC, he is remembered as a decent, fair-minded individual. At the same time, however, officials recall that, despite his reputation as a savvy politician, he seemed oddly "naive," as one put it, in not treating then-Commissioner Nicholas Johnson, the commission's bete noire, as guardedly as did his colleagues.

Mr. Houser himself seems to feel he has an image problem, one hanging over from his days on the commission, that he is probable.

In an interview, he did what he could to dispose of that impression. First, in referring to OTP's draft cable de-regulation bill, he questioned whether the authors had considered the future of UHF and broadcasting in general, then added: "We're interested in an even-handed approach to cable and broadcasting competition... If the country gets serious about de-regulation of cable, I'll get interested in a complementary de-regulation of broadcasting."

Finally, he hit the issue head-on: "I object to being labeled pro-cable."

He recalled that, as a commissioner, he had supported five-year licenses for broadcasters and that he had referred to cable operators as "uncommon common carriers," hardly a description to please them. He said, too, that although he had voted with a majority of the commission to ease cable rules, the majority was not tarred with the same "pro-cable" brush with which he was.

But he indicated he had learned something about broadcasting and other elements of the communications industry. "They're very sensitive. If you're not with them on a vote, you're against them."

"A man ought to be judged on his entire record," Mr. Houser said. That is something to keep in mind as he begins to write his record on his clean slate at OTP.

## Don't try to hide it

Business is so good that many broadcasters, especially television broadcasters, are becoming seriously concerned about the public-relations problem that their mounting profits may create. It is not a wasted concern, because those profits will certainly agitate critics, who are rarely reticent under any circumstances.

We have given this problem some thought, and like the man who concluded from experience with both extremes that it was more pleasant to be rich than to be poor, we believe that the profits should be retained, not returned, and more to the point we believe they should not be treated with embarrassment, either.

Television is a risky and expensive business as well as, occasionally, a very profitable one. It costs as much to operate in bad times as in good, which of course is why, when a boom does come, the profits look so big. In poorer years, the bottom line is less distinct.

Take 1975 for example—not a bad year at all. As shown in FCC figures reported in detail in this issue, television's pretax profits were the highest in history, up 5.7% over 1974. What may be overlooked is that the 8.3% rate of increase in revenues, which sounds pretty good, didn't quite keep up with the 8.9% rate of increase in expenses. And if the networks expanded their news budgets by \$10 million in 1975, as the FCC figures show, what order of increase may be necessary to keep up with the news in this presidential election year?

But we begin to sound defensive, and defensiveness is not called for. The free-enterprise system is at work. Broadcasters paid their dues by creating, through private capital and at high risk, the most elaborate and productive television system in the world. They've had bad years and good years. Now the economy has turned strong, and most businesses are enjoying the results. If this proves to be the best year broadcasting ever had, so be it. Congratulations, and many happy returns.

## Facing it

The FCC has acted with conviction and courage in challenging the courts to a showdown on the government's authority to interfere with the broadcasters' right to choose and change formats. The opinion adopted by the FCC last week is a vigorous argument for the First Amendment principle that the marketplace and not the government should decide the acceptability of programing.

As recounted elsewhere in this issue, the FCC has been forced deeper and deeper into format decisions by the appellate court, beginning with the court's reversal of FCC approval of a sale in 1968 of WKGA(AM) Atlanta. The reversal came upon an appeal brought by a citizen group that had been recruited by an Atlanta newspaper columnist who objected to the prospective buyer's intention to change the station's format from classical to contemporary music. That became the pattern, indeed the invitation, for future protests that proliferated as the practice received more endorsements from the appellate court.

There is no way to count the sales that have been frustrated by the unwillingness of buyers to risk a format change and the possibility of protest. And it can only be surmised how many broadcasters have been deterred from venturing a format change on stations they intended to retain. No broadcaster of sound mind is likely to experiment with a format of uncertain prospects if he knows he cannot abandon it upon failure to attract a marketable audience.

In its opinion the FCC speaks of the "chilling effect" that gov-

ernment supervision of program changes exerts, and it adds: "... allocating entertainment formats by market forces has a precious element of flexibility which no system of regulatory supervision could possibly approximate. In our society, public tastes are subject to rapid change. The people are entitled to expect that the broadcast industry will respond to these changing tastes—and the changing needs and aspirations which they mirror—without having to endure the delay and inconvenience that would be inevitable if permission to change had to be sought from a government agency."

The same observation could be made about many other elements of FCC regulation.

## A chance for immortality

Anyone with a genuine interest in deflating the swollen federal bureaucracy would be disheartened by two studies commissioned by the Office of Telecommunications Policy. The real importance of the studies lies not as much in what they say, which is very little, as in their mere existence. They were ordered as part of an administration attempt to define OTP's functions and decide where it should be located in the executive branch.

Neither the Arthur D. Little study, reported here a week ago, nor the McKinsey & Co. work that is described elsewhere in this issue, directly answers the central questions about OTP's future. Think tanks and consultants prefer to supply options or scenarios and leave the decisions to someone else.

It really doesn't matter what Little and McKinsey have said. When the government pays outsiders to find work for it to do, it only demonstrates that the basic mission of bureaucracy is to perpetuate itself.

The OTP in its present size and form was created by Richard Nixon to politicize communications regulation, although other and higher-minded purposes were publicly ascribed to it. Watergate left the office high and dry. Under the Ford administration it operated without a permanent director until three weeks ago when Thomas J. Houser took charge.

If Mr. Houser wants to become the taxpayers' hero and not just another face in Washington, he will recommend that the office be restored to its pre-Nixon role of supervising the government use of its portion of the spectrum and advising the President on policy. That role can be performed at a fraction of OTP's present cost.



Drawn for BROADCASTING by Jack Schmidt

*"That's not quite the kind of 'public service' message we are expected to carry."*

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